

THE ECI GROUP

It is an ever-changing digital realm and interacting with services like **Twitter** and **Facebook** are now vehicles of promotion.

Businesses of **any size** can build relationships, and gain visibility for fans/customers/clients.

That's where **The ECI Group** can help.

Having "a voice" online is not the same for every business, band, or organization. Lots of people claim to have some "formula," but there is nothing static about gaining visibility in a **highly competitive market**. Use of one tactic that may work for a few weeks may not produce results over time.

The ECI Group considers each situation unique and we customize what we do for you. We strive to develop more effective solutions as an extension of your own ideas and as a part of **your team**.

Our goal is to build an audience for you that recognizes what sets you apart; making you and your brand the better choice. **It's that simple. Contact us today to get started!**



We work with you to discover what's best for your needs & your budget so please talk with us to get started.

Talk with us about **logos, ad designs, packaging, & other creative services** to help your business get the attention it needs.

Special programs & pricing for non-profit groups, education & small businesses. Join our clients in building your voice online by directly reaching out to the public.

**MTD Bass • FreeHandMusic • Little Silver Records • H.E.A.R. • Soultone Cymbals
Hornets Drumsticks • OnlineSheetMusic.com • Amber Leigh • and many others**



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creative marketing consultants for the music industry in talent, touring, instruments, and pro-audio

socialFORCE™

social networking for the music industry

"I'm reaching a larger audience that I didn't even know I had!"

Chris Condon
Nashville Touring &
Session Guitarist
(@chriscondongtr)

10% OFF FOR NEW CLIENTS



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gettingSTARTED

Once we review all of your current marketing materials and your current social media sites to evaluate your strengths, weaknesses, opportunities, to discover the **possibilities** that help build your brand and reputation. We help you to reach your audience via Twitter, Facebook, LinkedIn, Pinterest, MySpace, YouTube, and Google +.

The ECI Group can build a schedule to post daily, weekly, or monthly for events, and customize it to fit your needs. Each week we'll send your statistics showing the progress, plus, any support questions or requests are forwarded directly to you.

Personal	An Individual Personality to Connect with Your Audience
Resource	Industry News, Facts, Tips, and Hints
Promotional	Special Offers, Promotions, Product Data
Customer Service	Responding to Customers' Questions

performanceSCHEDULES

The ECI Group recommends posting no less than once per day, Monday through Friday, but encourages twice per day (once in the morning & once in the evening) in order to respond to any messages.



socialFORCE™

social networking for the music industry

Soultone Cymbals (@soultonecymbals)



9 Month Program Options

3x/day M-F+
3x/day M-F
2x/day M-F
1x/day M-F
add 1x Sat/Sun

Contact Us
for
Pricing



Michael Tobias Design - MTD Bass (@MTDbassUSA)



6 Month Program Options

3x/day M-F+
3x/day M-F
2x/day M-F
1x/day M-F
add 1x Sat/Sun



Amber Leigh (@amber_leigh)



A La Carte Options

3 Month Programs
On-Demand Response
LinkedIn Profiles
Logo/Icon Creation
Facebook Ad Programs
Twitter Page Design
Photo Retouching/Correction
PLUS Build to Order Programs



+ includes "On-Demand" responses during regular business hours ET/PT

All pricing is in U.S. Dollars.