

DPEG Marketing Company

For the months of:

November 2021 - December 2022

Prepared by

Teona Rodriguez and Laura LaVoie

Media
Kit

Announcing a New Collaboration:

DPEG
Marketing
DPEG Marketing Company

and



LAURA M LAVOIE
WRITER

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About The Company

At DPEG Marketing Company, our passion is to create new and brilliant ideas so that each client we serve can succeed. We tune in to your company's interests, goals, and character to represent you with sensitivity and accuracy. We are brimming over with enthusiasm and work hard on your behalf. When you succeed, we succeed.

We value our local community's health and are always finding ways to give back through charities.

Mission

DPEG Marketing Company exists to provide authentic marketing services while building high-quality websites and one-of-a-kind content through blogging and email marketing.

Vision

Building for the Future - One Small Business at a Time

OUR WHY

From the thundering of hooves to quiet sunrises in the Blue Ridge Mountains, a connection to nature is healing.

We are passionate about helping small business farms touch more people.



Company History

DPEG Marketing Company was founded in 2015 to provide comprehensive website development and marketing support for small businesses. In 2017, DPEG Marketing Company and Laura M. LaVoie: Writer began collaborating on a shared client and realized their values and workstyles complimented one another.

A passion for animals, agriculture and sustainable living provided the drive to pursue working relationships with small business farms in the food and equine industries.

“My goal is to build a life I don't need a vacation from.”

- Rob Hill, Sr.

We Built This

DPEG Marketing Company is a woman owned and operated business based out of Asheville, North Carolina but working all over the country in virtual space.



Live by our Values

Values

We live by our values every day. They motivate and drive us to be the best we can be. The result is happy clients.

Advocate

Human first. We are committed to empowering people to thrive while serving all with dignity and respect.

Mediator

To continue our clients' and DPEG Marketing Company's growth, we serve as good moderators to ensure the work-life balance.

Unique

We are not afraid to stand out from the pack; innovating extraordinary ideas and approaches drive us.

Organizer

Our leadership style is supportive, flexible, and collaborative while being extremely organized.

Academic

To keep current with new marketing trends and tools, we are life-long learners.



Our Team

Here at DPEG Marketing, we are proud of our talent. Our expertise defines our culture, guides our culture, and determines our work environment. Our emphasis is on “working smart” and bringing people on board who uphold our values. Our team has decades of success in building businesses and is committed to bringing that success to you.



Amira, this high-energy and intelligent Doberman is training to be in service. When Teona travels onsite for photography, Amira is right by her side.

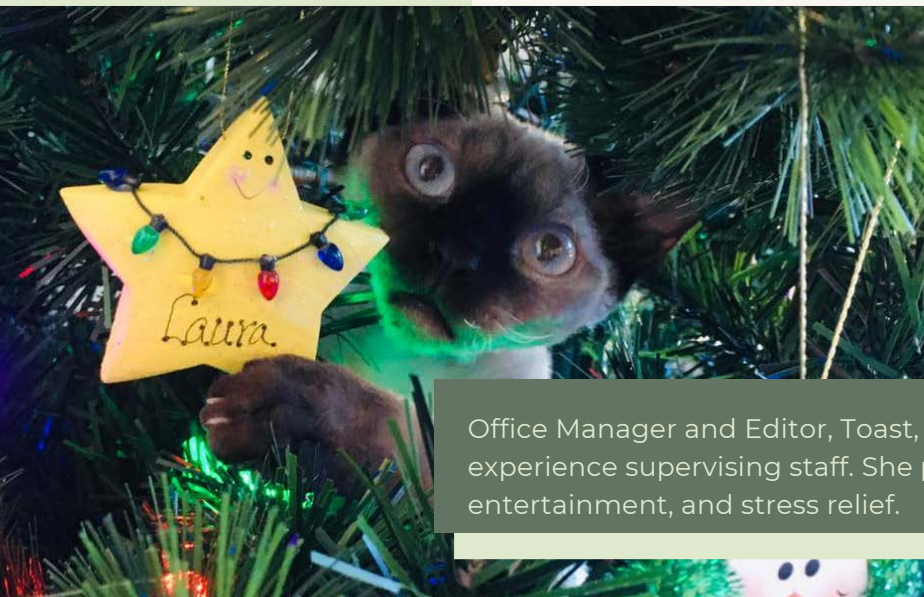
Teona Rodriguez

Teona is outgoing, gregarious, and socially assertive. No one stays a stranger long after they meet her. Teona is enthusiastic and possesses a contagious level of optimism. She cares deeply about her clients, listens carefully to their feedback, and gives her all for their success.



Laura M. LaVoie

She has been a figure in the Tiny House movement since she and Matt built their own 120 square foot tiny home by hand in the mountains near Asheville. She blogged about that experience and traveled to events around the country to share her story of building and living off-grid.



Office Manager and Editor, Toast, has almost three years of experience supervising staff. She provides motivation, entertainment, and stress relief.



Virtual Office Benefits

Work From Anywhere

Virtual offices give our team the flexibility to work from anywhere. DPEG Marketing Company believes there is an impressive talent to be found around the globe. The ability to hire from anywhere gives us a much larger talent pool. It helps your business thrive with a fantastic team supporting you.

Cost-Effective

One of the main advantages of being a virtual company is that they are much more cost-effective than a traditional physical office. Being virtual enables DPEG Marketing Company to keep business expenses low and we can pass along the savings to our clients and continue to invest back into our business.

Environmentally Friendly

Using technology and having meetings via Zoom makes DPEG Marketing Company more environmentally friendly because commuting is unnecessary. Cutting out the commute decreases carbon dioxide emissions, allowing us to reduce our carbon footprint and help the environment.

