

Road Runner Sports

Social Media Audit

March 2011

Comparative Analysis

	B Owned Blog	Brand Owned Twitter	Brand Owned Facebook Page	Brand Owned YouTube	Summary
Road Runner	No	Yes http://twitter.com/#!/RRSports 3K subscribers	Yes http://www.facebook.com/RoadRunnerSports 12K subscribers	Yes http://www.youtube.com/user/rrsmarketing 15 subscribers	Road Runner has the basic understanding of social media but has not yet established a unique voice to differentiate it within the market.
Eastbay	Yes http://blog.eastbay.com/	Yes http://twitter.com/#!/Eastbay 10K + subscribers Additional twitter handle @eastbaycareers	Yes http://www.facebook.com/Eastbay?ref=ts 400K + subscribers, unique pages per sport	Yes http://www.youtube.com/user/eastbay 275 subscribers	Eastbay utilizes a range of social media channels, with a Facebook page dedicated to each different kind of athlete. Eastbay running has over 2K subscribers. The strategy works for the size of the company and capitalizes on the niche markets but would be unwise to adopt for Road Runner.
Runner's World	Multiple bloggers http://www.runnersworld.com/cda/blogs/1,,s6-243-547-0-0,00.html	Yes http://twitter.com/#!/runnersworld 84K + subscribers	Yes http://www.facebook.com/runnersworldmagazine 160K + Subscribers	Yes http://www.youtube.com/user/RunnersWorldTV 36K+ Subscribers	Runner's World, part of a major media community dedicated to running and fitness, relies on their established clout and longstanding group of professional runners to attract traffic to the online store. Their goals are the most practical, and they have designed their channels accordingly.
Fleet Feet	No	Not Brand-Owned, each franchise does their own	Yes http://www.facebook.com/leetfeetsports 4K + subscribers	Not brand-owned, each franchise creates their own marketing channels	Fleet Feet is an example of a franchised retailer whose corporate marketing has fallen behind the current trends utilized by their store owners. While they have adopted a facebook page, messaging is inconsistent as each owner has their own marketing goals and channels.
Pacific Sunwear	Yes http://community.pacsun.com/	Yes http://twitter.com/#!/PacSun 18K + subscribers	Yes http://www.facebook.com/pacsun 700K + subscribers	Yes http://www.youtube.com/user/pacsuninsider 1K subscribers	Pac Sun is included as an example of a sportswear retailer that has made a solid effort to create a community around their store as a destination for their customers. They feature sponsored athletes, prominent bloggers, and lifestyle enthusiasts in their own community blog.

Eastbay

Blog: <http://blog.eastbay.com/>

Twitter: <http://twitter.com/#!/Eastbay>

10K + subscribers

Additional twitter handle @eastbaycareers

Facebook Page: Yes

<http://www.facebook.com/Eastbay?ref=ts>

400K + subscribers, unique pages per sport

Youtube Channel: Yes

<http://www.youtube.com/user/eastbay>

275 subscribers

Performance Review: Nike Zoom KD III

Nike Zoom KD III		KICKSOLOGY - SoleCollector.com
Price: \$88	Overall Grade	Grade Breakouts
A	comfort & fit	●●●●●
	cushioning	●●●●●
	ankle support	●●●●●
	breathability	●●●●●
	heel-toe transition	●●●●●
	traction	●●●●●
96/100	weight (14 oz.)	●●●●●



words by Zoo Dubauk
images by Nick DePaula

From pretty much the first time I laced on the Zoom KD3, it became my favorite shoe of last season. The cut, near-perfect traction, cushioning, and just about everything about it seemed to work! I wore it for a shoe or two after I discovered that the fit didn't quite mesh with me. I immediately became my poor self on some after the Zoom KD3. I wasn't playing in something new to review. I was in the Zoom KD3. If I was traveling, I took them along. I literally took the 2010/2011 season of new shoes to mean to get me out of playing in them. And he still guided them back out a few times, specifically to compare them back to the subject of this review: the Zoom KD3.

The KD3 is really the perfect starting point when examining the Zoom KD3, because they are very similar shoes. If I go into much more detail on the similarities and differences, but to sum it up, I'd say that the KD3 is a more supportive, more stable version of the KD3. But only slightly.

