BHSSC Marketing à la Carte Menu

BHSSC Marketing à la Carte Menu
Services Marketing Offers to BHSSC Divisions

Estimated Days below are based on the average time of products developed over the last 2 years for BHSSC. Please keep in mind the estimated days below are based on simple material development. Additional time may be required depending on the complexity of the project. Once creative request is received, marketing will provide a completion timeline based on current workload and priorities determined 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	.25-.5 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	.25-.5 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	.25-.5 day

Branding Strategy	2-4 Hours	.25-.5 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	.25 - .5 hours	.0625 day
Post Event Report	12-24 Hours	2-5 days