

A GUIDE TO OUR SERVICES: PURPOSEFUL PERSONALITIES

COFFEEHOUSE COLLECTIVE INC.

Marketing for good.

WHO IS A PURPOSEFUL PERSONALITY?

A purposeful personality is an activist to an author, a wellness professional to a farmer. If you're looking to ignite awareness and knowledge around your purpose to bring life to our communities, we're here to support.

LET'S CAPTURE YOUR PURPOSE

WE SPECIALIZE IN:

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



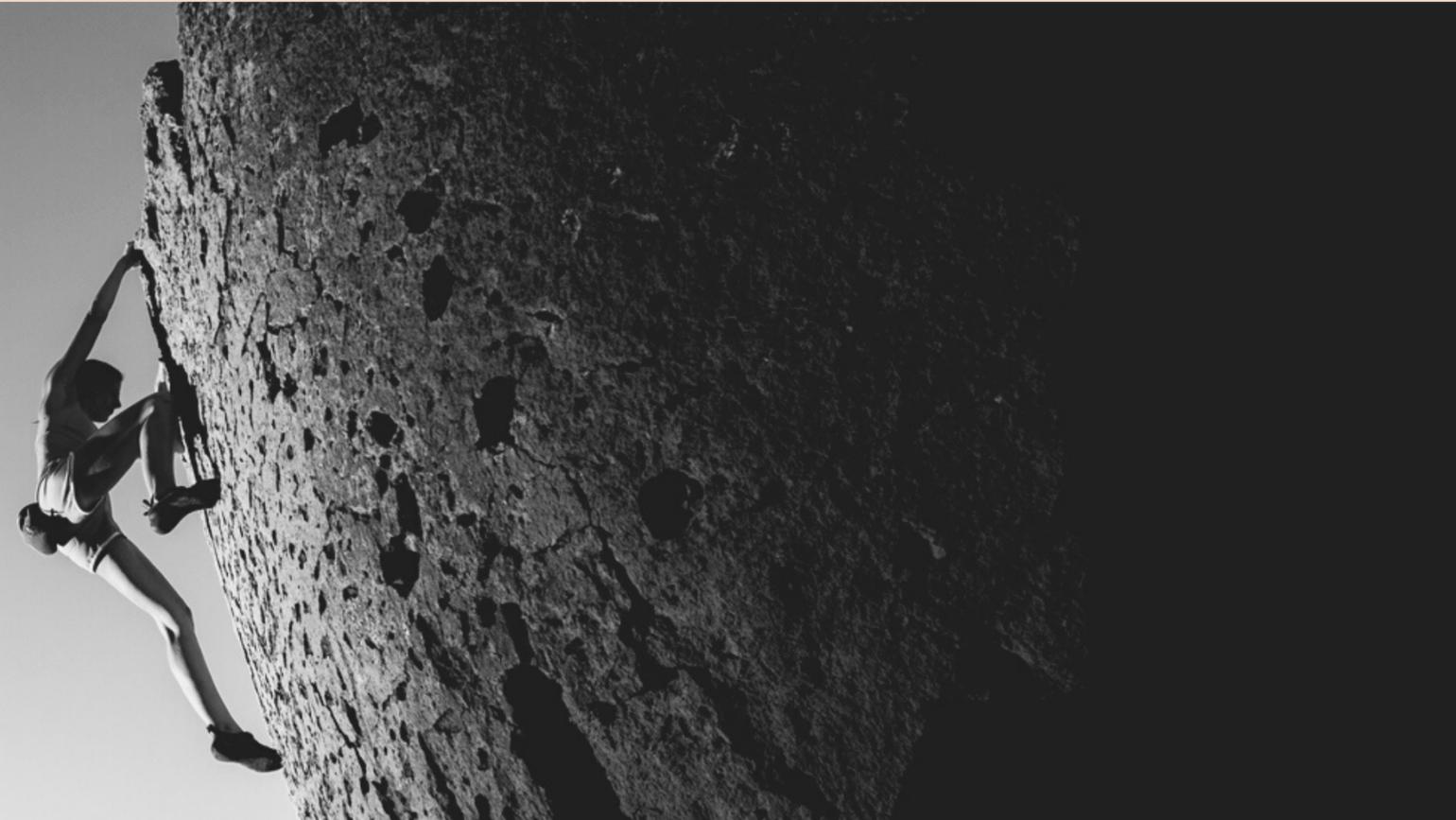
ABOUT COFFEEHOUSE COLLECTIVE

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 natural products.

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



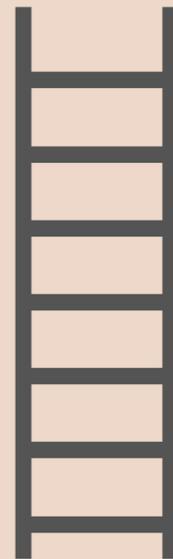
MARKETING PACKAGES

CUSTOMIZED TO YOUR NEEDS.