Beginning with the KD3's upper, the cut will be very similar to fans of the KD3. In a heel-toe comparison, the KD3 is cut a bit higher over the heel and the very similar. It comes over from the KD3's collar and makes holes in the heel, which provide just enough resistance to lock your heel securely into place. My heel felt securely locked down both laterally and anteriorly, which gave me confidence in the ankle support department. The fit is great ankle support for controlling the heel, and while this could be an issue up to the heel, the support is not there. It's not there to control.

While the user has some similarities to the KD3, it also features some of the biggest differences - and in my opinion, improvements. The KD3's sole offers some midfoot support, but wasn't entirely necessary. I lace my shoes tight enough that I wasn't really getting much support from the shoe. My favorite thing about it actually was that it gave me a lot of support over the midfoot. For the most part, it kept my feet from sliding around. For the most part, it kept my feet from sliding around. For the most part, it kept my feet from sliding around.

You can almost think about it as a heel of a strap which puts across the arch and up the midfoot. But rather than Velcro holding it down, it's held up through an innovative elastic system. At the end of the midfoot, you have two options for extra support. In the midfoot, you have two options for extra support. In the midfoot, you have two options for extra support. In the midfoot, you have two options for extra support.

facebook



- Wall
- Info
- Coupon Offer!
- Photos (3)
- Discussions
- Video
- Events
- Notes

2,040 people like this

- Eastbay Baseball
- USA Track & Field
- Eastbay
- Nike Nationals
- Eastbay Casual

Add to My Page's Favorites
Subscribe via SMS
Unlike
Create a Page
Report Page
Share

facebook

Eastbay Running
Outdoor Gear/Sporting Goods



Share: Post Question Photo Link Video

Write something...

Eastbay Running
Tuesday Trivia Question: Who was the first female track athlete to hold the world record in the 100m, 200m and the 400m? The answer will be posted tomorrow.



4 hours ago · Like · Comment · Share

Zebby Schrupp Irene szewinska!
4 hours ago · Like

Hein Reimerth But Irene Szewinska
56 minutes ago · Like

Write a comment...

Eastbay Running
Running Gear & Safety Equipment...It's that time of year.
www.eastbay.com

Itching to get back out on the roads...Don't forget to get all of your running gear & safety equipment. What's a favorite item you can't leave your house without? Share!

23 hours ago · Like · Comment · Share

Eastbay Running
Running - Shoes, Apparel & Equipment
www.eastbay.com

Take 20% Off your \$99 purchase when you use code "BOGGING" at checkout! Order fast - this deal ends today! Click "LIKE" if you're a fan of this deal. If not, let us know what kind of deal you would like to see.

Blog: Yes

<http://twitter.com/#!/runnersworld>

84K + subscribers

Twitter: Yes

<http://twitter.com/#!/runnersworld>

84K + subscribers

Facebook Page: Yes

<http://www.facebook.com/runnersworldmagazine>

160K + Subscribers

Youtube Channel: Yes

<http://www.youtube.com/user/RunnersWorldTV>

36K+ Subscribers

Running Shoes & Gear RUNNING SHOE REVIEWS



Ground Breakers

Nine trail runners built to take whatever nature dishes out.

TIDE PLUS FEBF
FRESHNESS SP

100% OF STAIN
DETERGE

HELPS ELIMINATE C

Runner's World

RUNNER'S WORLD

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- Training
- Races & Places
- Shoes & Gear
- Injury Prevention
- Nutrition & Weight Loss
- Runners' Stories
- Forums
- Blogs

MOTIVATION: BLOGS

News and Views



From the Editor

"We've all come across dogs at races, but this was the first time I'd seen one get its own bib number."



Racing News

Peter Gambaccini brings you the latest news from the world of competitive running, plus Q&A with top athletes.



RW Daily

Rants, raves, reports, roundups, and other bits of nonsense -- some of it useful -- from the editors.

Ask the Experts



Ask Coach Jenny

Got a question about barefoot and minimalist running? Jenny's got some answers--and some advice.

Personalities



Dean's Blog

Perspectives on Dean's Run Across America from a member of his support crew, Jason Koop.



Footloose, by Amby Burfoot

Coaching genius Jack Daniels visits Runner's World and shares a handful of his key training principles.



