

LET US TELL YOUR
Story



132 S. MAIN | SUITE 425 | DOWNTOWN DECATUR, IL 62523



Behind every business is...



CASSIE YODER, OWNER

CASS@CASSCONCEPTS.COM
217-254-4012

...a person who had a brilliant idea or solution to a problem.
...a person who believed that even one business can impact a community.

Inside that person is a story that is waiting to unfold.

We believe people support people.
We believe people buy into people.

We don't just help businesses sell products and services.
We tell the story of the business owner that toils long hours because they know they are a part of a greater whole. We tell the story of how they are wearing so many hats with a smile on because of their dedication to their customers and community. Something magical happens in those moments and we are able to capture that.

Since 2005, Cass Concepts has been working with all-sized companies to help them find their one-of-a-kind message. We were born out of a strong desire to provide brands with the quality creative services they need in order to stay ahead – and we won't rest until we achieve those results.

We're not here to hustle. We're in it to *inspire*.

FULL-SERVICE CREATIVE AGENCY



AERIAL DRONE SERVICES



BRAND DEVELOPMENT



BUSINESS COACHING



COMMUNITY DEVELOPMENT



CONTENT MARKETING



DIGITAL MARKETING



EVENT PLANNING



GRAPHICS/PHOTOGRAPHY



PUBLIC RELATIONS



SOCIAL MEDIA SERVICES



VIDEO PRODUCTION



WEB DESIGN



À LA CARTE

BUSINESS COACHING

\$100/PER HOUR

CONTENT CREATION

\$100/PER HOUR

BRAND STRATEGY

\$100/PER HOUR

PHOTOGRAPHY/VIDEOGRAPHY

\$100/PER HOUR

WEBSITE DESIGN

\$2750 BASE: 1-3 Page Anchor-Based Design Website (30 Projected Hours)

\$4500 BASE: 3-5 Page Anchor-Based Design Website (60 Projected Hours)

\$6000 BASE: 5-8 Page Anchor-Based Design Website (90 Projected Hours)

PLEASE NOTE:

- Client will supply the wording for the website or our team can pull of inspiration sites supplied by owner
- Client will supply all wording and PDF/ descriptions of packages and images for each
- Client will supply all wording, descriptions supply any old photos or videos available
- Client assumes more significant copy revisions to website content billed at \$60 per hour and will be agreed upon with a signed work order agreement

ADDITIONAL FEES:

- Additional page creation billed at \$800 each.
- Additional hours will be billed at \$60 per hour
- External fees: URL, Hosting, Listings Management to be billed to client separately as fees outside of agency

NEED IT ALL?

Executive services let you set a retainer budget, with a preset number of monthly hours. During a needs assessment, we set goals and allocate tasks quarterly, making it flexible for most budgets. Think of us as an extension of your business!

CONCIERGE MARKETING



THE IDEA TO IMPACT BLUEPRINT

\$450

MONTHLY RETAINER

YOUR ROADMAP TO A CONFIDENT BUSINESS LAUNCH

PERFECT FOR: ASPIRING ENTREPRENEURS WITH A BIG
IDEA BUT NO CLEAR PATH

3 MONTH MINIMUM

This hands-on coaching container is for new business owners who are ready to take action. You bring the vision—we'll help you map the way. From name brainstorms to business bank accounts, this blueprint is built from Cassie Yoder's two decades of experience launching brands, mentoring entrepreneurs, and creating community-centered momentum through Cass Concepts.

THIS PACKAGE INCLUDES:

- One Complimentary Discovery Call to explore fit and get aligned on your goals
- 60-Minute Strategy Sessions (3 total) – held monthly (virtual or in-person)
- Custom Start-Up Checklist, adapted to your business type and timeline
- Legal & Logistics Resource Guide: EIN, LLC, bank account, domain name, and more
- Brand Identity Jumpstart: name brainstorm, positioning prompts, and early content clarity
- Digital Presence Prep Guide: website tips, Google Business, and social media starter steps
- Weekly Email Support for 7 Days Post-Session – get feedback as you implement

Disclaimer: This guide is provided as a general resource to help you get started with your business setup. It is not a substitute for legal or financial advice. When in doubt, always consult with a licensed attorney, accountant, or other qualified professional to ensure compliance and proper setup for your unique situation.

THE COACHING SESSIONS

**FOUNDATION &
IDENTITY**
MONTH ONE

**BRAND
CREATION**
MONTH TWO

**PLANNING &
VISIBILITY**
MONTH THREE



Our Approach

WHILE WE HAVE MANY TOOLS, PERHAPS OUR GREATEST IS CURIOSITY. WE ASK QUESTIONS. WE LISTEN. WE ASK MORE QUESTIONS. WE LISTEN SOME MORE. WE LEARN ABOUT YOU, YOUR BUSINESS, YOUR CUSTOMERS AND YOUR COMPETITORS. WE DO OUR HOMEWORK. AND THEN WE GET TO WORK.



