

CrowdStreet Partner Marketing Program



Why PMG?

PMG is a full-service agency comprised of senior-level marketers.

For 15+ years, the agency has been developing marketing campaigns, websites and digital strategies to help industry-leading companies meet their business goals.

The team at PMG is available to assist in elevating your brand and driving new business leads through the latest digital marketing strategies.



Trusted By Clients Including:



FISHER INVESTMENTS®



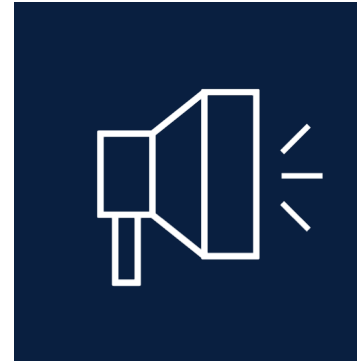
What's Being Offered?

In concert with CrowdStreet, PMG has developed customized offerings to meet the unique needs of CRE firms.

Packages: designed to elevate your brand

Plans: designed to drive new business leads

Whether it's updating your website, creating a new logo, designing an investor prospectus, writing blog posts, handling social media, or developing digital ads – **PMG can help.**



Build Brand

PACKAGES

one-time setup fee



Drive Demand

PLANS

billed monthly

What are the Benefits?



DELIVER CONSISTENT,
ON-BRAND COMMUNICATIONS



PROJECT A PROFESSIONAL,
TRUSTWORTHY BRAND IMAGE



ATTRACT HIGHER NET WORTH
INVESTORS & BUSINESS PARTNERS



EXPAND THE CAPABILITIES
OF YOUR MARKETING TEAM



CONNECT WITH LEADS
OUTSIDE YOUR NETWORK



DRIVE NEW LEADS FOR
YOUR SALES TEAM



COMPETE WITH
LARGE CRE FIRMS

Build Brand

The **Build Brand** packages are one-and-done service offerings to establish a professional and trustworthy brand image for your company.



