





	ON DEMAND ADVISOR 	ON DEMAND PLANNER 	ON DEMAND DIRECTOR 	ON DEMAND CMO 
Strategic Plan Evaluation	✓	✓	✓	✓
Campaign Evaluation	✓	✓	✓	✓
Customer Acquisition Process Evaluation	✓	✓	✓	✓
Retention Process Evaluation	✓	✓	✓	✓
Referral Process Evaluation	✓	✓	✓	✓
Partnership Program Evaluation	✓	✓	✓	✓
Target Market/Segmentation	✓	✓	✓	✓
Messaging, Offers, Media Channel and Contact Strategy Evaluation	✓	✓	✓	✓
Developing Marketing Plans		✓	✓	✓
Providing Market Intelligence		✓	✓	✓
Developing Overall Marketing Communications & Sales Staff Enablement Plans		✓	✓	✓
Developing Messaging Plans		✓	✓	✓
Developing Digital, Social, & SEO Marketing Plans		✓	✓	✓
Developing Integrated Marketing Planning, Budgets & Media Plans for Online and Offline Media		✓	✓	✓
Project Management, Support and Other Services			✓	✓
Providing Managerial Guidance for Implementation of All Marketing Plans, Programs and Campaigns			✓	✓
Management of Marketing Systems, Supporting Infrastructure and Tools			✓	✓
Other services to be determined				✓
Price	\$3,600/Month Billed Annually	Call for Pricing	Call for Pricing	Call for Pricing

On Demand Services are designed for organizations that realize they need access to a little extra hands-on expertise in order to get them through a short term need such as the absence of a key team member, the development and launch of new programs and/or services or the pursuit of a new audience segment or expansion into a new geographic market. The levels shown above - Advisor, Planner, Director and CMO - can all be customized based on your specific needs.

Fees shown above are monthly, based on a 12-month agreement. Monthly fee is due on 1st work day of every month. Agreements can be cancelled at any time, by either party, with 30-day written notification. Statement of work can be change with written agreement from both parties – understanding that changes may impact schedules as well as cost. Out-of-pocket costs are in addition to the rates shown and must be approved by the client in advance.

For more information, call us at 651-315-7588 or email [info@dwsassociates.com](mailto:info@dwsassociates.com)

