

A GUIDE TO OUR SERVICES: LIFESTYLE BRANDS

COFFEEHOUSE COLLECTIVE INC.

Marketing for good.



OVERVIEW

WE SPECIALIZE IN:

- MUSIC TOUR + ALBUM + PRODUCT + BOOK + FILM LAUNCHES
- SOCIAL & ENVIRONMENTAL ACTIVISM CAMPAIGNS
- COMPREHENSIVE SOCIAL MEDIA MANAGEMENT
- EMAIL MARKETING
- GRAPHIC DESIGN
- WEBSITE DESIGN & DEVELOPMENT
- EVENT MARKETING
- ANALOG MARKETING
- ENGLISH & SPANISH COMMUNICATIONS

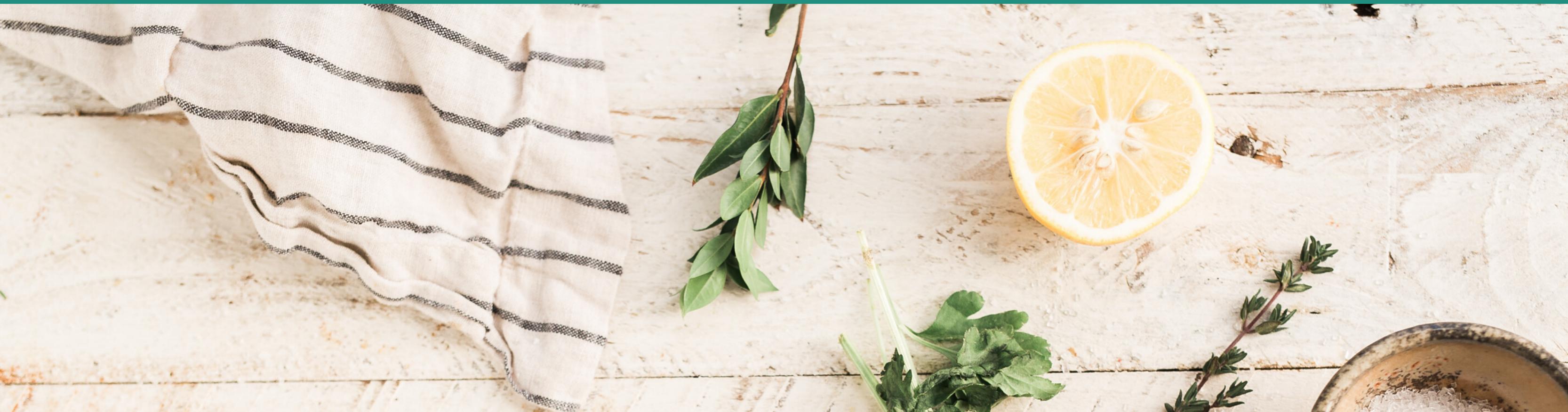
ABOUT US

Coffeehouse Collective is a boutique marketing agency headquartered in Southern California with clients from around the U.S. We specialize in a holistic approach to marketing strategy & execution for conscious musicians, social & environmental causes, purposeful personalities and lifestyle brands.

We believe in using social media to facilitate human connection in meaningful ways by providing intuitive user experiences, promoting healthy relationships with social media and technology, insightful reporting and stats, internal collaboration, beautiful work, and speaking from the heart (to name a few).

WHY 'MARKETING FOR GOOD?'

"The 21st-century marketing paradigm reflects a customer-centric mindset that turns marketers into healers, where our role is to cure, restore health, soundness and spiritual wholeness." - Raj Sisodia, Thought Leader



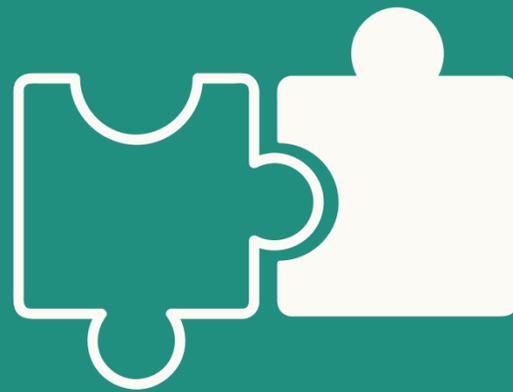
OUR MARKETING PACKAGES

CUSTOMIZED TO YOUR NEEDS.