CORE



PRO



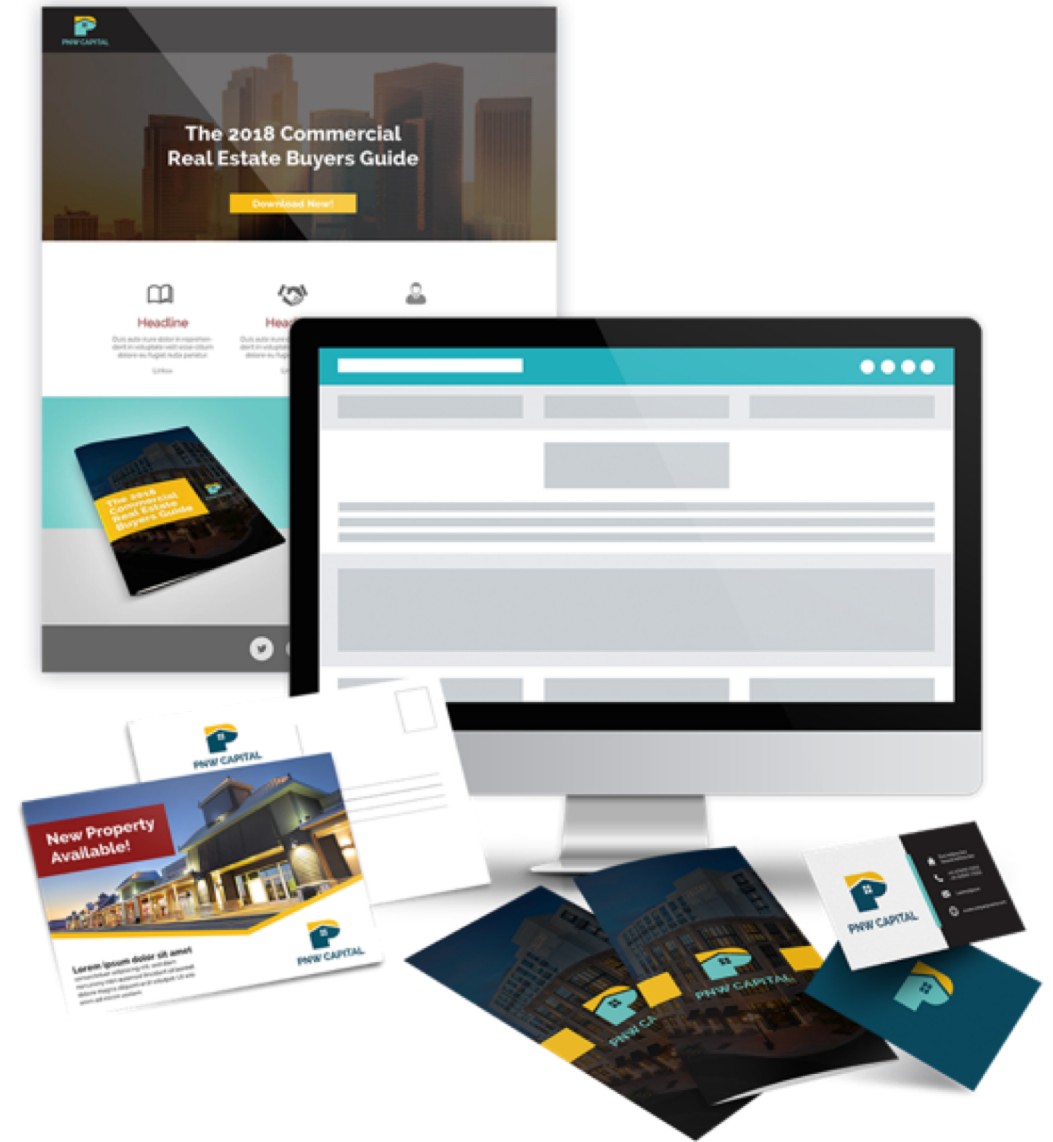
PLATINUM

CORE SETUP

PMG will audit your current website and provide recommendations to ensure you are projecting a professional and trustworthy brand image.

This setup package includes:

- o Website review & recommendations
- o Business card redesign
- o Branded brochure template
