

Everything you need to connect, communicate and succeed.



## MICRO SITES

### WHAT IT IS

Sometimes you have to start small even when the idea is big. We offer micro-mighty sites that do a lot when your budget says spend less. You can kick off a new product, reinvigorate what's been around for a while, feature a short term promotion, get a book the attention it deserves or give a blog a platform to build on. So think big, start small and we'll help you get wherever you want to go.

### WHAT'S INCLUDED

#### STEP ONE

Clarify priorities and goals  
Set up site architecture with flow chart reflecting key messages

#### STEP TWO

Edit content for consistency with key messages  
Design the site, building a branded micro platform  
Link to other channels: blog, podcast, social networks.

#### STEP THREE

Build the site (up to 10 pages) using current web development standards  
Host the test site for review and approval  
Launch site and deliver DVD of site files

### WHAT'S NOT INCLUDED

Airfare & travel to client meetings. Original photography or stock license fees.  
Music license fees. Web hosting fees. Audio/video production. Postage and shipping.  
Web maintenance. Writing of original content.

### REQUIREMENTS

Single contact source for all client communication  
Monthly billing paid by the 15th of each month  
Billing cycle runs as scheduled in spite of client-driven delays  
Email notification of project specification changes or additional project requests

### FEE

Starting at \$5,500.00  
A portion of the fee is due to begin work

### OPTIONAL SERVICES

Search engine optimization  
Original content development

It's impossible to convey the experience of working with Market Arts Creative until you've, well, experienced it. We work hard and smart. We do what we say we're going to do. We laugh a lot, mostly at ourselves; and we treat our clients the way we want to be treated. If you're ready to make an investment in your business, we'll invest ourselves in you.

### IMAGINE THAT. WE DO.

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