

Business Marketing Without Breaking the Bank

Get the power of a full marketing team for a fraction of the cost.



www.windsorsolutionsllc.com



Windsor
Solutions

Office: 912-228-3103

Email: info@windsorsolutionsllc.com

Creative by nature.
Driven by data.

What's a Fractional CMO?



- ✘ Not a buzzword. Not a Gimmick.
- 👉 A seasoned marketing leader - on demand.
- ✓ Executive-level strategy *without* executive-level salary.
- ✓ Scaled to YOUR business.

“Fractional CMO” is the term used for a freelancer with the skills and experience of a C-suite executive. The big advantage that a Fractional CMO offers your business is that you can hire them just for what you need, without spending \$250K+ per year on their salary. You get to pick and choose which things you need done, and the Fractional CMO delivers.

This means businesses of all sizes can access best-in-class marketing without the capital outlay involved with hiring a full-time CMO or even a marketing team, along with the tools and software needed to accomplish projects. It's a win-win for everyone.

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The Benefits of Partnering with Windsor Solutions

When you work with us, you are getting a partner who understands your business. Our team has been in the B2B and B2C space for over 20 years, working with entrepreneurs in almost every industry, including:



Finance



Energy



Real Estate



Technology



Healthcare



Restaurants & Franchises



Trucking



Startups

Our job is to know your business, your target audiences, and achieve quantifiable results.

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Offers:

- **Blog Posts:** Critical for maintaining relevance and informing your audience of your products and services.
- **Social Media:** Most of your customers/business clients have a circle of people who pay attention to offerings that suit their needs. We provide exciting and engaging posts that target your audience to get new clients and grow your following!
- **Video:** As more people embrace video, you and your competitors are seeing the value of informative and entertaining clips that capture the attention and drive sales.
- **Audio Ads:** With more people watching/listening to podcasts, it only makes sense to have a memorable ad that will grab the attention and draw in leads.
- **Podcast Episodes:** I host a few podcasts, and having you on as a featured guest is free advertising for your business. I can also create/host/produce podcasts exclusively for your business - giving you another way to reach customers and increase your SEO rankings.
- **Audio Scripts:** Want to have a podcast but need an outline or script so you're not dealing with dead air or stammering to topics/questions? I can deliver that, and make you look like the perfect host.
- **Video Script:** I'm an award-winning screenwriter, so I know how to capture and present your best side and connect with your audience.
- **Email:** Most businesses overlook the value of email marketing, even though the ROI outperforms almost all other types of traditional advertising.
- **E-Books:** If you ever wanted to get a list of leads without paying for outdated lists from data hoarders, offering your clients an ebook in exchange for their basic info is the way to go!
- **Flyers/Brochures:** We can create flyers for digital and print so your BDO can give something that excites their prospects.
- **Geotargeted SEO:** Having a national reach is great, but it can create more noise than signal. We create geotargeted SEO content that resonates with audiences in specific regions, and speaks to their pain points, as well as the solutions your business offers!
- **Onboarding/Training Materials:** Whether you are hiring staff or looking for referrals, we will create the necessary onboarding materials to free up your time, while also getting them up to speed.

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Pricing

Windsor Solutions offers competitive pricing, while also doing what LLMs cannot do - all of our marketing is created by humans and fact-checked to ensure the information is accurate and up-to-date. We assist your sales department, and make your brand stand out from your competitors.

Our pricing is as follows:

- **Blog Post (400-500 words without links or citations): \$200**
- **Blog Post (500-1000 words without links or citations): \$400**
- **Social Media: \$1000/month** (depending on frequency)
- **Geotargeted Content: \$300/page; \$200 for monthly content**
- **Video: Starting at \$300/minute** depending on length, complexity, and subject matter
- **Audio Ad: \$200 for 30 seconds**, plus a way to track referrals
- **Podcast Episode: \$400 to showcase your company; \$700 to set up your own podcast; \$300/episode to produce/edit your podcast**
- **Audio Script/Outline: \$200/half hour**
- **Video Script: \$150/minute** (1 page = approx. 1 minute of video)
- **Email: \$100/email** – bundles available based on frequency
- **eBook: \$1500/5 pages of original content** (excellent for building leads)
- **1-Page Flyer: \$200** (does not include printing)
- **Tri-Fold Brochure: \$500** (does not include printing)
- **SEO: \$200/site page; \$500/month ongoing**
- **Onboarding/Training Materials: Price By Request**

All prices are estimates, and may vary depending on the size/scope of the project.

Discounted bundles are available when purchasing 3 or more services.

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About Windsor Solutions

Windsor Solutions was founded by Jonathan Farr. After a career as a Content Strategist and CMO for firms such as The Finance Marketing Group and The Commercial Capital Training Group (CCTG), he decided to launch his own agency, where businesses could get marketing at accessible price points, regardless of budgetary constraints.



Jonathan Farr
Founder of Windsor Solutions

In an excerpt from Voyage Savannah, Jonathan said, “I saw how much marketing firms were charging, and how much businesses had budgeted for marketing - and there was a huge disconnect. I know my abilities, and have been in marketing for over 20 years. I also know the challenges businesses face, and paying a ton to firms that don’t understand your businesses or audiences is almost criminal. I want to change that. I want to democratize marketing strategy without blowing the budgets of business owners.”

If you aren’t utilizing digital marketing strategies now, that gives your competitors a significant edge. If you are wondering how digital marketing from Windsor Solutions can help your business, let’s schedule a meeting!

If you aren’t taking advantage of digital marketing strategies at “real life” prices, your competitors will.

Let’s Talk!

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