

PREMIUM MARKETING SERVICES

□ SOCIAL MEDIA MANAGEMENT PROGRAM

Gateway now provides you with a unique opportunity to purchase a social media management program. This program allows you to keep your social media up-to-date without having the hassle of managing and posting content yourself. Investing in this program will be a long-term benefit when it comes to time management but most importantly, client relations. It's time for your social media to be "Set it and forget it".

□ STANDARD PACKAGE

Package includes 3 postings per week, along with the management and upkeep of your social media. This also includes posting current events to help you stay relevant with your clients.

□ CUSTOM PACKAGE

Package includes 3 postings per week, plus the further advantage of 5 custom posts per month. This allows you an opportunity to give input on exactly what you want to post. These posts are also tailored to your niche market and will give you that extra personal touch that clients seek from their advisor.

□ CUSTOM + PACKAGE

Package includes all of the features that the custom package provides, plus up to 4 one-minute video snippets that will help set you apart from other advisors. With these options you are essentially capable of posting every day of the work week, completely transforming your social media pages.

□ TOUCHPOINTS

All Merchandise available on our gatewayproshop marketing store. Costs are all listed on the store and available for you. Including but not limited to: greeting cards, referral gifts, etc.

□ HARDCOPY OF MATERIALS

Whether for a seminar, workshop or invitation hardcopy services are available to you and the marketing team is here to help you package it up.

□ BUSINESS CARDS/STATIONARY

All goods which are available to you upon request for at cost pricing.

□ GREETING CARD PACKAGES:

Quarter 1

-Valentine's Day
-St.Patrick's Day
-Easter

Quarter 4

-Halloween
-Thanksgiving
-Holiday greeting cards
-New Years

Quarter 2

-Mother's Day
-Father's Day
-Graduation

All year round cards

-Birthday
-Thank you's
-Anniversary Cards
-Misc. Get Well Soon,
Sympathy, Bank all purpose)
- Gateway Cards

Quarter 3

-July 4th
-Labor Day

**Postage is not included. Cost is determined by current USPS rates.

WEEKLY INTEGRATED MARKETING SERVICES

□ ACCESS TO GATEWAY PROSHOP

Online resource for client gifts, marketing look book (for marketing ideas and examples), pre-approved social media content, touch points, referral gifts, featured item videos for savvy marketing ideas and tips, greeting cards and office supplies all in one easy to find location.

□ CUSTOM ARTWORK

All our designs are designed in house by our Graphic Design Team. All specials requests need to go through our Marketing Team at marketing@mygfpartner.com. Services include, postcards, flyers, brochures, greeting cards, advertisements, etc.

□ MARKETING PLANNING

Our Marketing Team complete a full Planning process with you. We will help you develop the right marketing plan which will compliment your business with full service marketing solutions.

□ VBOU

Email Marketing and Tracking

An efficient means of sending personalized mass invitations via email along with tracking tools for open rates, unsubscribes, etc.

Event Registration

A tool for tracking rsvp's and attendance for all your marketing events, this can even be applied to webinars that you'd like to host and is ideal for seminar registrations.

Surveys

Client surveys with the same tracking tools as mentioned.

□ TEAMS MEETINGS

An online webinar service that can accommodate up to 250 participants

□ TEAMS METINGS & VIDEO CONFERENCES

Microsoft Teams Video Capable Phone Systems for video calls and conferences.

□ HORSESMOUTH

Social Security and Medicare related materials for presentations and seminars.

*Additional costs could apply if ordering hardcopy of materials

□ WEBSITE UPDATES/ANALYTICS

Marketing team will provide website services which include updating your existing website pages and adding additional content. We can also provide analytical information with traffic info.

□ COMPREHENSIVE COACHING/ WORK BOOK

Each year we come out with an updated coaching packet which has various exercises to grow your business. 1:1 coaching meetings are also available.

□ SOCIAL MEDIA COACHING

One of our marketing team members will review your current social media profiles and give you honest feedback and areas of improvement. Will also make recommendations.

MONTHLY INTEGRATED MARKETING SERVICES

□ MONTHLY ECONOMIC UPDATE

Sent monthly via personalized emails, so to your clients it looks like it's coming directly from you.

