

MICRO-PURCHASE SERVICE OFFERINGS

Ignited Government’s micro-purchase offering provides federal and DOD agencies convenient access to contract small, one-off marketing and outreach services. The estimates are based on our GSA Schedule labor categories and rates and can be purchased via government purchase cards. Each item outlines a service and detailed level of effort (LOE). Ignited can provide custom service offerings to meet your specific needs, as long as the level of effort remains within GSA’s micro-purchase threshold.

FAR 18.202 Update

OMB has temporarily raised the micro-purchase threshold for domestic purchases from \$10,000 to \$20,000.

To order any of these services, or request a custom quote, please contact David Lock at dlock@ignitedusa.com or at 202.919.5332.

#	SERVICE	DESCRIPTION	COST
1	Brand & Marketing Assessment	Assessment of organization or brand, to include: Market Conditions Review, Assessment of Existing Marketing / Outreach Materials, and Competitive Analysis. Deliverable: • Assessment Report (PPT/PDF) Timing: 2 weeks	\$ 9,862.96
2	Marketing Plan Development	Development of a marketing plan that includes: Budget, Schedule, Positioning, Marketing Strategy, Messaging Strategy, Media Strategy, Audience Strategy, and Creative Brief for campaign development. Deliverables: • Marketing Plan (PPT/PDF) • Creative Brief (DOCX/PDF) Timing: 3-4 weeks	\$ 19,000.64
3	Strategic Marketing Framework	Develop framework inclusive of Objectives, Goal, Audience, Drivers, Insights, Proof Points against Owned, Earned and Paid Channels, as well as Partner Marketing efforts (if applicable). Deliverable: • Marketing Framework (PPT/PDF) Timing: 2-4 weeks	\$ 17,282.60
4	Outreach Creative Campaign	• (3) Initial Concepts • Design, Copy writing, Production utilizing stock photography, illustration or client-supplied assets • Up to (2) Rounds of Client Revisions Assumption: Client-provided brief Deliverables: • Delivery of a total of (3) final executions (print, digital and/or social ads) of selected concept • Source & Final Files Timing: 3-4 weeks	\$ 19,967.98

5	Website Assessment & Recommendations Report	<ul style="list-style-type: none"> • Discovery <ul style="list-style-type: none"> - Analytics Review - Content Assessment • Analysis & Recommendations Report <ul style="list-style-type: none"> - Best Practice Definition - Deliverable: Heuristic Evaluation <p>Deliverable:</p> <ul style="list-style-type: none"> • Assessment & Recommendations Report (PPTX/PDF) <p>Timing: 2-3 weeks</p>	\$ 19,489.44
6	SEO Analysis & Recommendations	<ul style="list-style-type: none"> • SEO Review • Keywords Analysis • SEO Structural Recommendations • SEO Copy and Meta Tag Recommendations for Implementation <p>Deliverables:</p> <ul style="list-style-type: none"> • Recommendations Report (DOCX/PDF) • Keyword Recommendations (XLSX) <p>Timing: 2-3 weeks</p>	\$ 9,517.77
7	Paid Media Assessment	<ul style="list-style-type: none"> • Media/Digital Audit of existing channels and plans (i.e. Social channels) <p>Deliverable:</p> <ul style="list-style-type: none"> • Assessment Report (PPTX/PDF) <p>Timing: 2-3 weeks</p>	\$ 9,892.94
8	Paid Media Strategy	<ul style="list-style-type: none"> • Preliminary Media Plan inclusive of Strategy, Tactics, Media Mix and Vendor considerations <p>Assumptions: Client Media Brief Required; Planning and Buying not included</p> <p>Deliverable:</p> <ul style="list-style-type: none"> • Paid Media Strategy (DOCX, PPTX or equivalent format) <p>Timing: 2-3 weeks</p>	\$ 11,244.04
9	Paid Media Reporting	<ul style="list-style-type: none"> • Quarterly Reporting and Analytics of existing channels (i.e. Social, Google Analytics, etc.) <p>Assumptions: Access to existing platforms and/or raw data provided by client.</p> <p>Deliverable:</p> <ul style="list-style-type: none"> • Paid Media Report (PPTX/PDF) <p>Timing: 2-3 weeks</p>	\$ 19,960.96
10	Media Competitive Analysis	<ul style="list-style-type: none"> • 1x Competitive Analysis (Spend & Media Mix, Creative, etc.) <p>Assumption: Client to provide competitive list</p> <p>Deliverable:</p> <ul style="list-style-type: none"> • Competitive Analysis Report (PPTX/PDF) <p>Timing: 1-2 weeks</p>	\$ 2,330.46
11	Syndicated Research Pulls	<ul style="list-style-type: none"> • 1x Syndicated Research Pulls (MRI, Teenmark, TwelvePlus, comScore) <p>Assumption: Client to provide audience definitions and data of interest</p> <p>Deliverable:</p> <ul style="list-style-type: none"> • Research Data Export (XLSX or equivalent format) <p>Timing: 2-3 weeks</p>	\$ 2,591.06

