BHSSC Marketing à la Carte Menu



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Services Marketing Offers to BHSSC Divisions

The estimated timelines below are based on the average duration of product development for BHSSC over the past two years. Please note that these estimates reflect straightforward material development; more complex projects may require additional time. Once a creative request is submitted, the Marketing team will provide a finalized completion timeline, taking into account current workload and priorities set by division directors.

Digital Services

Task	Estimated Hours	Estimated Days
Social media post (single static post)	1-3 hours	.25 day
Email creation	10-21 hours	1.5-3 days
Display ad set (Google Ads, Facebook – multiple sizes)	3-6 hours	1-1.5 days
Website landing page	8-24 hours	1-3 days
Analytics / Reporting	12-21 hours	2-4 days

Creative Services

Task	Estimated Hours	Estimated Days
Logo design	8-12 hours	1-1.5 days
Brand Identity Package (color palette, logo, brand guide, stationery, booth materials)	20-32 hours	2.5-4 days
Business Card Design	2-3 hours	.255 days
Flyer/Poster (1-pager)	4-8 hours	.5-1 day
Brochure (tri-fold or bi-fold)	16-28 hours	2-3.5 days
Print Ad (magazine/newspaper)	4-6 hours	.5 day
Peer Review	1-3 hours	.255 day
Infographic design (simple)	4-8 hours	.5-1 day
Infographic design (complex with research and data)	12-20 hours	1.5-2.5 days
Icon Set (10-20 icons in brand colors)	12-24 hours	2-4 days
Mockups & Slide Designs	2-8 hours	.25-1 day
Presentation design (10–15 slides, branded)	6-12 hours	.5-1.5 days

Event Planning

Task	Estimated Hours	Estimated Days
Discovery Meeting	1-2 Hours	.25 day

Marketing Strategy	2-4 Hours	.255 day
Branding Strategy	2-4 Hours	.255 day
Email Marketing	2-4 Hours	0.25 - 0.5 days
KPI Dashboard Building/Maintenance	8-12 hours	1-1.5 days
Social Media Post (single static post)	1-3 hours	.25 day
Paid Advertising (design graphics & communication with agency)	3-6 hours	1-1.5 days
Event Flyer	4-8 hours	.5-1 day
Event Floor Map	1-2 Hours	.25 day
Digital Signage	.5 - 1 Hours	.125 Day
1 Event Directional Sign	.5 - 1 Hours	.125 day
Photography & Photo Editing	4-6 Hours	.5 - 1 day
Videography & Editing	4 - 6 Hours	.5 -1 day
Event Landing Page	8-24 hours	1-3 days
Event-Specific Website Updates/task	.255 hours	.0625 day
Post Event Report	12-24 Hours	2-5 days