

RIVERSMITH MEDIA

PRODUCTS + SERVICES GUIDE | SPRING-SUMMER 2021

**SIMPLE AND SUSTAINABLE
MARKETING AND DESIGN
SOLUTIONS™**

FOR SMALL BUSINESSES + SOLOPRENEURS

RIVERSMITHMEDIA.COM



IT STARTS WITH AN IDEA

RETHINK YOUR WEBSITE.

THE PROBLEM: A website that is unique, engaging, is easy to maintain, easy to navigate, and doesn't cost a fortune.

THE SOLUTION: The Digital Jumpstart Package from Riversmith Media—a new way to market your business for 2021 and beyond (that doesn't cost a small fortune).

My name is Sara Smith and I am the owner of Riversmith Media—a boutique marketing and design agency located on the stunning Minnesota-Canada border.

I am here to help our small businesses keep their doors open and the lights on. **Over the course of the next couple of pages, you will see a few of the ways I can help business owners enhance their online presence using a unique approach to the common website.**

With attention spans becoming shorter and shorter, and small businesses being pushed out by "big box" corporations, it is more important than ever for entrepreneurs to change the way marketing and advertising are done.

It is time to peel back the layers of "over-complication" and get back to what matters most—building relationships with our customers and clients and creating trust. Simple. As. That.

After reviewing this digital magazine, feel free to contact me with any questions you may have. I love chatting about all things marketing, design, AND business!

"The secret of success is to find a need and fill it, to find a hurt and heal it, to find someone with a problem and help solve it." – Robert H. Schuller

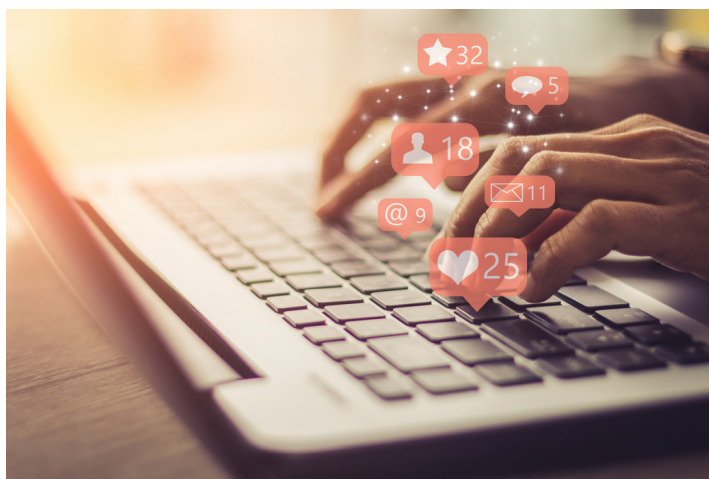
Sara Smith

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A silver laptop is placed on a round, pink, upholstered stool with gold-colored metal legs. The laptop screen displays a white background with bold, dark brown text. The text reads: "LIFE IS TOO SHORT TO HAVE A BORING WEBSITE." Below this, in a smaller, lighter font, is "Riversmith Media".

**LIFE IS
TOO SHORT
TO HAVE A
BORING WEBSITE.**

Riversmith Media



DIGITAL JUMPSTART PACKAGE

Many small business owners are unsure of where to start or what to do when it comes to marketing and advertising their businesses in a manner that is up-to-date with today's standards and practices. They know they need it; they just aren't sure where to start. That's where the Digital Jumpstart Package comes in handy.

The Digital Jumpstart Package is not a "one size fits all" solution when it comes to small businesses and solopreneurs. However, it provides a solid foundation for businesses seeking a better internet presence.

This package includes three primary tools every small business should be utilizing—website, content, and social media, with a few extras:

- A simple website that is easy for clients to update and maintain themselves when our project is complete
- Unique content in the form of an interactive, digital magazine that can be shared on social media, email, and other platforms
- Social media graphics that promote the business, website, magazine, and hit upon all major, national holidays
- Social media channel art (banners/headers) that promote brand consistency for a cohesive look
- Social media calendar & ideas for creating social media content and campaigns, custom training videos, and support

These websites are perfect for businesses looking for something a little unique and a lot of fun. Deliver your message in a way that engages, informs, and inspires.

