HIGGINS MARKETING GROUP

www.higginsmarketinggroup.com

VIRTUAL MARKETING DIRECTOR

According to Payscale.com, the average median salary of an experienced Marketing Director is $96,015, and that figure doesn't even include benefits and infrastructure costs.

Does this investment make sense for your business right now?

If your answer is no, yet you think your business would benefit from the expertise and work efforts of an experienced Marketing Director, engaging with Jim Higgins as your Virtual Marketing Director might be the ideal solution.

HOW DOES IT WORK?

You're in the driver's seat. What you need is different from what others might need.
Maybe you want to pull Jim in for just a couple months to help define a clear road map for your marketing.
Maybe it's a longer term relationship, where he become your "go-to" guy for all your marketing efforts.

Whatever the case, you're buying a certain number of hours each month that he will spend exclusively driving your marketing efforts. Typically, you would meet each week for about 45 minutes via a web-meeting to discuss strategy, priorities, progress, and next steps. The balance of Jim's time is spent on EXECUTION – actually getting stuff done for you! If you need to connect on anything outside your weekly scheduled meeting time, no problem.

FEE

You would be billed $1,500 at the beginning of each month. During the month, Jim will dedicate 10 hours toward your marketing priorities. If you find your needs call for additional hours, you can increase by increments of 5 hours per month (an additional $750 per month). You are free to adjust the number of hours needed on a month-to-month basis. There is no long-term commitment.