

## **Makeover Momma.com Integrated Marketing Campaign**

**Makeover Momma.com offers a unique, integrated vertical marketing campaign select companies, products, services and brands.**

The vertical integrated marketing campaign requires that company products and/or services must submit each campaign products or service to Makeover Momma.com for test, evaluation, appraisal, comment and acceptance.

If our free new mom test process meets Makeover Momma.com approval, analysis and endorsement, the product and/or service is eligible for admittance to Makeover Momma.com authorized vertical integrated marketing campaign.

**Makeover Momma.com vertical marketing campaign includes the following elements and/or components:**

- Makeover Momma.com advertising: **Level 5**
- Makeover Momma.com published review, promotional video tutorial and archival retrieval
- Accompanying social media “buzz” via Twitter, Facebook, You Tube and other forms of new media
- Makeover Momma.com incentive e-commerce, retail sale, contest and discount trial promotions
- Makeover Momma.com email outreach campaign to promote the integrated marketing client product/service with Makeover Momma.com
- Makeover Momma.com electronic news release, announcement, etc.
- Makeover Moma.com official, authorize “Seal Of Approval” entitle endorsement to be used, applied and promoted by the integrated marketing client.
- Makeover Momma.com integrated marketing, consulting creative development process webinar or seminar on continued digital new media, social network campaign expansion.

Additional ideas such as hosting events, blogger conference involvement, Twitter parties (and many other ways to organically and authentically promote your brand) can be discussed.

### **Makeover Momma.com Integrated Marketing Campaign Cost**

- FREE new mom test, evaluation, analysis and report
- **90 Day Campaign:**
  - Level 5 advertising space on Makeover Momma.com (for three months, you are saving almost \$600 on advertising alone!)
  - Initial review and video tutorial

- Monthly post showcasing a new aspect of your brand, product, services using integrated form of promotion such as Whrri, You Tube and McLinky.
- Social media promotion via Twitter, Facebook (Twitter party hosting and other incentives can be discussed)
- Contest and giveaway hosting and involvement
- Email outreach
- News release
- "Official" certified Makeover Momma.com seal
- E-commerce sales/contest campaign
- Consulting program

**Cost:** \$2,000

- **120 Day Campaign:** Includes all of the above- \$2,500
  
- **180 Day Campaign:** Includes all of the above- \$3,500