

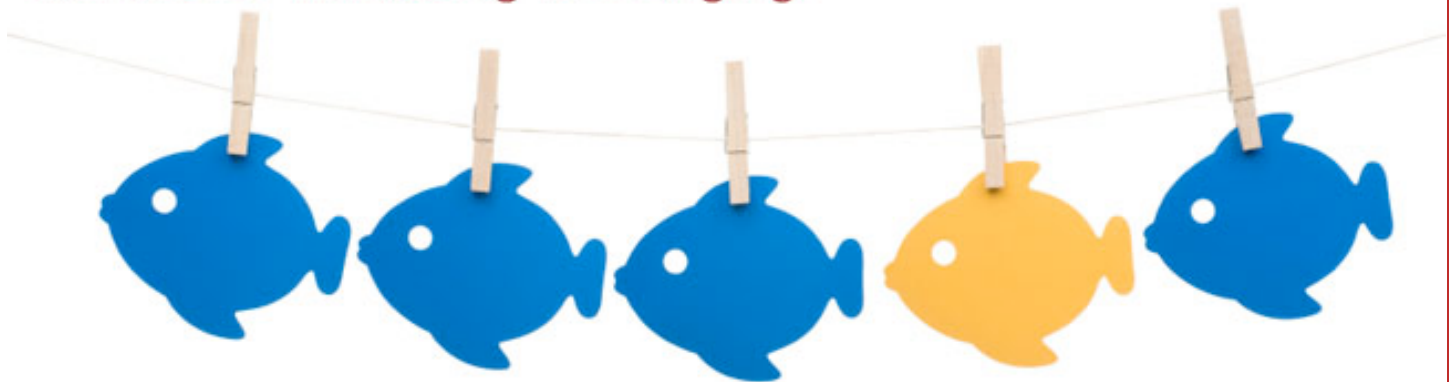
Rate Sheet and Services Overview

Updated November 2008





the face of marketing is changing.



Social Media Marketing: Training and Consulting

The face of marketing is changing.

Brands are built and developed by communities. Customers want to have conversations with companies in ways they never have before. Social media can and should be a common-sense, integrated part of a clear communication strategy to build your brand, both online and off. Is your company tapping its potential?

We can help you understand the social media tools, in clear and jargon-free terms, and find the ones that make sense for your business. We'll explain best practices in branding and social media in real world terms, not just theory. And we'll show you how all of these concepts integrate into the marketing and communications you're already doing.

It's all dedicated to one thing: having better conversations with the people that want to know you. No hype, no stunts. Just better customer connections.

Altitude's training and consulting services are based in common-sense, real world applications that pay attention to things like resources, strategy, and budgets. We can give you tools and ideas to join the fast-moving online conversation in a way that makes sense for your business and your brand.

We provide you with hands-on coaching and advisement, and can take you all the way from learning to strategy to implementation. It's the teach-a-business-to-fish philosophy, which means that we want YOU to become the experts and ultimately bring lasting value to your company.





take your brand
to a new level.

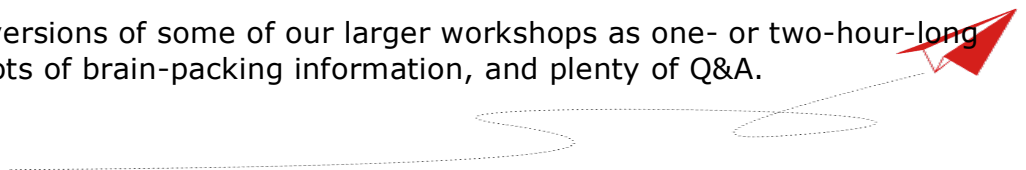


Social Media Training and Workshops

Maybe it's not yet time for a full blown social media strategy, but you know you need to learn more about new media and marketing and how they're useful for business. Altitude provides half- or full-day training sessions customized for you and dedicated to the topics that you most want to understand:

