



Marketing Services

*Where do you
want to grow?*



Professional Marketing Solutions for Third-Party Administrators

*Users of ANY administrative platform can now have the benefit of an
industry-experienced, award-winning marketing team*



Ready to Grow? We Can Help.

DataPath Marketing Services delivers unique, trend-setting marketing services for employee benefits TPAs and brokers. Our services are surprisingly affordable, with packaged solutions and à la carte projects both available.

Put our extensive industry knowledge, professional experience, and award-winning creative talents to work on your business expansion goals.

"DataPath Marketing Services is a wonderful resource and their marketing team is easy to work with. Their work helps differentiate us and enables us to provide the best possible branded service and relationships."

- Neil Bartholomew, Eagle Ridge Services

Why DataPath Marketing Services?

- ♦ **Industry-experienced:** Why pay a marketing firm to learn about your industry? The DataPath team is deeply experienced, with an average tenure of 8 years each in benefits administration marketing.
- ♦ **Award-winning:** Our marketing team has won more than 15 national awards since 2018 for creativity and effectiveness in health information delivery.



- ♦ **Benefit-adept:** Our team is fluent in all account types, including FSA, DCFS, LPFSA, HRA, ICHRA, QSEHRA, EBHRA, HSA, LSA, SLRA/SLRP, ESA, Benefits Debit Cards, COBRA, State Continuation, Direct Billing, Retiree Billing, Medicare Advantage/EGWP, and more.
- ♦ **Comprehensive:** Available services include a wide range of TPA and broker needs.



Sales and marketing collateral



Participant education resources



Email and direct mail marketing



Tradeshow materials



PowerPoint presentations



Whitepapers



Webinars



Social media and blog writing



Video production



Websites

"DataPath Marketing Services has been a big help to Comparative Solutions. We've always found them to be knowledgeable and responsive. Whatever challenge might come up, we know they'll have our backs."

- Thea Feltzs, Comparative Solutions

À la Carte Services Pricing

Social Media/Email



Social media post (per insertion/per platform)	\$25
Blog article (500 words; \$20 per additional 100 words)	\$100
Email template (header and footer, no other graphics or copywriting)	\$150
Marketing email (header and footer, copywriting, graphics, per email)	\$250
Postcard (two-sided; any size up to 5x7)	\$250

Direct Mail



Postcard (two-sided; sizes larger than 5x7)	\$350
Sales sheet (per side)	\$350
Sales letter (per page)	\$150
Logo development (\$100/hr., min. 4 hours)	\$400

Events



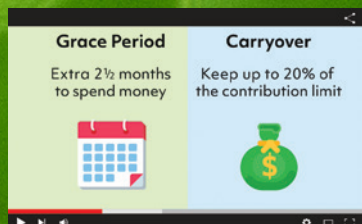
Trade show banner (copywriting, design, printer-ready artwork for sizes up to 40" x 80")	\$500
Brochure (up to 8.5x11 flat; \$375/side; min. \$750)	\$750
Infographic (\$150 per data point; min. \$750)	\$750
PowerPoint presentation deck (sales or educational; simple transitions; \$75/slide; min. \$750)	\$750
Enrollment booklet (up to 8.5x11 page size; \$150/page; min. \$1,200)	\$1,200

Education



Whitepaper (Includes research; up to 2,500 words; \$300 per additional 500 words)	\$1,500
Webinar script and PPT slide deck (Up to max. of 30 minutes and/or min. of 20 slides, inquire for additional minutes or slides)	\$2,500

Video and Web



Package Services Pricing



Foundation Services Package \$1,000 Startup + \$750/Month

Creative concepts, copywriting, and graphics for:

- ♦ One corporate brochure
- ♦ Individual sales sheets for up to 6 lines of service
- ♦ Participant education/enrollment booklets for up to 6 lines of service
- ♦ Monthly social media calendar and weekly posting for up to three platforms
- ♦ Two blog posts monthly

Save 20% over à la carte



Growth Services Package \$2,000 Startup + \$1,325/Month

Everything included in Foundation Services Package **PLUS**

Creative concepts, copywriting, and graphics for:

- ♦ Once-monthly email for broker/employer marketing (client provides email list and subscription to Mailchimp, Constant Contact, or similar)
- ♦ Once-monthly email for participant/employee education (client provides email list)
- ♦ One recorded sales webinar (30 minutes)

Save 25% over à la carte



Supercharged Growth Package \$3,000 Startup + \$1,500/Month

Everything included in Foundation and Growth Services Packages **PLUS**

Creative concepts, copywriting, graphics, and WordPress execution for:

- ♦ Website design, copywriting, and layout (up to five pages)*
- ♦ SEO optimization
- ♦ Two landing page versions for email marketing lead capture

Save 30% over à la carte

* Website services not available à la carte or as an add-on to lesser packages. Developed exclusively in WordPress. Client pays hosting fees.



Video Services (Add-On to Services Packages Only)

.....\$400 for the first minute, \$100 per additional minute**

- ♦ Development of creative concepts
- ♦ Script, voiceover, graphics, editing

**Does not include live-action filming or production

Except where indicated, all pricing includes copywriting, graphic design, stock photos or illustrations where appropriate, digital output (PDF, HTML, Word, or PPT template), and file preparation for commercial printing if needed. All pricing is "plus" any printing, list rental, email client subscription, mailing, shipping, or website hosting costs.

DataPath[®]  Marketing Services



Visit dpath.com/marketing
or call us today at
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