



Digital Marketing

STANDARD PACKAGE
HAWTHORNE CONSULTANCY



H A W T H O R N E
C O N S U L T A N C Y

What can we do for you?



You have to make sure that your online presence is covered at all times. It is an important touchpoint linking you to your customers and is critical to supporting your brand promise. Let us manage it for you so you can keep close tabs on your core operations while we build your online presence.

Episa

Get to know us.

Hi! I am Eloisa, the Lead Consultant.



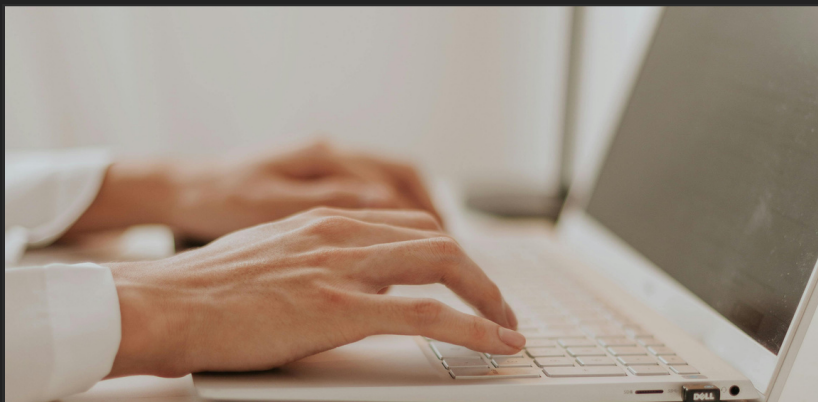
I am a business strategist with more than 20 years of cross-industry experience in financial services, consumer goods, education and healthcare which developed my leadership skills at strategic execution across different types of industry. I have a strong record of driving revenue growth and building brands, making me and my team an asset to companies seeking expertise in marketing & communications, brand management and social media marketing.

My managerial experience in Marketing is backed by a Master's Degree in Business from Ateneo Graduate School of Business and Cum Laude honors from the University of the Philippines, Diliman. I also have a certificate in Corporate Finance from Ateneo CCE.

Click on my [Professional Experience](#) tab to view my CV.

Social Media Package

All About Online Presence



Hawthorne, Supporting Your Brand Promise

The package covers the strategic process of creating, scheduling, analyzing and engaging with content across social platforms to build a strong online presence. There are three packages to choose from:

- **Total Marketing Communications Package**
- **Digital Marketing Professional Package**
- **Social Media Management Basic Package**



Total Marketing Communications Package

Content Development

- Facebook
- Instagram
- LinkedIn

Video

- Two (2) Capcut cut-to-cut video per week
- One (1) commercial-level, professional video every other week in the first 6 months, then every week starting on the 7th month.

Website Content Development

- One (1) new material every other week in the first 6 months, but on the 7th month it will be one (1) new material every week.

Corporate e-mail Management

- 24 to 48 hour Turn-Around-Time commitment.
- Counting only working days, excluding weekends and holidays.

Optional FB responses

- Counting only 8-hour working days, excluding weekends and holidays.

Digital Marketing Professional Package

Content Development

- Facebook
- Instagram
- LinkedIn

Video

- Two (2) Capcut cut-to-cut video per week.

Website Content Development

- One (1) new material every other week in the first 6 months, but on the 7th month it will be one (1) new material every week.

Corporate e-mail Management

- 24 to 48 hour Turn-Around-Time commitment.
- Counting only working days, excluding weekends and holidays.



Basic Social Media Management Package

Content Development

- Facebook
- Instagram
- LinkedIn

Video

- One (1) Capcut cut-to-cut video per week.

Website Content Development

- One (1) new material every other week.



Management Fees

Premium

Php 100,000 NET / month
if complete package.

Php 70,500 NET / month
if Corporate e-Mail Services is
removed and no FB responses.

Professional

Php 60,000 NET / month

Basic

Php 40,000 NET / month

*Pricing can be further adjusted
in a negotiation.*

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BUSINESS PROCESS



01 Submission of proposal & quotation.



02 Online meeting for clarifications and expectations setting. Contract will be finalized.



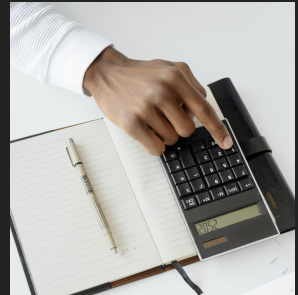
03 Client pays first pre-paid month downpayment through deposit to authorized bank account.



04 Contract signing.



05 Business As Usual. Hawthorne rolls out social media plan as agreed and scheduled.



06 Every end of the month, monthly retainer is deposited into the official Hawthorne bank account.

LOOK CLOSER.

WE ARE MORE THAN WHAT MEETS THE EYE. WE OFFER MORE.

Hawthorne Consultancy is a marketing solutions company that provides a complete range of marketing services customizable to your unique business needs.

We provide businesses like yours access to expert talent or quality marketing work only when needed at the budget you can afford, without compromising the skills and qualifications the company needs to get the job done.

You can outsource your marketing requirements to us which will allow you to focus on your core operations. Engaging our services is a smart move that will build your brand, improve your operations and enhance your online presence.

Let us walk you through our services and creative process in an exploratory meeting that will open doors you didn't know existed.



www.hawthorneconsultancymanila.com

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HAWTHORNE CONSULTANCY

IMPORTANT NOTICE: All Hawthorne payments are only accepted through deposit to the authorized Hawthorne passbook-only Savings Account Number (3731027071). Payments can be made Over the Counter, via online banking or fund transfer, but it has to be deposited to this bank account only. Cash and/or Cheque payments paid in person will not be accepted, it has to be deposited to the authorized Hawthorne bank account. Payments through other payment channels will not be accepted. Likewise, also note that ALL Hawthorne payments including all its brands do not accept payment in any of our websites because all website payments are disabled. This Hawthorne bank account number is indicated in the contract signed by the Lead Consultant and only the Lead Consultant is authorized to sign any contract or issue any receipt in behalf of Hawthorne Consultancy and these contracts are signed only by the Lead Consultant on-site in a face-to-face meeting. No other representative has been authorized to accept any payment in behalf of Hawthorne nor execute any financial transaction in behalf of Hawthorne. This payment rule applies not only to the Hawthorne Consultancy business but also to the following Hawthorne brands --- Clerica, Canterbury Academy, Lingua Franca, Biblioteque, Maldita Speaks, Power Tutorial. There is only one authorized bank account for all Hawthorne payments for all its brands.

There are only two modifications to this payment rule which is in the case of Power Tutorial and MOD, wherein for these two only the twenty-five percent (25%) downpayment - which serves as Consultant's Fee - is paid to the Hawthorne bank account, because the 75% balance payment is paid directly to the tutor (for Power Tutorial) or client (for MOD).

Note that PowerTutorial is a microsite temporarily housed in the Biblioteque domain but Biblioteque is a totally separate brand from Power Tutorial and therefore, all of the fees for payment in Biblioteque (unlike Power Tutorial) is for the full account of Hawthorne Consultancy only. Biblioteque has no affiliates, partners or other service providers, unlike Power Tutorial.

This notice is communicated in all Hawthorne materials---website, contracts, e-mails, mobile messages, receipts and all marketing materials such as brochures, letterheads and proposals.



Thank you!

We are the experts.

Hawthorne Business Consultancy possesses marketing expertise in the Financial Services industry as well as in Manufacturing, both on Food and Beverage products.

We also have a background in marketing Healthcare and Educational services.

Visit our website to learn more.

Questions?

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