The below article describes the list of managed services that Ascent360 provides to our clients. While Ascent360 is not a full-service creative agency, we provide many of the key services to our clients that mimic what a standard creative agency can provide.

In this article:

- Submitting a Request
- Campaign Execution Services
- Design Services
- Strategic Services
- Pricing Per Request
- Packages

Submitting a Request

If you are interested in any of the below services please submit the Managed Services Request Form and a member of our team will get back to you within one business day.

Managed Services Request Form

Campaign Execution Services

1. **Email Creation:** Create emails using an existing template
   - This will include:
     - Implementing standard headers / footers
     - Adding images and text to standard blocks
     - Pulling creative from image library / DAM
     - Ensure all URLs are appropriately linked
     - Implement personalization
     - Implement dynamic content
     - Send proofs to test lists
     - Proofing/QC

2. **SMS Creation:** Create SMS or MMS messages in the Ascent360 platform
   - This will include:
     - Adding text and images
     - Pulling images from image library / DAM
     - Ensure all URLs are appropriately linked

- Send tests to test lists
- Proofing/QC

3. **Audience Development and Segmentation:** Implement segmentation within the Ascent360 platform to create specific audiences used for targeting and/or dynamic content.

4. **Automation:** Implement automated campaigns such as pre-arrival or post- departure per the strategy laid out by the client or Ascent360's recommended strategies.   This can be a single channel/deployment or multi-channel with many deployments.

5. **Proofing/QC**: This process will include:
   - Preview and Send Test Emails: Send test emails for review and feedback
   - Content Accuracy: Verify content accuracy according to the creative brief (*Client is ultimately responsible for final accuracy and approval of content*)
   - Design Consistency: Ensure brand guidelines are used to client's standard
   - Links and CTAs: Test all links and CTAs
   - Personalization and Segmentation: Confirm segmentation and dynamic content are functioning correctly
   - Images and Multimedia: Check rendering of visual elements and 'alt text'
   - Mobile Responsiveness: Test mobile layout and functionality
   - Spam and Deliverability: Check for spam triggers and compliance
   - Proofreading: Review for errors in spelling and grammar

6. **Campaign Execution:** Email or SMS marketing campaign creation on behalf of clients, including scheduling and deployment

7. **Basic Email Reporting**: Basic open, click and unsubscribe reporting

8. **Simple Copywriting:** Ascent360 may utilize the support of AI for simple marketing copywriting.

Design Services

1. **Email Template Design**: Create new visually appealing and responsive email templates that align with clients' brand identity

2. **Visual Design**: Design visually appealing email templates that reflect the brand identity and resonate with the audience including layout, typography, color scheme, and imagery.

3. **Graphic Creation**: Create custom graphics, illustrations, or icons to enhance the visual appeal and communicate key messages across marketing channels.

4. **Landing Page/Webform Creation**: Design new Landing Pages/Webforms in the Ascent360 platform that reflect client's brand identity.

Strategic Services

1. **Concept Development**: Brainstorm and conceptualize creative ideas for the campaign, aligning with the

marketing objectives and target audience.

2. **Campaign/Automation Strategy**: Develop comprehensive email, SMS or multi-channel marketing strategies tailored to client's business objectives and target audiences.

3. **Consulting and Training**: Offer consulting services and training sessions to educate clients on email marketing best practices, industry trends, and strategies for maximizing their ROI.

4. **Advanced Analytics and Reporting**: Provide detailed analytic reports on key email and/or SMS marketing metrics including open rates, click-through rates, conversion rates, and ROI, and offer insights for continuous improvement.

5. **Calendar Management**: Help manage the marketing calendar for the channels that Ascent360 manages.

Pricing Per Request

Execution:

- **Marketing Coordinator**: This is the primary execution role that will convert creative briefs or written instruction into completed marketing emails. **Fee: $135 per hour**

Design:

- **Copywriter:** This individual will craft compelling and persuasive written content including subject lines, body copy, and calls-to-action to drive engagement and conversions in email campaigns. **Fee: $135 per hour**
- **Graphic Designer**: This individual will physically create the visual content/graphic elements for each project. **Fee: $165 per hour**
- **Design Director**: The Design Director will supervise all branding and design for the Ascent360 client. This includes advertising, product or service promotions, and the overall feel of the client's brand. **Fee: $250 per hour**

Strategy:

- **Client Success Manager / Sr. Client Success Manager**: These are the roles that many Ascent360 clients utilize for daily support needs. **Fee: $185 per hour**
- **Other**: Ascent360 has many other roles including analyst, developer, data architect, etc., that are not included in this document but are available as needed. **Fee: $185 per hour**

Packages

Hours Bundle: Ascent360 can create a blended rate for these services based on the client's needs at a discount on our standard rate of $185. This can be done for any specific role as well if the client would like to purchase a set number of hours.

Pricing by Project: Ascent360 can create custom estimates and Statements of Work (SOWs) on a project-by-project

basis.

Monthly Retainer: Any monthly retainer of 10 or more hours per month will receive a negotiated discount on our standard rates.

All packages are **customized per client**. Please reach out to your dedicated CSM or the Help Desk (support@ascent360.com) to determine what package best meets your needs.