The Big Guy Blog

From feeling big to feeling good, Ted covers a lot of mileage with this week's post.



Mark Bittman: On the Run

"I miss the discipline of four or five runs a week and that feeling of being sore but in shape."



Mile Markers... by Kristin Armstrong

"Just when I thought we could no longer hold the pace of spring, we

YouTube interface showing a video player for "Flea To Run Los Angeles Marathon" and a sidebar with various video thumbnails and titles.

RUNNERS' STORIES



I'm a Runner: Michael Palin

The founding member of Monty Python's Flying Circus writes children's books, travelogues, and memoirs. His latest is *Halfway to Hollywood: Diaries 1980-1988*.

PeopleFinder search box with options for Users, Groups, and User Blogs, and a search button.



Seen On My Run

Runners spot lots of unusual things while pounding the pavement and, naturally, they tweet about them.



Running in Circles

To become a runner, I didn't need goals. I needed limits.

Fleet Feet

Blog: No

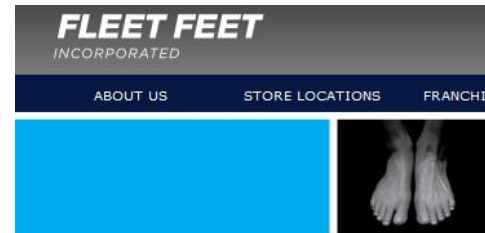
Twitter: Not Brand-Owned, each franchise does their own

Facebook Page: Yes

<http://www.facebook.com/fleetfeetsports>

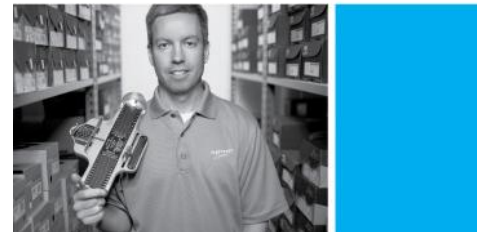
4K + subscribers

Youtube Channel: Not brand-owned, each franchise creates their own marketing channels



ABOUT US

We're about fit. It's what we believe in.



Athleta

Blog: Yes

<http://www.athleta.net/chi/>

Twitter: <http://twitter.com/#!/Athleta>

4K + subscribers

Facebook Page: Yes

<http://www.facebook.com/Athleta>

27K + subscribers

Youtube Channel: Yes

<http://www.youtube.com/user/athleta>

117 subscribers



ATHLETA *chi* connecting women to the

HOME | FEATURED ATHLETES | SPORTS & FITNESS | TUTORIALS & TRAINING PLANS | NUTRITION & HEALTH

Hike Surf Triathlon

ON TOP OF THE WORLD
March 21, 2011 by Amy Becker Williams · 6 Comments

East Meets West Meets East
by Team Athleta · 2 Comments
A dusty light filters through the thick, rosewood-framed glass of the second story of a renovated townhouse. I sit, legs folded, at the front of this yoga classroom... [more »](#)

Yoga for Runners
by Amy Annis · 8 Comments
Many of my favorite yoga clients are runners. Often the runner's initial reaction to yoga is that it is a necessary evil that they have been told will target ... [more »](#)

Brand Voice: Lululemon

Blog: Yes

Twitter: Yes

<http://twitter.com/#!/lululemon>

67K + Subscribers

Facebook Page: Yes

<http://www.facebook.com/lululemon>

300K + subscribers

Youtube Channel: Yes

<http://www.youtube.com/user/lululemonathleticaV?blend=1&ob=5>

94 subscribers

Also encourage individual retail stores to create their own channels

/ home / community / blog

[our no shame workout playlist](#)

Tweet 4

Like 228

This blog post was written by [Alexis](#) and posted on March 22, 2011 at 10:18 am
[Comments \(21\)](#)



What started as an entertaining facebook thread around the office has turned into a hilarious soundtrack, a big hairy audacious playlist, if you will. We're going on record here. If you can honestly say you don't own this music already, you can claim we recommended you invest in it. We won't tell.

DRINK FRESH WATER AND AS MUCH WATER AS YOU CAN. WATER FLUSHES UNWANTED TOXINS FROM YOUR BODY AND KEEPS YOUR BRAIN SHARP. A daily hit of athletic-induced endorphins gives you the power to make better decisions, helps you be at peace with yourself, and offset stress.

