

Digital Marketing Mix Packages

CFMA Marketing Channels	Squad \$9,750	Battalion \$18,500	Division \$26,750	Army \$37,500	Duration of Marketing Deliverables
Social Media					
Facebook Advertisement (carousel, video, image, etc)	1	2	3	5	1 week
Facebook Organic Post	2	3	4	5	
Facebook Pinned post		1	2	3	5 days
Facebook Cover photo		1	1	3	5 days
cfmws.ca Website					
Mega tote	1	2	3	4	1 week
Spotlight tote	1	2	3	4	1 week
Side Bar tote	1	2	3	4	1 week
Feature Discount tote	1	2	3	4	1 week
CFMA Mobile					
Push notification	1	1	2	3	1 week
E-Communication					
Dedicated e-newsletter with Facebook retargeting advertisement			1	3	
CFMA E-newsletter feature with corresponding online version	1	1	2	3	
CANEX E-newsletter Feature	1	1	2	3	
Digital Screen Network					
Run of network	√	√	√	√	2 weeks
CFMWS Intranet					
Feature (logo)	1	1	2	3	
Reporting	√	√	√	√	within 10 days of deployment
Estimated Impressions	2,982,530	4,832,779	7,963,484	11,431,602	