

A grayscale photograph of a person's hands interacting with a tablet computer on a wooden desk. A white coffee cup on a saucer is visible in the lower right corner. The image is framed by a thin green border.

THE CLIENT CUBE

CRM CONTENT AND ADMIN SPECIALISTS



ABOUT THE CLIENT CUBE

Welcome to The Client Cube, a full-service marketing, branding, and content creation agency.

We have over a decades' worth of in-house lender and creative agency experience and specialize in servicing mortgage lending, financial services and real estate clients who need assistance with a wide array of industry-specific marketing.

We specialize in CRM content, management and administration, however we can handle any aspect of your marketing and can consult you on your specific needs for brand development, PR, collateral creation, copywriting, web development, technology implementation, vendor onboarding, video production, compliance audits, sales training and support, lead generation, social media content creation, digital marketing campaigns and more.

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OUR GOAL

Our goal is to assist your marketing team with your CRM launch and/or ongoing administration, including content writing, journey building, collateral creation and administrative support.

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The background of the slide features a dark grey gradient with several semi-transparent social media icons. At the top, there are icons for YouTube (labeled 'Tube You'), Twitter (bird icon), and a circular icon. At the bottom, there are icons for WhatsApp (speech bubble with phone handset) and Instagram (camera icon).

MARKETING STRATEGY

By collaborating with your team on strategy and goals, our focus will be to quickly grow your CRM content library with branded, helpful, and engaging content for real estate agents and consumers.

OPPORTUNITIES

With our team's assistance, your CRM can offer endless opportunities for both the company and your sales teams.

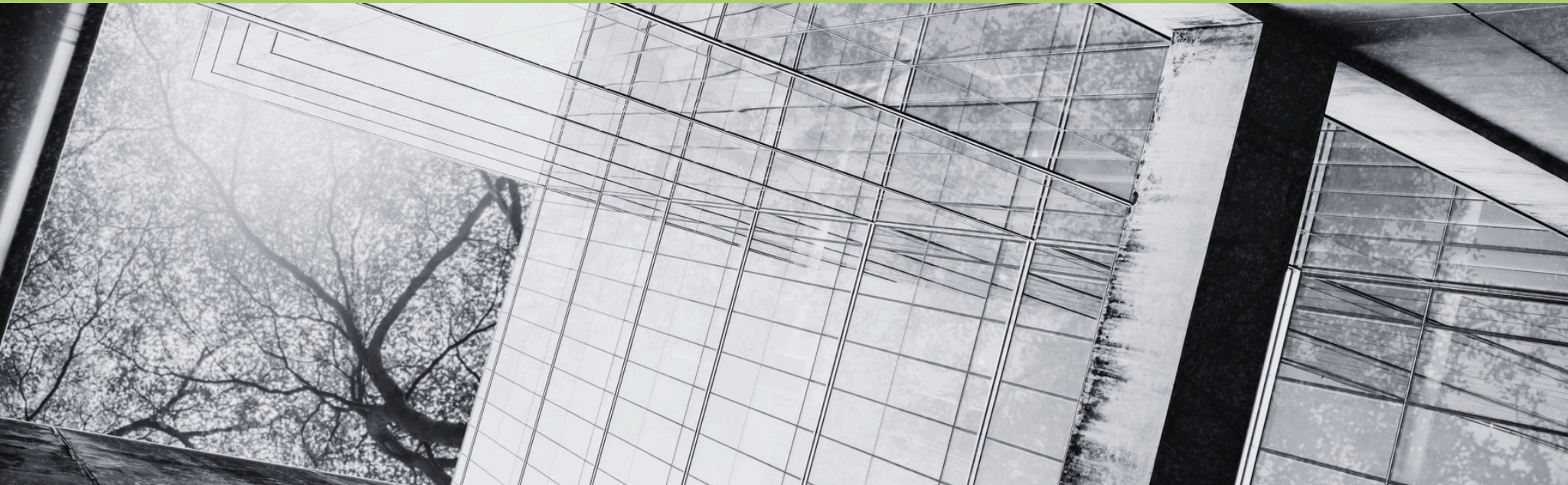
- Create top-of mind "set it and forget it" campaigns intended to win new loans, and enhance company loyalty with customers and agents
- Increase your brand footprint both locally and Nationally
- Provide an outlet for sales teams to share compliant company news and updates
- Opportunity to forge new business with industry partners and collaborators
- Help establish your MLOs as thought leaders amongst industry peers

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PROPOSED STRATEGY

- ✓ Kickoff with your team for themes and content
- ✓ Strategize audience personas for consumer and B2B messaging
- ✓ Establish a writing style and tone of voice consistent with your brand
- ✓ Plot content goals on a monthly/quarterly basis
- ✓ Meet monthly with your marketing team for updates and future plotting of themes



COST STRUCTURE

Retainer Model:

We offer 20, 40 and 60 hours per month retainers

Renews each month

3-month minimum commitment

Hours can be used for copywriting, content strategy, meetings, CRM administration, graphic design and more.

Additional hours can be purchased

Billed at the beginning of each month

Cost: contact us for updated pricing

Flat Rate Packages:

We offer 20, 40, 50 and 60 hour flat rate packages

for flexible work by our team

Can be used for copywriting, content strategy, meetings, CRM administration, graphic design and more.

Package expires in 6 months

Payment due upfront plus 1x \$500 setup fee

Additional hours can be purchased

Cost: contact us for updated pricing

MEET THE CLIENT CUBE MARKETING TEAM



JENN JOHNSON



ANGELA JACOBUS



KAREN WILSON



MICHELLE DINARDO

NEXT STEPS

We are ready to get started! Please reach out to us for next steps including:

Questions
Approval
NDA/Paperwork
Vendor Management

Thank you for your time and consideration.

The Client Cube
jennifer.johnson@theclientcube.com

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THANK YOU.

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