The pursuit of happiness is the source of all unhappiness.

Do one thing a day that scares you.

LISTEN, LISTEN, LISTEN, AND THEN ASK STRATEGIC QUESTIONS. Write down your short- and long-term GOALS four times a year. Two personal, two business and two health goals for the next 1, 5 and 10 years. Goal setting triggers your subconscious computer.

Life is full of setbacks.
 Success is determined by how you handle setbacks.

YOUR OUTLOOK ON LIFE IS A DIRECT REFLECTION OF HOW MUCH YOU LIKE YOURSELF.

WHAT WE DO TO THE EARTH WE DO TO OURSELVES
 The world is changing at such a rapid rate that waiting to implement changes will leave you 2 steps behind.
DO IT NOW, DO IT NOW, DO IT NOW!

Friends are more important than money.

Live near the ocean and inhale the pure salt air that flows over the water. Vancouver will do nicely.

BREATHE DEEPLY
 and appreciate the moment. Living in the moment could be the meaning of life.

Successful people
 replace the words "wish", "should" and "try" with **'I WILL!'**

Do not use cleaning chemicals
 on your kitchen counters or floors. Someone will inevitably make a soup out of you.

SWEAT ONCE A DAY
 TO REGENERATE YOUR SKIN.

lululemon athletica creates components for people to live longer, healthier and more fun lives. If we can produce products to keep people active and stress-free, we believe the world will become a much better place.

DANCE, SING, FLOSS AND TRAVEL.

Pacific Sunwear

Blog: Yes

<http://community.pacsun.com/>

Twitter: Yes

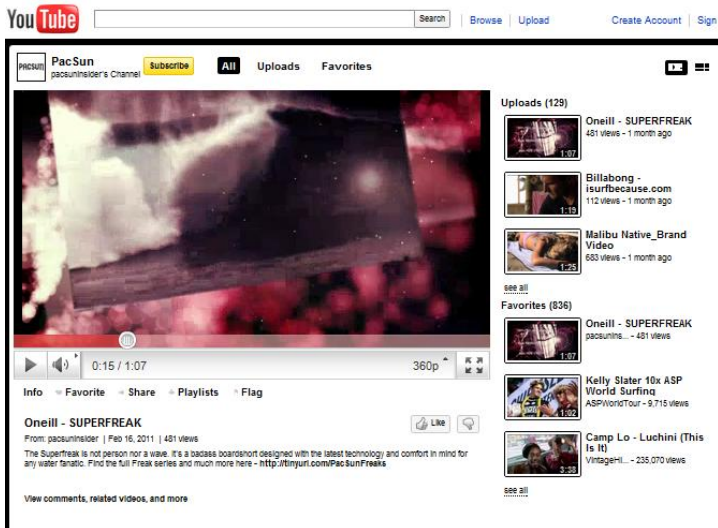
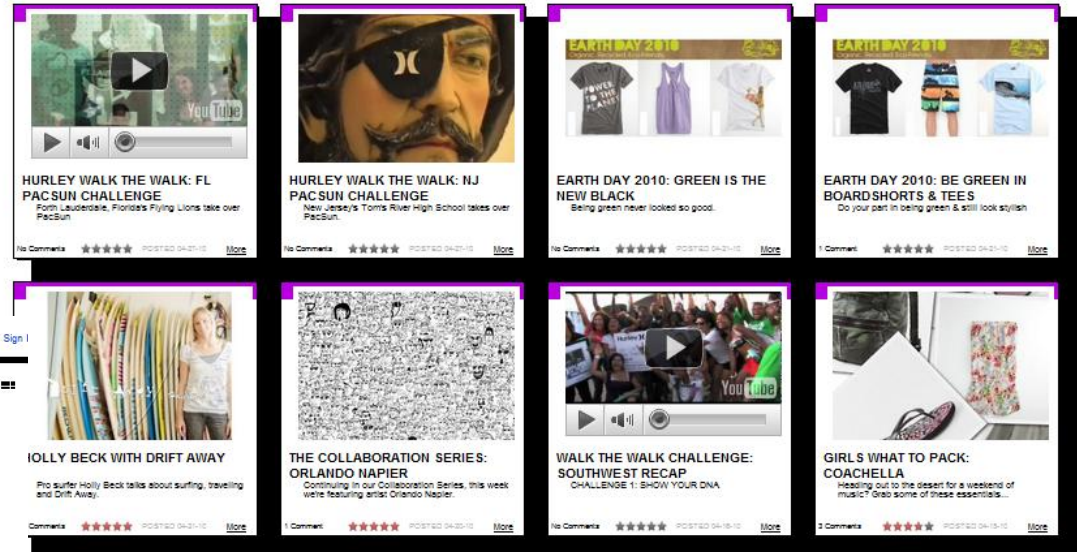
<http://twitter.com/#!/PacSun>