12	Social Listening	<ul style="list-style-type: none"> • Monthly Social Listening Report, to include: <ul style="list-style-type: none"> - Key Themes - Conversation Volume / Sentiment - Thought Starters <p>Assumption: Social Listening Platform access provided by Client</p> <p>Deliverable:</p> <ul style="list-style-type: none"> • Social Listening Report (PPT/PDF) <p>Timing: 1-2 weeks</p>	\$ 9,722.36
13	Social Media Audit	<ul style="list-style-type: none"> • Audience Profile • Social Channel Analysis • Social Content Analysis • Competitive Analysis <p>Deliverable: Findings Report (PPT/PDF)</p> <p>Timing: 2 weeks</p>	\$ 8,900.00
14	Social Media Strategic Plan	<ul style="list-style-type: none"> • Social Goals/Objectives • Social Messaging Strategy • Core Audience Segments • Platform Roles/Responsibilities • 360 Channel Integration • Social Media Best Practices <p>Deliverable: Strategic Plan (PPT/PDF)</p> <p>Timing: 3 weeks</p>	\$ 19,401.60
15	Social Media Quarterly Content Plan	<ul style="list-style-type: none"> • Three (3)-Month Social Media Content Plan for up to (4) channels inclusive of weekly recommended post theme and content by platform <p>Deliverable:</p> <ul style="list-style-type: none"> • Content Plan (XLSX or equivalent format) <p>Timing: 2 weeks</p>	\$ 8,440.24
16	Social Media Content Development	<ul style="list-style-type: none"> • Copy writing and graphic design (illustration, stock photography or client-provided imagery) of up to 10 static social media posts • Two (2) rounds of client review/revisions <p>Deliverables:</p> <ul style="list-style-type: none"> • Source files and final files <p>Timing: 2 weeks</p>	\$ 9,069.26
17	Logo Development	<ul style="list-style-type: none"> • Refresh a logo/brand with a complete creative exploration including logo mark (icon) and wordmark (typography) • Three (3) rounds of client review: <ul style="list-style-type: none"> - Round 1: 5-8 B&W logos - Round 2: narrow to 2-3 options and apply color exploration - Round 3: final revisions <p>Deliverables:</p> <ul style="list-style-type: none"> • Delivery includes source files (AI or EPS) and final finals (JPG/PNG) • Logo usage style guide (PDF) <p>Timing: 3 weeks</p>	\$ 16,509.68
18	Logo Animation (2D)	<ul style="list-style-type: none"> • Up to three (3) initial animation concepts (:03-:06) • Two (2) rounds of client revisions of selected concept • SFX <p>Deliverables:</p> <ul style="list-style-type: none"> • Delivery of source file and final files <p>Timing: 2-3 weeks</p>	\$ 16,460.20

19	Marketing Collateral Suite	<ul style="list-style-type: none"> • Program One-Sheet, Infographic and Website Banner Graphic, or equivalent LOE • Client-provided base copy/content to be edited • Stock photography or client-provided imagery • Up to three (3) design explorations • Two (2) rounds of client review/revisions of selected design <p>Deliverables:</p> <ul style="list-style-type: none"> • Delivery of source files and final files, including Section 508-compliant PDFs <p>Est. Timing: 2-3 weeks</p>	\$ 15,997.66
20	Audio / Video Script Writing	<ul style="list-style-type: none"> • Up to three (3) :15-:60 audio and/or video scripts <p>Assumption: Client-provided brief</p> <p>Deliverable:</p> <ul style="list-style-type: none"> • Scripts (DOCX or equivalent format) <p>Est. Timing: 2 weeks</p>	\$ 12,247.46

Contact

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