- o Branded direct mail template
- o Branded email marketing template



\$5,450

 Build Brand

 CROWDSTREET
CONNECT



PRO PRO SETUP

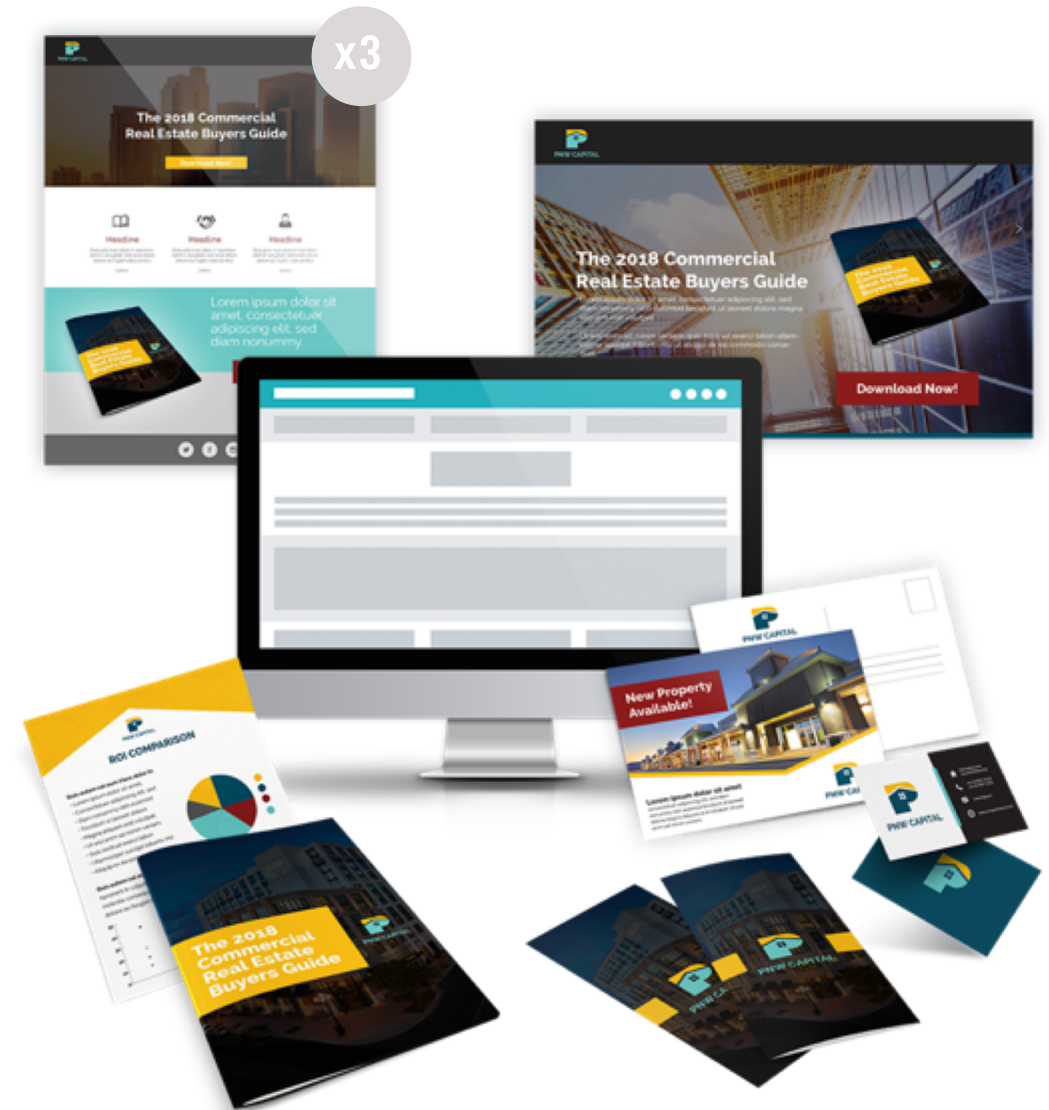
PMG will audit your current website and provide recommendations to ensure you are projecting a professional and trustworthy brand image.