18K + subscribers

Facebook Page: Yes

<http://www.facebook.com/pacsun>

700K + subscribers



Youtube Channel: Yes

<http://www.youtube.com/user/pacsuninsider>

1K subscribers

What does it look like out there?


Running



adidas Climacool Ride Collection
by: Nick Engvall
Check out the bright new colors of the Climacool Ride.



Wallace Spearmon Jr. – Naturally Gifted Naturally
by: Jordan Hagedorn
Check out the story of one of Fayetteville's Finest.




Saucony Progrid Kinvara – A Closer Look
by: Nick Engvall
A closer look at the Progrid Kinvara.



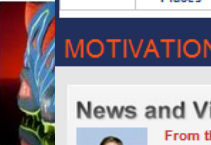
PUMA Faas: PUMA But Faster
by: Nick Engvall
The PUMA Faas is a new addition to the PUMA line.



Wallpaper: PUMA Faas Collection Preview
by: Nick Engvall
A preview of the upcoming PUMA Faas Collection.



New Balance 814 Spring Preview
by: Nick Engvall
New colorways of the top of the line New Balance trail shoe.



Salomon "Tom"
by: Nick Engvall
The Salomon "Tom" is a new addition to the Salomon line.




RUNNER'S WORLD [SUBSCRIBE](#)


Training Races & Places Shoes & Gear Injury Prevention Nutrition & Weight Loss Runners' Stories

MOTIVATION:BLOGS


News and Views



From the Editor
"We've all come across dogs at races, but this was the first time I'd seen one get its own bib number."




Racing News
Peter Gambaccini brings you the latest news from the world of competitive running, plus Q&A with top athletes.




RW Daily
Rants, raves, reports, roundups, and other bits of nonsense – some of it useful – from the editors.


Ask the Experts




Ask Coach Jenny
Josh Cox chats with Jenny about running, racing, charity—and the joys of first-time fatherhood.



Ask the Race Director
"We've all seen runners relieving themselves in public. How should race directors handle this problem?"




Ask the Sports Dietitian
"As a pilot, I travel all the time. How can I carry enough healthy food to avoid eating in airports?"




Ask the Sports Doc
"Will taking calcium, vitamin D, and chondroitin help me recover from my long runs?"

Personalities



Dean's Blog
Sure, long, slow make you fast. Bi week? Dean is at



Footloose, by Ar Amby
Ar Amby's got a que your help. Where Marathon qualify



The Big Guy Blo
From feeling big Ted covers a lot week's post.




Mark Bittman: O
"I miss the discip runs a week and sore but in shape




Mile Markers... I
"It's hard to enjoy that's what I'm trying mother, runner, &

Special Interests



Peak Performance
A new study finds differences between barefoot and minimalist-shoe running. Injuries? Still no answers.



RW Challenge
"Congrats to all who finished Chicago, and to other RW Challengers who raced around the country this weekend."



ATHLETA chi *connecting women to*

HOME FEATURED ATHLETES SPORTS & FITNESS TUTORIALS & TRAINING PLANS NUTRITION & HEALTH



Triathlon Surf

THE SPIRIT OF IRON GIRL: MEET JUDY MOLNAR
March 10, 2011 by Team Athleta · 7 Comments



Water Running: Not Just for the Injured
by Beth Risdon · 13 Comments

Some consider it a dirty word. For many, it belongs on the obligatory to-do list, right up there with flossing teeth and ... [more »](#)



Yoga for Runners
by Amy Annis · 6 Comments

Many of my favorite yoga clients are runners. Often the runner's initial reaction to yoga is that it is a necessary evil that they have been told will target ... [more »](#)



