

## ON-CALL AGENCY SERVICES

### About Our Agency

Searle Creative provides a full range of strategic and creative services, including brand development, graphic design, website development, video, and social media marketing. We've helped hundreds of organizations—ranging from big companies to small businesses, nonprofits, government agencies, and even one-person startups—develop and implement smart and effective marketing and outreach programs.

A woman-owned and California-certified Small Business, Searle Creative has been featured on *Pacific Coast Business Times'* Top Agencies list 2015-2024. With a team of around 15 in-house associates, we're big enough to handle your needs, but small enough that you won't get lost in the shuffle.

Over the last two decades, Searle has produced high-quality, award-winning creative work, fostered great relationships with clients, gotten involved in the community, and kept growing. From its humble beginnings in a spare bedroom, Searle has grown steadily and organically into one of the largest and most respected agencies in Ventura County. We've earned an outstanding reputation because we do the things we say we are going to do.

### Scope of Work for On-Call services for Lake Elsinore Economic Development

Searle Creative empowers people and organizations to communicate impactfully and effectively with their audience. Our job is to discover creative ways to tell your story and help you be more successful through solid, integrated marketing. Below is an overview of the tactics, tools, and talents we use to deliver real results.

#### Marketing & Outreach

- Strategic Planning
- Event Marketing
- Online Marketing Strategy
- Copywriting & Editing
- Media Buying/OTT
- Press Releases & Distribution
- Branding & Identity
- Email Campaigns
- Enewsletters
- Powerpoint Presentations

#### Creative

- Ads, Flyers, & Brochures
- Logos & Stationery
- Infographics
- Technical Illustrations
- Direct Mail
- Digital & Social Graphics
- Guides & Reports
- Product Catalogs
- Signage & Exhibits
- Event Materials

#### Photo/Video

- Full Production
- Commercial & Product
- Lifestyle & Destination
- Video Editing
- Sound Editing
- Video Animations
- Web & Social Videos
- Storyline Concepts
- Script Writing

#### Web Development

- Design & Development
- Content Management
- E-commerce
- ADA Compliance

#### SEO & Social Media

- Social Media Management
- SEO/Content Marketing
- SEM, PPC, OTT, Digital Ads
- Audits & Reporting
- GA4/Google Ads Certified

### Rates & Fee Structure

We often work on a per-project basis, providing estimates in which we describe specific deliverables and costs in detail. Estimates are based on a rate of \$120/hour. Searle works on retainer for clients that like to lock in dedicated hours each month, but it isn't required; the pay-as-you-go model is just fine with us too (we bill at the end of each month, net 30). We welcome the opportunity to provide a quote or time estimate for any project.

### Our Promise

Our diverse experience means that we're poised to carry your brand forward while bringing a fresh perspective to new projects. In addition to our creativity and technological savvy, we are committed to exploring each project with enthusiasm and insight.

Our goal is to understand your organization as if it were our own and to use the language of visual design to convey the essence of your brand to your target audience. No fluff, no art for art's sake, and definitely no big egos. We're fun and easy to work with. And when you call, we answer.

We'll work hard to make sure you'll consider us the best agency relationship you've ever had.

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