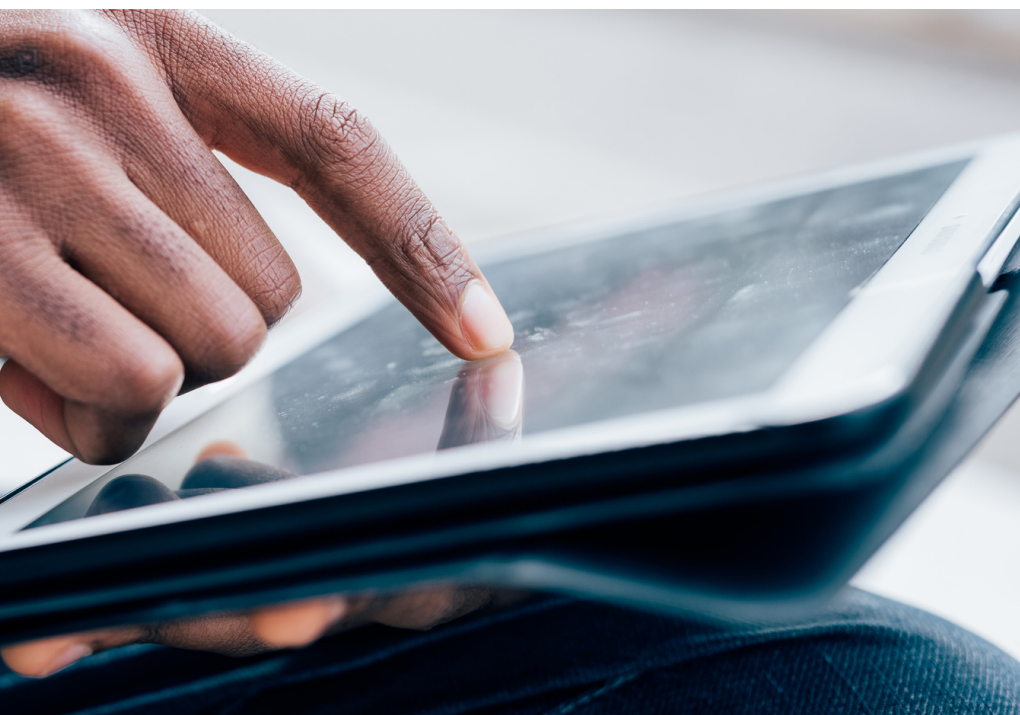
UNIQUE WEBSITE

The foundation of the **Digital Jumpstart Package** is the unique, one-page website. All of the important and informational stuff can be found on this *one* page. Embedded right on this page is an interactive, digital magazine. This website, combined with the engaging power of the digital magazine, encourages visitors to stay on the website longer, learning more about the business.



DIGITAL MAGAZINE

The interactive, digital magazine is the showpiece of Riversmith Media's offerings and keystone of the **Digital Jumpstart Package**. The digital magazine is purposely created to engage with the reader. Links, hotspots, videos, and audio can all be embedded directly into the publication. Adding a digital magazine directly to the homepage is not only unique and attractive, it also enhances search engine rankings and lowers "bounce" rate.



SOCIAL MEDIA CONTENT

More than ever, social media is the first introduction many people have to a business or a brand. As part of the **Digital Jumpstart Package**, each client is provided with a collection of social media graphics created to drive further engagement with the business. While I don't offer social media management, I have excellent tools that help small businesses easily manage it on their own.



DIGITAL JUMPSTART PACKAGE FAQS:

WHO IS THE DIGITAL JUMPSTART PACKAGE FOR?

This package is perfect for any small business or solopreneur who currently does not have an internet presence beyond a basic social media account. Social media is fine, but it simply isn't enough if you want to be found, grow, and add value to your business. This package combines the primary elements every small business needs to be successful online.

WHAT IS THE PROCESS FOR THIS PACKAGE?

After our initial consultation, the client receives an email detailing the project and process, along with everything I need to get started—logos, photos, contact information, and other basic information. I will also send a list of questions that pertain the client's location, history, and typical/ideal customer, so I can better create content and collateral that matches the business's brand and personality.

WHAT IS THE TIMELINE FOR THIS PACKAGE?

Life happens and things pop up. However, if client communication remains open and timely, the entire project can be wrapped up in approximately 30 days from start to finish (sometimes less). Two bonus social media posts will be provided to the client to promote the upcoming new website and magazine. It's *always* good to create anticipation!

HOW MUCH DOES THIS PACKAGE COST? AND ARE THERE ANY OTHER FEES?

The total fee for this package is \$2,997 and includes a 1-page website, an 8-12 page digital magazine, 60-day social media calendar with content ideas + 20 social media graphic posts (one every 3 days), 12 major national holiday posts for social media, 4 seasonal-inspired social media banners/headers, video training for website, design, and marketing, and a subscription to my new monthly marketing magazine—Back2Basics Magazine.

Additional fees include website hosting (this varies and depends on the client's preferred website hosting platform) and a \$60 annual hosting fee on Riversmith Media's digital magazine platform. Of course, other fees can arise if additional work beyond the scope of this package is performed.

WHY A 1-PAGE WEBSITE?

While it seems a small website would be not as effective, a 1-page website is far more user-friendly than a larger, more complex website. Of course, there are always exceptions (e-commerce sites, as an example). 1-page websites include all of the basic information site visitors want to know—general overview, hours of operation, contact info, location, about, reviews, etc... **The website owner can always add more pages to the site as they see fit.** Plus, the embedded digital magazine acts as an extension to the website, so not as many web pages are required. An easy-to-navigate website with engaging content and visual appeal will be the end result of this package.