SOCIAL MEDIA PACKAGES

\$850
MONTHLY RETAINER

ESSENTIALS PACKAGE

STATIC CONTENT ASSETS ONLY

Perfect for those starting or seeking essential social media management services. The package includes:

- 15 posts per month - Engaging and relevant content created and tailored to your audience.
- PDF Social Media schedule guidelines and captions to easily copy over to your scheduling platform of choice.
- Tailored posting schedule optimized for your audience.
- Personalized consultations to discuss progress and strategy adjustments.
- Additional hours will be billed at \$60 per hour. Minimum 3- month contract.
- *This does not include Photography or Videography hours or social media management. Those can be added Ala Carte*

\$1495
MONTHLY RETAINER

ADVANCED PACKAGE

STATIC CONTENT ASSETS | PHOTOGRAPHY | SCHEDULER

Perfect for those who are needing a little more than just the basic social media management essentials. The package includes:

- 2-4 posts weekly - Engaging and relevant content created and tailored to your audience.
- Onsite Photography (Up to 8 hours per month)
- PDF Social Media schedule guidelines and captions to easily copy over to your scheduling platform of choice.
- Quarterly updates and maintenance recommendations across your social media platforms.
- Quarterly analysis of your social media performance
- Strategic use of hashtags to increase visibility and reach.
- Personalized consultations to discuss progress and strategy adjustments.
- Additional hours will be billed at \$60 per hour. Minimum 6 month contract.



SOCIAL MEDIA PACKAGES

\$1850

MONTHLY RETAINER

PREMIUM PACKAGE

FULL SOCIAL MEDIA MANAGEMENT - FACEBOOK & IG

Ideal for businesses looking to enhance their social media presence with advanced strategies. The package includes:

- 2-5 posts weekly - Engaging and relevant content created and tailored to your audience.
- Onsite Photography & Videography session and editing (Up to 8 hours per month)
- Fine-tuning of content to maximize engagement and impact.
- Interaction and response management to foster community engagement.
- Monitoring and analysis of competitors' strategies for competitive advantage.
- Tailored posting schedule optimized for your audience.
- Strategic optimization of hashtags for improved visibility and engagement.
- Monthly consultations to review progress and refine strategies.
- Additional hours will be billed at \$60 per hour. Minimum 6 month contract.

\$2750

MONTHLY RETAINER

ELITE PACKAGE

FULL SOCIAL MEDIA MANAGEMENT FACEBOOK & IG & LINNKEDIN | PHOTO & VIDEOGRAPHY

Comprehensive package for businesses aiming for maximum impact and growth. The package includes:

- 4-6 posts weekly - Engaging and relevant content created and tailored to your audience.
- Onsite Photography & Videography session and editing (Up to 10 hours per month)
- Comprehensive strategy development to align with business goals.
- Tailored posting schedule optimized for your audience.
- Fine-tuning of content to maximize engagement and impact.
- Interaction and response management to foster community engagement.
- Monitoring and analysis of competitors' strategies for competitive advantage.
- Strategic optimization of hashtags for improved visibility and engagement.
- Ongoing optimization of advertising campaigns for better ROI.
- Implementation of a brand ambassador program to expand reach and credibility.
- Continuous monitoring and management of social media channels for timely responses.
- Identification and implementation of emerging trends for relevance and engagement.
- Regular strategic discussions to ensure alignment with business objectives and optimize performance.
- Additional hours will be billed at \$60 per hour. Minimum 6 month contract.

Feature	Essentials	Advanced	Premium	Elite
Monthly Retainer	\$850	\$1,495	\$1,850	\$2,750
Platforms Included	Client-managed	Client-managed	Facebook & Instagram	Facebook, Instagram & LinkedIn
Posting Frequency	15 posts / month	2-4 posts / week	2-5 posts / week	4-6 posts / week
Static Content Creation	✓	✓	✓	✓
Photography	—	Up to 8 hrs/mo	Included	Included
Videography	—	—	Up to 8 hrs/mo	Up to 10 hrs/mo
Content Editing & Optimization	—	—	✓	✓
Posting & Scheduling	—	—	✓	✓
Community Management (DMs & Comments)	—	—	✓	✓
Hashtag Strategy	—	✓	✓	✓
Performance Analytics	—	Quarterly	Monthly	Ongoing
Competitive Analysis	—	—	✓	✓
Strategic Consultations	✓	✓	Monthly	Ongoing
Full Social Media Management	—	—	✓	✓
Advertising Optimization	—	—	—	✓
Brand Ambassador Program	—	—	—	✓
Trend Monitoring & Implementation	—	—	—	✓
Minimum Contract	3 months	6 months	6 months	6 months
Additional Hours	\$60/hr	\$60/hr	\$60/hr	\$60/hr



