

# Eastern National's

## Famous

## MARKETING MENU

### APPETIZERS

(TOOLS & TEMPLATES)

#### Marketing Templates

Comprehensive suite of templates including:

- Event list playbook/check list
- Examples of press releases and media advisories
- In-store signage/displays
- Ads
- Eastern National media kit (key messages, fact sheet, etc. to be used for various promotional or speaking opps.)

#### Social Media Guides

How-to guides for managing various social media accounts, including Facebook, Instagram, etc.



### BY THE SLICE (DIRECT SUPPORT)



#### Public Relations

Creation of media materials (press releases, media advisories, talking points, fact sheets, etc.) and active outreach to appropriate media channels or community groups.

#### Graphics

Development and production (depending on need) of a variety of graphic assets, including in-store signage, ads, banners, logos, etc.

#### Integration with Corporate Initiatives

Coordination with marketing opportunities that are being conducted at HQ and can be executed at the store level (i.e. Centennial Appreciation Events, REI Opt Outside)

#### Social Media

Social media posts shared from corporate channels to promote various park and/or store events, new product offerings, promotions, etc.

### WHOLE PIES (CONSULTATION)

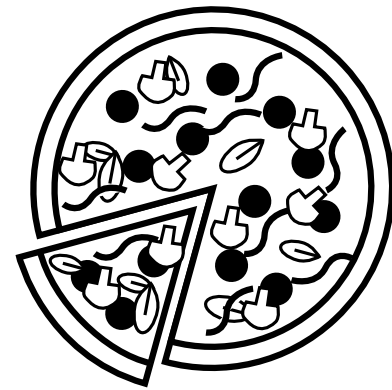
#### Marketing Consultation

"On demand" consultation, recommendations on overall marketing strategy, planning, and execution for one-off requests or opportunities as they arise.

*For more direct involvement, add \$\$\$*

#### Marketing Training

Basic training on key marketing opportunities to leverage regardless of Region, provided via a series of webinars and/or conference calls. Includes take-home reference sheet.



### TOPPINGS (ADDITIONAL SERVICES)

#### Advertisements & Media Buys - \$\$\$

Facilitate media buys, negotiate rates, develop and place ads.

#### Special Events - \$\$\$

Development and/or execution of special events for one-off requests or opportunities as they arise.



**Discretionary funds available  
to support additional services**

*To place an order, please  
contact Emily Geesaman at  
emilygeesaman@easternnational.org  
or call 267-464-7150*