ONGOING SUPPORT



STRATEGY &
ALIGNMENT

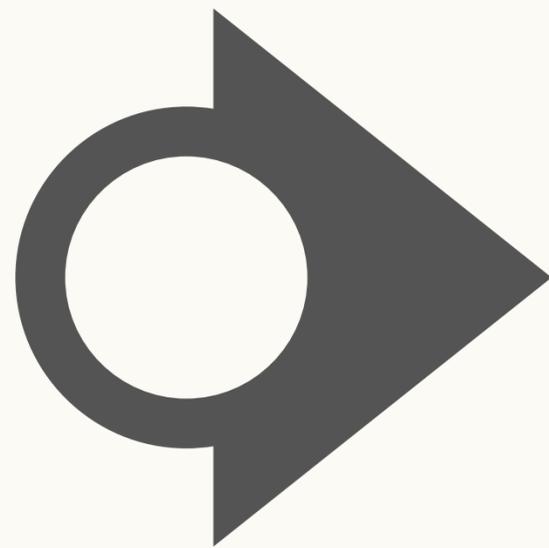


PRODUCT LAUNCHES &
CAMPAIGNS



ONGOING SUPPORT

**STARTING AT 20 HRS/FIRST MONTH,
10 HRS/MONTH ONGOING**



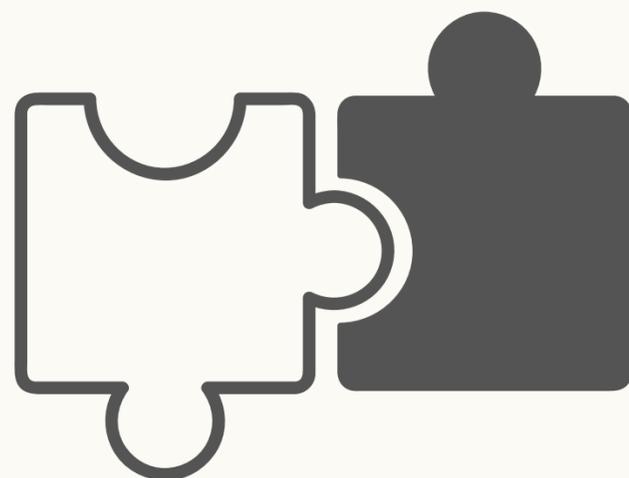
An optimal choice for brands seeking to improve or broaden engagement within their digital communities. We collaborate with your team to streamline your brand offering and brand voice across platforms in a renewed, impactful way to drive revenue and spark customers to action:

- Weekly content calendars across up to 3 social channels.
- Personalized community management on behalf of your brand.
- Awareness campaigns around your social cause.
- Product launches.
- Branding and graphic design.
- Website design.
- Email marketing.
- Analog marketing (Face-to-face communication will never expire).
- Monthly reporting to ensure your investment in social promotions is moving the needle.



STRATEGY & ALIGNMENT

STARTING AT 20 HOURS



Are you launching a product, or are new to your industry? We work with brands to strategize their presence in the digital world. We'll provide the following to help you drive user engagement, brand visibility and product sales.

- Two, 1-hour initial consultation and assessment calls.
- A comprehensive strategy guidebook encapsulating your brand message, tone, theme, colors, and must do's and must don'ts to move forward.
- A two-week content calendar to get you started.
- Content creation & execution; website design, and graphics at additional cost/project as discussed.

PRODUCT LAUNCHES & CAMPAIGNS

STARTING AT 30 HOURS/PROJECT



Whether you're hosting a yoga retreat, providing a wellness service, or launching a partnered campaign, we'll bring your offering to life from conception to completion and invigorate your audience throughout and drive ROI:

- Launch strategy consultation, planning and execution
- Launch toolkit and outreach to partners and influencers (as needed)
- Landing page development (as needed)
- Content creation (video & graphic design)
- Launch promotions and cross-promotions across website & platforms (Optional strategy extends to ticketing platforms)
- All social posting for announcements, pre-sale, on-sale, and community specific communications

GET IN TOUCH WITH US

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WE LOOK FORWARD TO WORKING WITH YOU

Questions? Let us know!