Increase Productivity

By being a virtual company, we increase the team's happiness because we ultimately have more freedom and a more flexible work-life balance. We feel that by being virtual, we have increased productivity. Our team can work in a more relaxed environment where they are most engaged and have fewer distractions.

Life
Inside
Our
Office

Announcing a New Collaboration:



DPEG Marketing Company and Laura M. LaVoie: Writer are Joining Forces
(North Carolina, Texas, Florida-For Immediate Release)

November 2021 - DPEG Marketing Company is collaborating with Laura M. LaVoie: Writer to expand in 2022. Founded in 2015, DPEG Marketing Company creates websites for small and medium-sized businesses across the county. In late 2021, DPEG Marketing Company joined forces with Laura M. LaVoie: Writer, content creator specializing in blogging to help companies tell their story. LaVoie launched her full-time writing career in 2012 after working as a recruiter for 15 years.

Partnering to Provide Full-Service Websites to Small Business Clients

Teona Rodriguez, the founder of DPEG Marketing Company, searched for the missing piece in her business. She could create custom websites, but without the added value of original content creation, the sites were nothing more than virtual business cards. Blogging provides increased reach through SEO, but Rodriguez didn't consider herself a writer.

She began partnering with Laura M. LaVoie on a shared client in 2017. LaVoie provided written content in the form of SEO-optimized blog posts focusing on telling engaging stories. Rodriguez and LaVoie have developed a strong working relationship and provide added value to any website client seeking assistance in watching their business expand and grow. Joining forces under the DPEG Marketing Company umbrella was the next logical step in their professional evolution.

"The fun for me in collaboration is, one, working with other people just makes you smarter; that proven."—Lin Manuel Miranda

The focus of DPEG Marketing Company moving forward is engaging with agriculture or livestock-based businesses. Rodriguez and LaVoie are dedicated to developing branded websites and content for small business farms.

With only ten available spots for web design in 2022, DPEG Marketing Company encourages interested small business farms to connect as soon as possible. Take an hour to focus on your business with a free consultation. Sign up at www.dpegmarketing.com or call 828-333-3816.

Press Release



Jena Antonucci
Female Thoroughbred Trainer

WORK WITH JENA

Website Development

Our website development process is a six-step methodology for delivering the web solution. The six-step process includes the following deliverables for developing a high-end, content-driven website and cutting-edge web application

Website Maintenance

Keeping your site current and relevant has everything to do with how your site ranks and how much traffic visits and, ultimately, convert into leads.

Email Marketing

We use email campaigns to deliver the message that your business is unique. Unlike other marketing channels, email marketing allows you to keep in touch with your customers consistently.

Blogging

The number one reason you should have a blog on your website is to tell your story. Blogs provide the perfect platform to strengthen your SEO strategy while telling your story and engaging readers.

Social Media Marketing

DPEG Marketing's Social Media services are designed to grow your brand. The benefits of using our social media services are increased brand awareness, traffic to your website, and leads. What we do very well is Custom Content.



Sample Cost Sheet

This is a sample cost sheet.
 Custom proposals are created after each consultation.

Website Development

Ten Page Website Project - \$10,000	
WordPress Platform	Custom Content -
Divi Theme	1000+ word x 1
Mobile	300+ word x 9
SEO	300+ word Blogs x 2

Website Maintenance and Support

Monthly Investment
<i>Hosting not included</i>
Business Website - \$300
ECommerce Website - \$800

Email Marketing

Monthly Investment - \$1,250
<i>Sample Cost - 4 Monday Month</i>
Platform
Content
Monthly Content Meeting

Blogging

Monthly Investment - \$480
<i>Sample Cost - 4 Monday Month</i>
Three - 300+ words
One - 1000+ words
Monthly Content Meeting

Social Media Marketing

Monthly Investment	
6 Social Media Platforms - \$4,612	3 Social Media Platforms - \$2,356
5 Social Media Platforms - \$3,860	2 Social Media Platforms - \$1,604
4 Social Media Platforms - \$3,108	1 Social Media Platform - \$852

Consultations are free. Let's take an hour to focus on your business.

<https://calendly.com/dpegmarketingcompany/60min>

Find a date and time that works best for you!

We embrace technology and understand how to leverage it to grow your business. We also understand that people do business with people they respect and trust. We hope to earn your confidence by providing an excellent service for you and your business.

Because we are a virtual-based company, your business can be anywhere and use our services.

Sample Cost

Logo



Brand Guide

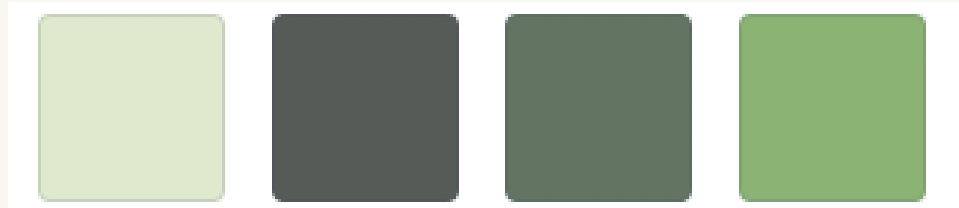
Typography

Belleza

Lato

Montserrat

Color Guide



#DFE9CE

#575B58

#637463

#8AB374

Tag Line

Develop, Plan, Execute, and Grow.



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Contact Information

LET'S START A CONVERSATION

Consultations are free. Let's take an hour to focus on your business. Find a date and time that works best for you!

We embrace technology and understand how to leverage it to grow your business. We also understand that people do business with people they respect and trust. We hope to earn your confidence by providing an excellent service for you and your business.

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<https://calendly.com/dpegmarketingcompany/60mint>

To schedule your conversation Click below