WE PRIDE OURSELVES ON A CLIENT-FIRST APPROACH WHERE EVERY TEAM MEMBER GETS TO THOROUGHLY KNOW EACH CLIENT. THIS WAY, WE CAN BEST UTILIZE OUR WEALTH OF EXPERIENCE WITH CLIENTS OF ALL SIZES IN A VARIETY OF INDUSTRIES. AS A SMALL FIRM, WE CAN OFFER A LEVEL OF PERSONAL SERVICE NOT FOUND IN LARGER AGENCIES.

THIS HELPS US DEVELOP A CLOSE WORKING RELATIONSHIP WITH YOU, WHICH LEADS TO MORE EFFICIENT WORKFLOWS AND ON TARGET STRATEGIES.



DIGITAL ADS & MEDIA BUYS

TARGETED DISPLAY

Display advertising reaches your best potential customers on the web when they're viewing relevant content on high-quality websites.

- ✓ Receive ads on websites
- ✓ Serve specific demographics
- ✓ Receive Site Retargeting
- ✓ Boost Brand Awareness

SOCIAL MEDIA MARKETING

Your ads are served through social media platforms including Facebook, Messenger, and Instagram. In 2018, the average time spent on social networking was projected as 144 minutes per day and is only increasing. Set your target demographics and reach a larger audience.

VIDEO ADVERTISING

PRE-ROLL VIDEO:

Target your ideal consumer by placing video ads before, after, and during video content on top-tier websites.

OTT:

Over-The-Top-TV is a powerful combination of all video advertising. It combines various video methods by serving video ads through to mobile, desktop, and streaming devices. Increase your reach through multitude of platforms.

GEOVIDEO:

Turn interactions into actions by serving location-aware video ads to the right people at the right time and place.

CONNECTED TV:

Directly target your most valued consumers while they stream their favorite TV programming.



DIGITAL ADS & MEDIA BUYS

GEOFENCING

Your ads are served to smartphone users in a predefined area. Engage consumers as they are near businesses or key points of interest.

- ✓ Receive ads on mobile apps
- ✓ Serve specific locations
- ✓ Receive GeoRetargeting
- ✓ Turn clicks into conversions

SEARCH ENGINE MARKETING

Grow your customer base by targeting searchers actively looking for products & services like yours, and respond to that need by providing them with an offer relevant to their search query. Turn clicks to conversions.

TARGETED EMAIL SOLUTIONS

**Real-Time
Tracking**

**725
Targeting
Filters**

**Matchback
Capabilities**

Your ads are served to smartphone users in a predefined area. Engage consumers as they are near businesses or key points of interest.

There are over 145 million consumer and 30 million business to business verified email addresses, we will put your message in front of your best prospects in any zip code in the country.

- ✓ Serve specific demographics
- ✓ Guaranteed inbox placement
- ✓ Content customized for you
- ✓ Increase website traffic



TARGETED EMAIL SOLUTIONS

YOUR MESSAGE, THEIR IMBOX

With over 145 million consumer and 30 million business to business verified email addresses, we will put your message in front of your best prospects in any zip code in the country.

Our 725 targeting filters including location, age, income, lifestyle interests and more, showcase your offer to the best prospects in your trading area and then track customer behavior as they open and click on your email.

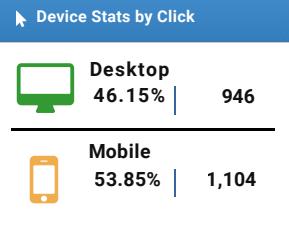


SAMPLE CAMPAIGN REPORTING

Opens | 12.79 % Total Opens 12,792

Clicks | 2.05 % Total Clicks 2,050

CT OR | 16.03 %



SAMPLE WEB BROWSER STATS BY CLICK



1,595
Chrome



64
Explorer



237
Safari



15
Other

MATCHBACK CAPABILITIES

Compare the database of contacts in a recent targeted campaign with your contact list of customers who have taken action after receiving your email.

REAL-TIME TRACKING PLATFORM

Provides you within-depth knowledge and real-time reporting on your campaign's performance.

- Which links have been clicked.
- Who has opened your email.

WE WORK SEAMLESSLY TOGETHER TO BRING YOUR CREATIVE VISIONS TO LIFE. WITH YOUR MARKETING PLAN, GOALS AND COMPETITION IN MIND, WE HELP YOU STAND APART AND GIVE YOUR ORGANIZATION A VOICE TO TELL YOUR STORY THROUGH WORDS AND VISUAL ELEMENTS.