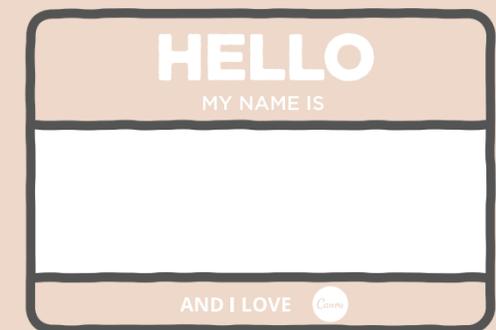
TIER 1: AMPLIFY &
MAINTAIN



TIER 2:
COMPREHENSIVE A-Z



TIER 3: SOCIAL
MAKEOVER



TIER 1: AMPLIFY & MAINTAIN

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



An optimal choice for established personalities looking to amplify their existing voice, and/or maintain a strong presence in their digital communities. Through the following social channels, we'll re-invigorate your audience around your purpose for being with a fresh perspective and smart audience reporting:

- Weekly content calendars and done-for-you posting across up to 3 social channels.
- Personalized community management on your behalf.
- Branding and graphic design
- Website design (as needed)
- Analog marketing (Face-to-face communication will never expire).
- Quarterly reporting to ensure your investment in social promotions is moving the needle.

TIER 2: COMPREHENSIVE A-Z

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

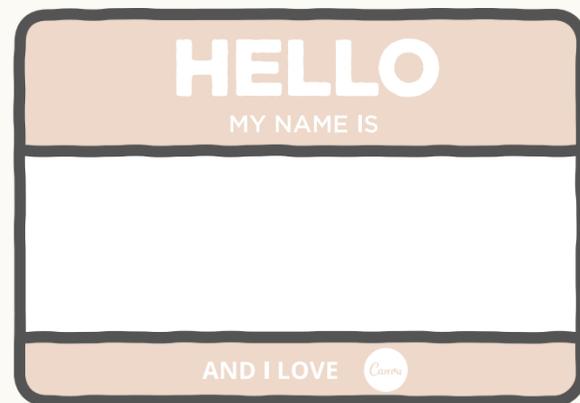


For individuals with a strong purpose, ready to grow from the ground up: from strategy, to execution, to results. Whether you're an activist publishing your first book, or a growing name in your industry, we'll expand your community through the following:

- Consultation on strategy, planning and execution
- Awareness campaigns to support your cause.
- Pitching, booking and comprehensive publicity for speaking opportunities, podcasts, talkshows, brand partnerships, influencer collaborations, etc. (as discussed)
- Content creation (video & graphic design) & original copywriting formatted to appropriate social networks
- Weekly content calendars and done-for-you posting across up to 3 social networks
- Website design
- Email newsletters
- Any additional activations around your purpose

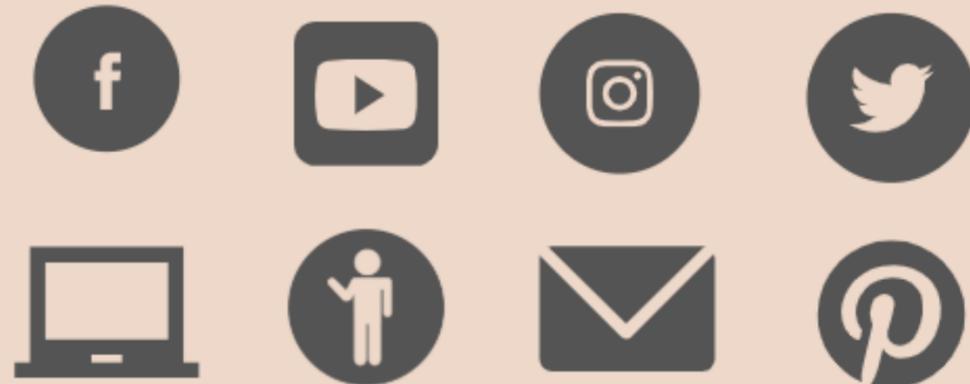
TIER 3: SOCIAL MAKEOVER

\$1,000 FIXED FEE



We're experts at making things beautiful. With this fixed fee package, we'll renew your online foundation to professionalize your brand and create a more intuitive user experience around your information. A social makeover includes the following:

- Initial consultation and assessment call
- Bio updates on all social channels
- Profile and cover picture refresh
- Linktree setup and updates
- A comprehensive strategy guidebook encapsulating your brand message, tone, theme, colors, and must do's and must don'ts to move forward
- Website updates at additional cost



GET IN TOUCH WITH US

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WE LOOK FORWARD TO WORKING WITH YOU

Questions? Let us know!