Reduce Stress in the Great Outdoors
by Tina Vindum · 11 Comments

It's the first nice day in more than a week. After days and

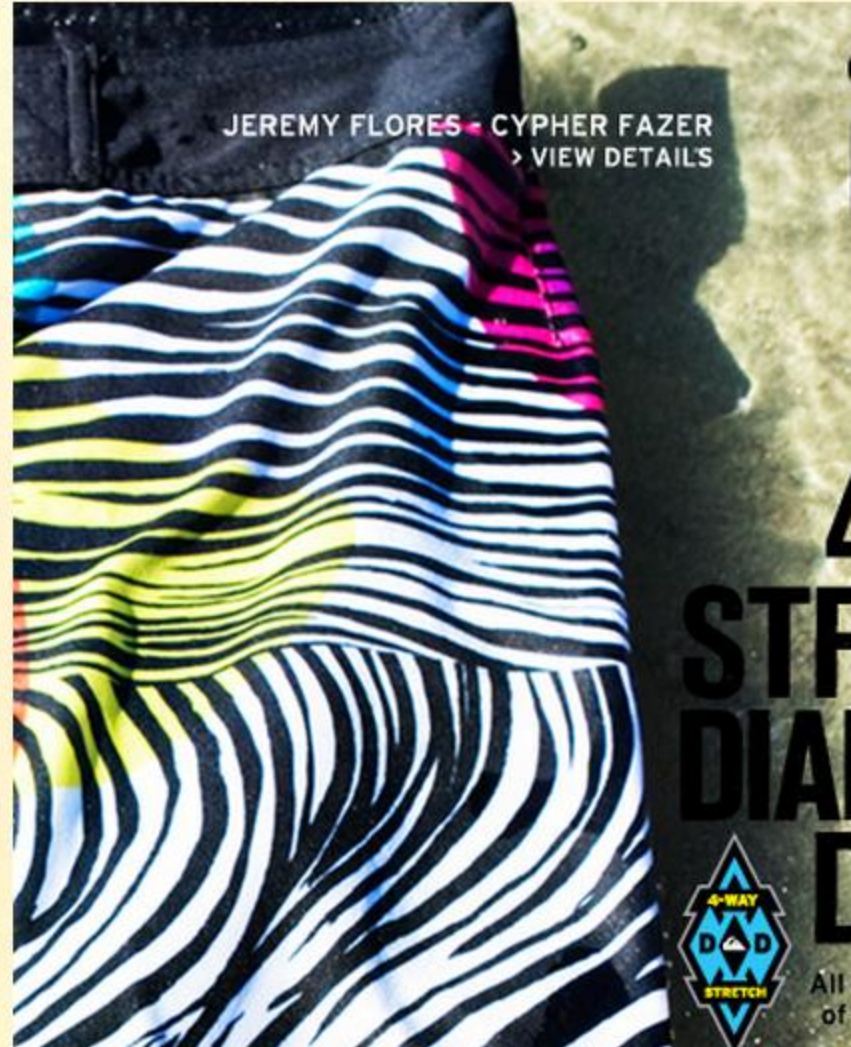
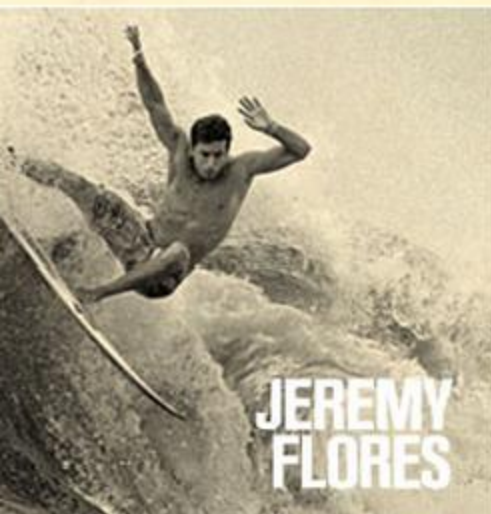
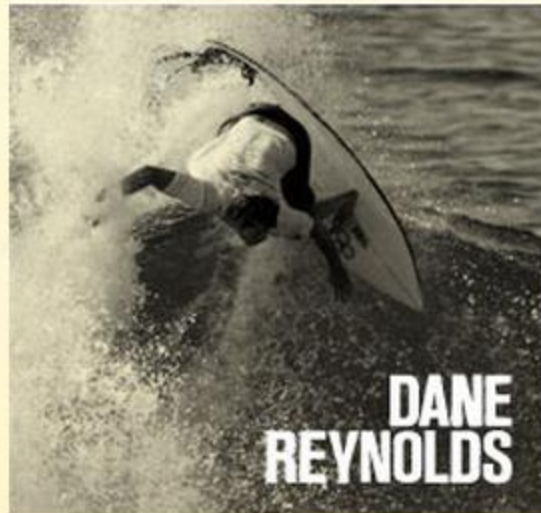
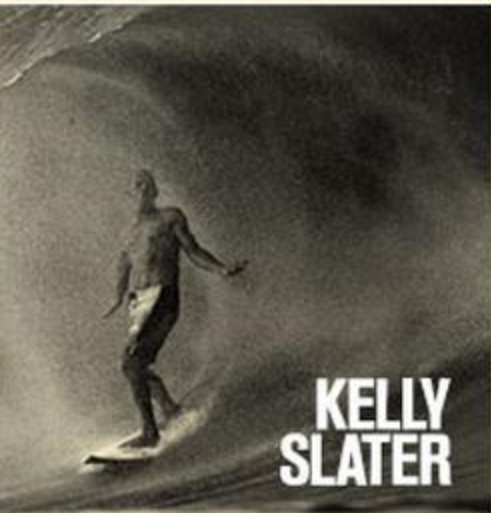


