

# WHAT TO EXPECT COMMUNICATIONS FLEX RETAINERS

## 1 Getting Started

When you accept a project proposal, we'll create a project timeline, sign a contract, and schedule a Discovery Meeting.

## 2 Discovery Meeting

Our Discovery Meeting is all about listening and learning. Typically, if you're partnering with us on retainer, you have a few specific problems you want us to address. They could be immediate and short term, or vague and big-picture. It's okay if you can't put your finger on the exact issue—that's our job. The purpose of the Discovery Meeting is to hear from you and learn about what we can fix and problem-solve. Beforehand, we'll send you a few questions to get you thinking about your vision, strategy, and inspiration, which we'll then talk through in our conversation.

## 3 Research

After the Discovery Meeting, our team will continue the learning process by researching current design and communication trends that are specific to your industry's audience, culture, and expectations. In this stage, we'll also research anything that came up as an immediate need in the Discovery Meeting.

## 4 Brainstorm & Development

We'll gather all the notes, data, and ideas we jotted down during the Discovery Meeting and research process, and we'll plot a direction for content, design, communications, and functionality. Next, we'll develop a strategic timeline and share it with your team for approval so everyone knows the project and important deadlines. From here, we progress based on your needs to either content development or marketing, or both.

### → CONTENT DEVELOPMENT

We start by finding a voice that fits your brand because everything we do is content-driven. With this voice, we can write meaningful content that moves your audience—and your brand—toward your goals. We collaborate with our clients to create content that is strategic and relevant to their audience over the long haul.

### → MARKETING

We tailor each retainer specifically to the client and the problems they are facing, so each project has its own set of expectations. This way, we can make social media and email content that best fits your needs and the needs of your audience. We can analyze our work and its efficacy each month through analytics, allowing us to pivot and plan as necessary. You'll get an end-of-the-month report with analytics and a response plan for the coming month.

## 5 Success!

Our retainers are successful when we can collaborate with our clients to create compelling and strategic content that is relevant to their audience. We bring long-term solutions in short-term projects through analytics and evaluations so that you can know your communications are effective.

# AMENABLE