□ EVENT PLANNING

All events include creation of ideas, electronic invitations and coordination of venues at no cost. Advisors are responsible for the cost of hard copy invitations, both printing And postage, food & drink costs, as well as any requested giveaway items.

□ MARKETING CHECK INS

Checkins with our Marketing Team. An opportunity for a recurring check in with The Marketing Team to assess your goals and review ongoing projects.

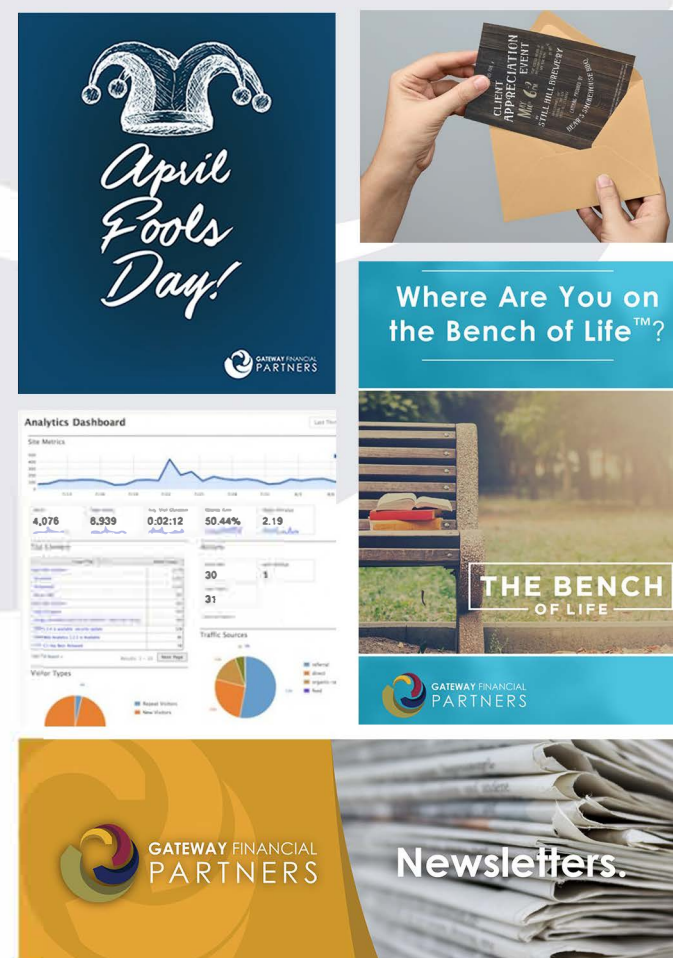
□ LUNCH AND LEARNS & WHOLESALER TRAININGS

Frequent opportunities to strengthen your knowledge base and partnerships with COIs.

□ FULL EVENT SUPPORT LIST

The marketing team can assist you with the following:

- Invitation creation
- Invitation distribution (both hardcopy and e-mail)
- Event Registration
- Event Planning/organizing which includes (venue coordination, entertainment, wholesaler coordination, catering)
- * Food costs are not included
- MRR (Marketing Regulatory Review)
- Event Follow-up
- RSVP Services available



PLATINUM MARKETING SERVICES

□ SEO "SEARCH ENGINE OPTIMIZATION"

The Marketing Team will assist you with a methodology of strategies, techniques and tactics used to increase the amount of visitors to a website by obtaining a high-ranking placement in the search results page of a search engine (SERP) — including Google, Bing, Yahoo and other search engines.

□ ADVISOR VIDEO PRODUCTION

Video advertising packages for commercials and video collateral. In house video production coordinator or faster response times. Please see Video Pricing Structure for more details. (save on to your desktop for quick access).

**For video Production, travel costs for the videographer are not included in the package pricing and the advisor is responsible for Video Pricing Costs, travel costs & lodging if necessary.

□ ADVISOR CONNECT

The match.com for advisors. Have the Marketing team help you create a video and profile to connect you with the right junior partner, succession plan or acquisition.

□ CUSTOM MERCHANDISE/PERSONALIZED MERCHANDISE

Like something on the Gateway Pro Shop but want to go the extra mile for the client?

Have the Marketing team get your item personalized for your client. Available for most products on the store.