WHY A DIGITAL MAGAZINE?

An interactive, digital magazine is far more engaging than a common website page or boring blog. It "feels" like a magazine with flippable pages and a magazine-style layout. Not only that, it slows the reader down and keeps him or her on the website longer as it eliminates "mindless scrolling" and encourages interaction with embeddable links, video, and audio. Shareable across many platforms and channels, this is an excellent way to set a business apart.

IS THE WEBSITE SEARCH ENGINE OPTIMIZED? IS THE DIGITAL MAGAZINE SEARCH ENGINE OPTIMIZED?

The website will include keywords, metadata, alt tags, optimized images, and backlinks from the digital magazine. Part of the website training will include how to keep the website fresh and search engine optimized. The digital magazine is also optimized. The flipbook software used includes an Optical Content Reader which converts images and text to searchable content that reads the same as text on a typical website page or optimized image.

CAN THE CLIENT UPDATE AND MAINTAIN THE WEBSITE OR THE DIGITAL MAGAZINE THEMSELVES?

Absolutely! The client owns their website and can do anything they want to it—add pages, make changes, or do a complete overhaul, if they choose. The digital magazine, however, is not accessible by the client. See below.

WHO OWNS THE CONTENT COPYRIGHTS TO THE WEBSITE AND DIGITAL MAGAZINE?

All website content, whether created exclusively by Riversmith Media or in collaboration with the client, is owned by the client. Once the website is created, the business owner will have access to the website and will be able to add, update, and change the content. The content included in the magazine is owned by Riversmith Media unless otherwise noted. The client does not have access to the magazine to change or alter the content. However, change requests can be made for an additional editing fee.

HAVE MORE QUESTIONS? DIFFERENT NEEDS?

Drop me a line! I am more than happy to answer any additional questions you may have about the Digital Jumpstart Package, or anything else I offer. I have two other packages that may be a better fit for business owners with different needs—the Digital Refresh Package and the Digital Essentials Package. You can learn more about those on my website by clicking [here](#).

RIVERSMITH MEDIA PRODUCTS AND SERVICES

When I meet with clients for the first time, it is important to identify their biggest pain points/problems—it is oftentimes not what they think it is. After this initial meeting, we create a plan and solution to help them overcome this issue. By keeping their plan and the solution simple and sustainable, my clients are far more likely to succeed as they feel confident in taking a more pro-active role in the marketing of their business.

Below and on the next page are several of the core services I offer, as well as products and services from my strategic partners. Together, we can create marketing and design systems that help businesses grow into the future.

Spotlight Service:

DIGITAL MAGAZINE

Oprah has one. Martha has one. Everyone should have one! The interactive, digital magazine is the most popular service I offer. Digital magazines are one of the best ways to engage with readers or visitors to a website because they work differently than a typical webpage. ***Flip through the pages, rather than mindlessly scroll.*** These little gems are easy to share via social media and email and can be embedded directly into a website.

Spotlight Product:

SOCIAL MEDIA MANAGEMENT

To be successful on social media you need to post a nonstop stream of relevant content and engage with customers across all social channels. **Generate leads, schedule ready-to-publish content, and collaborate with everyone on your team all from one place.** Social Marketing makes managing social media simple on most platforms—Facebook, Instagram, Twitter, Google My Business, and LinkedIn.



Since 1996, I've created *a lot* of marketing assets. Rather than be a jack-of-all-trades, I have decided to scale back the services I offer to better serve my clients and their primary needs. Below is a list of my standard offerings. If your client needs something and you don't see it listed, please be sure to ask.

- I am so pleased to connect my clients with industry-leading companies and strategic partners who offer marketing products and services beyond my abilities and know-how. If you would like to learn more about these products and services, please visit my website. Here are a few of my favorites from companies I trust:

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While the Digital Essentials Package is the most efficient service I offer, we all know there are no two clients or projects alike. Let's talk about the needs of your client over email or phone:

Sara Smith | RiversmithMedia@gmail.com | RiversmithMedia.com

GALLERY

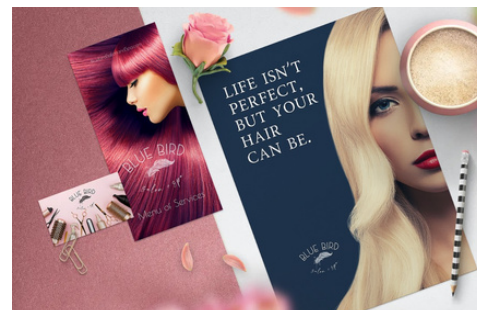
WEBSITES | LANDING PAGES | DIGITAL MAGAZINES



SOCIAL MEDIA GRAPHICS | VIDEOS | LOGOS + BRANDING

GALLERY

SIGNAGE | MENUS | POSTCARDS | BROCHURES | FLYERS



PACKAGE DESIGN + LABELS | BUSINESS CARDS | STATIONARY



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Simple and Sustainable Marketing and Design Solutions™

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