This setup package includes:

- o Website review & recommendations
- o Business card redesign
- o Branded brochure template
- o Branded direct mail template
- o Branded email marketing template (Two)

Additionally, the PRO package offers:

- o Logo redesign, tagline & elevator pitch
- o Customized investor prospectus
- o Customized eBook for lead generation
- o Customized landing page for eBook offer
- o Multi-touch email campaign (Three Emails)



\$14,250

 Build Brand

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PLATINUM SETUP

PMG will **build a new website** for your company and develop marketing materials that elevate your brand image so that you can attract higher net worth investors & business partners.

This setup package also includes:

- o Logo & business card design
- o Company tagline & elevator pitch
- o Customized investor prospectus
- o Customized eBook for lead generation
- o Customized landing pages for eBook + case study **(Two)**
- o Branded brochure & direct mail template
- o Multi-touch email campaign **(Five Emails)** & templates **(Two)**

Additionally, the PLATINUM package offers:

- o New 5-page website & three blog posts
- o Setup & optimization of social channels
- o Company boilerplate messaging
- o Customized case study
- o CrowdStreet support (Four hours)



\$35,750

 Build Brand

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Drive Demand

The **Drive Demand** plans provide ongoing monthly support to drive new business leads consistently.



CORE



PRO



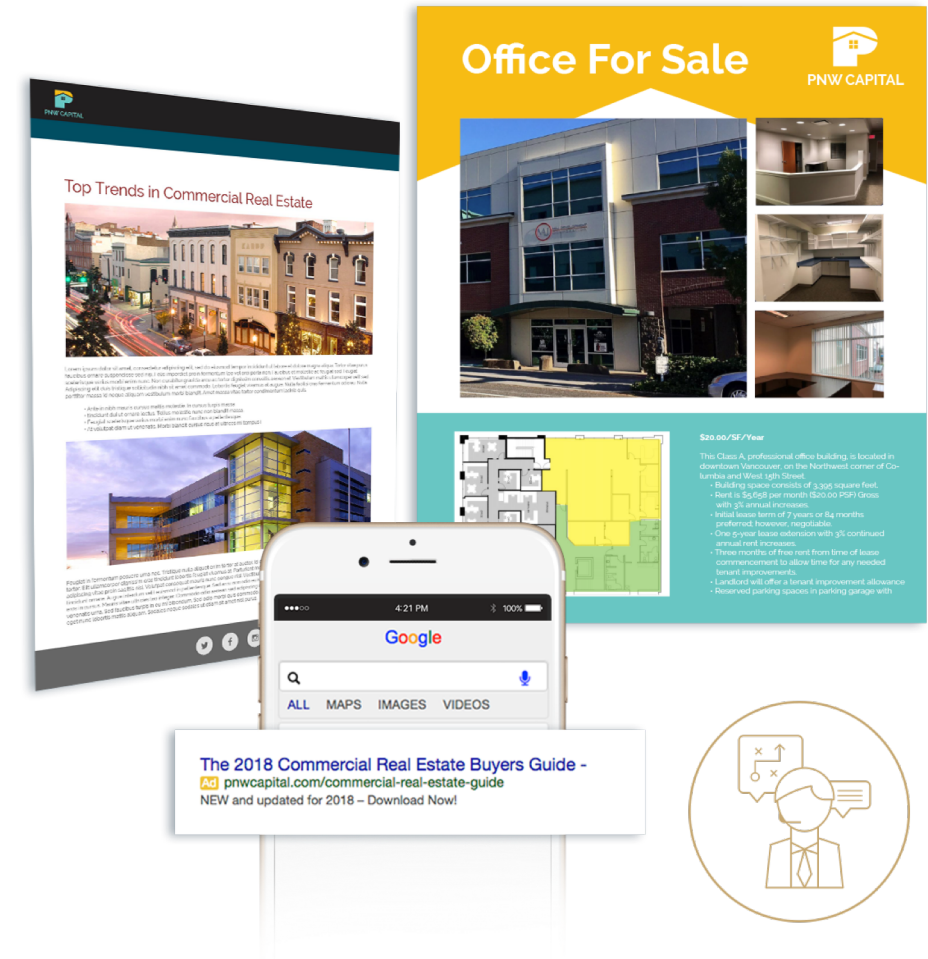
PLATINUM

CORE SETUP

PMG will expand the capabilities of your marketing team. From connecting with business leads outside of your professional network, to ensuring you maintain consistent and trustworthy communications.

This monthly plan includes:

- Dedicated account strategist & monthly call
- Search-optimized blog post (One)
- Design & management of digital ads (One channel)
- Design of on-property window signage (One)



\$3,250 / month

 Drive Demand

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PRO PRO SETUP

PMG will develop emails and design customized landing pages to drive new business for your sales team.

This monthly plan also includes:

- Dedicated account strategist & monthly call
- Search-optimized blog post (One)
- Design & management of digital ads (**Two Channels**)
- Design of on-property window signage (One)

Additionally, the PRO package offers:

- Landing page to showcase new properties (One)
- Email brochure design for new properties (Two)
- Social media (Twitter) engagement support



\$5,750 / month

 Drive Demand

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PLATINUM SETUP

PMG will be your full-service, end-to-end marketing partner, positioning you to compete with large CRE firms and grow your business.

This monthly plan also includes:

- Dedicated account strategist & monthly calls **(Two)**
- Search-optimized blog posts **(Two)**
- Design & management of digital ads **(Three channels)**
- Design of on-property window signage **(Two)**
- Landing pages to showcase new properties **(Two)**
- Email brochure for new properties **(Three)**

Additionally, the PLATINUM package offers:

- Design & management of Google AdWords campaign
- Email campaign management within CrowdStreet (One)
- Social media account management
 - Facebook, Twitter, LinkedIn



\$13,500 / month

 Drive Demand

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Thank You.

Please see Appendix for detailed package & plan information.

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BUILD WEALTH

Appendix

PMG package & plan matrices

Build Brand



Core






Pro



Platinum

WEBSITE	Website review & recommendations			
	Website design & development			5 Pages
	Blog design & starter posts			Three
	Landing page design		One	Two
BRANDING	Business card redesign			
	Business logo redesign			
	Company tagline & elevator pitch			
	Company boiler plate			
CONTENT	Branded brochure template			
	Branded direct mail template			
	Branded email template	One	Two	Two
	Customized investor prospectus			
	Customized eBook			
	Customized case study			
EXECUTION	Multi-touch email campaign		3-Touch	5-Touch
	Setup & optimization of social channels			
	4 hours of CrowdStreet CRM support			

Drive Demand

		 Core	 Pro	 Platinum
STRATEGY	Monthly call with account strategist	One	One	Two
	Search-optimized blog posts	One	One	Two
PROMOTION	Landing pages for new properties		One	Two
	Email brochures for new properties		Two	Three
	On-property window signage	One	One	Two
	Email campaign within CrowdStreet Platform			One
ADVERTISING	Design & management of digital ads (channels)	One	Two	Three
	Design & management of AdWords campaign			
SOCIAL MEDIA	Twitter engagement support			
	Facebook, Twitter & LinkedIn account management			