- **Changing Channels: The Nature of New Communication:** A look inside what makes today's environment for marketing, public relations, and communications different than we've ever known before.
- **Corporate Blogging:** Best practices for identifying authors, drafting sound policies, building an audience, generating awareness, and finding a voice and a focus that makes your blog a resource for your community.
- **Online Reputation Management:** Learn how to build searches with freely available tools to discover how your brand is being discussed on the web. Also covers more robust monitoring solutions as well as coaching on responding and engaging online.
- **Social Media Tools:** Facebook. Twitter. LinkedIn. Blogs. RSS. This course is designed to walk you through a handful of the most relevant social media tools for your business. We'll actively set up profiles, learn to navigate the sites, and talk about how they make sense in a business context.
- **Building a Social Network:** Do you think that building an online community – either internally or externally – might make sense for your business? We'll drill down the principles of successful communities, look at the ones that work, and talk about what causes social networks to fail.
- **Building Your Brand Online:** You've worked hard to steward your brand in the offline world. How do you carry that into the online world strategically? We'll talk about the tenets of strong online brand building and how to ensure that your investments offline translate to the fast-moving web.

We also offer condensed versions of some of our larger workshops as one- or two-hour-long Crash Courses. No frills, lots of brain-packing information, and plenty of Q&A.





smart social media requires
a great flight plan.



Marketing and Social Media Strategy

Altitude's marketing and social media coaching is designed to help you put a plan in place that will build your brand online. We'll take you through four important phases of brand building through social media:

Listening: The most critical foundation for social media success is in understanding how your brand is perceived online and where opportunities are to build on your strengths and address the weak links. We'll teach you about the tools and techniques for monitoring your online reputation, what to do with what you learn, and how to prioritize your future outreach.

Planning: We'll determine what tools and approaches make the most sense for your business based on your resources and budget, and what we learned through listening. You'll set goals and objectives to define what social media success means for your business. We'll also help you choose your social media team, teach them best practices, and put together a plan for the next step:

Participating: Using what you've learned through listening and planning, this is where your business gets involved in the online conversation. We'll help you find your brand advocates, learn how to best connect with them, and understand the dos-and-don'ts of social media participation including the tools that make sense for you. You'll establish a unique perspective and valuable, content-driven presence on the web.

Learning: Success in social media is defined by being nimble, engaged, and responsive. We'll work with you to evaluate your progress toward goals and objectives, capture your key learnings, and turn them into strategies you can act on to continually refine and improve your brand-building through social media.

We're not a big agency with gold-plated fees, and we aren't going to come in just to give you big picture theory. Our role is to really and truly help you not only understand social media as a whole, but figure out how to put it into practical practice for your business. The best thing we can do for you is to come in, work hard with your team, teach them what we know, and get out of the way.





execution matters.



Project Execution

Strategy is great, and it ought to drive everything you do while staying flexible enough to react to what your business throws you.

But what if you've got the game plan and not the quarterback? You've got an idea, the underpinnings of a strategy, but you need to make it real, make it executable? We can be your activator, helping you refine your strategy and bring it to fruition.

We've got experience managing and executing all sorts of projects, from start to finish, and we aren't afraid to get our hands dirty. Why? Because sometimes you just need to quit theorizing and get down to business. Just a few of the types of projects we can help with:

- Website redesign and launch
- Corporate Blogs & Social Media Initiatives
- Brand Relaunch & Collateral Development
- Email Marketing & Newsletters
- Fundraising Campaigns
- Conference and Event Planning

And if it's not on the list, that's ok too. Good project execution of any kind is based on solid planning, so let us know your idea and let's talk about how to make it real.





Practice and Pricing

Training and Workshops

Half-day training sessions are priced at \$2,500 when conducted within 100 miles of Chicago, in addition to related expenses. For locations outside the Midwest, training sessions start at \$5,000 for a full-day engagement that may include your choice of training or blended training and on-site consulting.

