Marketing Mix Packages

CFMA Marketing Channel	Squad $10,000	Battalion $20,000	Division $28,000	Army $40,000	Duration of Marketing Deliverable
Social Media					
Facebook Advertisement	1	2	3	5	1 week
Facebook Organic Post	4	5	6	7	
Facebook Pinned Post		1	2	3	5 days
Facebook Cover Photo	1	2	2	4	5 days
cfmws.ca Website					
Mega Tote	1	2	3	4	1 week
Top Discounts	2	3	4	5	1 week
Large Spotlight	2	3	4	5	1 week
Featured Discount Tote	1	2	3	4	1 week
Bundle Feature		1	1	2	1 week
CFMA Mobile App					
Push Notification	1	1	2	3	1 week
e-Communication					
Dedicated e-newsletter with Facebook retargeting ad			1	3	
CFMA e-newsletter feature with corresponding online version	1	1	2	3	
CANEX e-newsletter feature	1	1	2	3	
CFMWS Intranet					
Feature (logo)	1	1	2	3	
Reporting	✓	✓	✓	✓	Within 15 days of deployment
Estimated Impressions	**6,997,264**	**13,009,959**	**17,945,403**	**25,852,535**	