Our Crash Course (1 or 2 hour) presentations feature condensed content from our training workshops, and allow for lots of Q&A. Hour-long sessions are \$500, and two-hour sessions \$1,000, in addition to related expenses.

Consulting & Project Execution

Consulting services are provided on a monthly retainer or project basis. Retainers start at \$2,000 per month, depending on the scope of work requested. All proposals for consulting services are individually created based on your specific requirements and our professional recommendations. Engagements typically last from 3-12 months, and ongoing advisory services are also available as requested.

Fees for project execution are estimated on a flat-rate basis according to the time commitment required to see the project from concept to completion and manage other consultants or resources. For ongoing project management work, retainer arrangements are available. Just ask.

One-on-one consulting is also available on a project basis; if you're a small or mid-sized company that needs guidance, don't hesitate to give us a call. We'll try and find a scaled down solution to help you get started.

Speaking Engagements

We're happy to participate in your upcoming conference, or to speak at your corporate, trade organization, or industry event. Many of our training topics can be presented in a value-packed, condensed format to engage your audience and send them home with a brain full of new information. If you need a speaker on a specific marketing or social media topic, let us know and we'll work with you to create a custom session to suit your needs.

To Request A Quote:

Please feel free to reach out to us to discuss your project! We're happy to talk to you about the approach that makes the most sense for your business and your brand.

By email (preferred): info@altitudebranding.com

By phone: 847.302.3471

On the web: <http://www.altitudebranding.com> (click on "Contact")



About Altitude



Altitude is a social media and marketing firm founded by Amber Naslund after she spent a decade creating and building successful brands for rapidly-growing business and non-profit organizations. She specializes in helping companies of all stripes and sizes make business sense out of marketing and social media to find the tools and strategies that are just the right fit for their company.

Amber blogs at The BrandBox, focusing on brand building and social media marketing for business. She's also a contributor to the popular Marketing Profs Daily Fix blog, creator of the GirlBizWhiz blog on entrepreneurship, and keeps her personal blog at Innacurate Reality.

Amber speaks and consults across the country, and her common-sense approach to brand building through social media has helped companies understand, embrace, and build brand awareness online. She's worked with a wide profile of brands - from startups to the Fortune 500 - and brought them real, tangible success. Knee deep in social networks before they had a name, Amber is passionate about helping companies and customers build and share brands, together



Select Clients



Radian6 Social Media Monitoring

"Radian6 needed to work with a marketer that not only understood the tenets of sound corporate communication, but who knew how to leverage smart social media. Amber has been able to get quickly immersed in our business and our brand, and deliver compelling results – from messaging development to website strategy and blogging. She's a trusted member of our team whose expertise has added solid value to our brand and our business. And she's a heck of a nice person with a great sense of humour so a ton of fun to work with too. I highly recommend Amber." - David Alston, VP Marketing



JSH&A Public Relations

"Thanks for all of your wise counsel, expertise and insights to guide us as we energize our Social Media capabilities. Your marketing savvy along with your sense of the right mix of social media integrated with traditional approaches has been spot on. Your input with our team and with our clients is much appreciated. And, you're a pleasure to collaborate with!" Jonni Hegenderfer, Founder and President



"Amber was an ideal speaker for Cision US's Internet Research team because what she had to say was useful and relevant for everyone from our resident social media/marketing experts to beginners who are just starting to dabble in the space. Her knowledge of and passion for the changing marketing landscape is inspiring. Additionally, Amber's previous experience in the world of traditional marketing allows her to give an insider's perspective without alienating an outside audience. I would highly recommend Amber." - Heidi Sullivan, Cision



"OnPATH has come to rely on Altitude for their creativity and marketing, social media & branding savvy. So much so that Altitude has become an integral part of OnPATH's marketing department. Altitude is a trusted partner that we rely on to take our projects to the next level...on time and within budget." - Beth Harte, Corporate Marketing Manager