Then and Now: Kona Ironman
by Harriet Anderson · 6 Comments

Watching sports has always been a passion of mine. I was not an athlete but I was very intrigued by the work

There's room for art in the running industry

Example: The beachwear industry sells a lifestyle that helps move products



2011 Goals

- Increase visibility of Road Runner Sports as an online *destination* for Runners of all kinds.
- Increase participation in RoadRunner community events
- Increase sales directly from website
- Increase in-store traffic



KEY MESSAGES



Jessica, Spokane Washington
Wearing: Nike athletic Bra
Biggest accomplishment: Summiting Mt. Shasta
Running buddy: Sparky, a golden retriever

- Road Runner Sports is the premiere destination for running and walking enthusiasts online
- Road Runner is the best place to buy running equipment, online or otherwise
- Road Runner is inspired by YOU



Rebecca and Stacy, Andover MA
Wearing: Adidas 379 Running Shoes, Nike Goddess running shorts
Met at a Road Runner fun run, have run two ½ marathons together since Stacy's confession: She used to play women's hockey and felt insecure without her pads at first!

Social Media Strategy and Execution

What 2011 should look like:

Web 2 Icons



Road Runner will differentiate itself within the market as the leader in online experience for runners and walkers

Road Runner will see increased sales.

Road Runner will emerge as an industry leader for online sportswear retailers.

Social media will be a consistent communication channel for Road Runner and an effective conversion channel for sales.

The Brand Voice

- **The Brand Voice:** Who is Road Runner's voice?
What does Road Runner sound like? What and who is Road Runner inspired by? Where is Road Runner today?
- **How?** How does Road Runner communicate? How often? Does Road Runner speak through other channels and hire ambassadors or do all communicating itself?

“Running with the Road Runner” Social Media Campaign



The Brand Voice: Road Runner has a voice consistent with key brand values and messages, but is also be relatable, humorous, and informative about topics not just relating to Road Runner products.

Who is the Road Runner? The Road Runner is a runner that finds inspiration in other runners. The Road Runner learns something new from other runners and walkers finds a way to share and love the sport and the people who do it a little bit, every day.

How? The Road Runner keeps a daily blog, including professional quality photography, profiles of athletes of ALL kinds, interviews with people that run, both competitively and just for the thrill and healthy benefits of it.

It worked for her: The story of Rumi Neely



Once upon a time, there was a young woman who wanted to work in fashion.

The jobs were few and very coveted, but she had a vision.

So, she started a blog called Fashiontoast about her personal style, included photos of fashionistas who influenced her, and started featuring regular people whom she found inspiring.

She created mood boards filled with outfits, people, places and things that she loved.

And, she added her own witty take on current fashions and trendsetters.



Rumi and fashiontoast

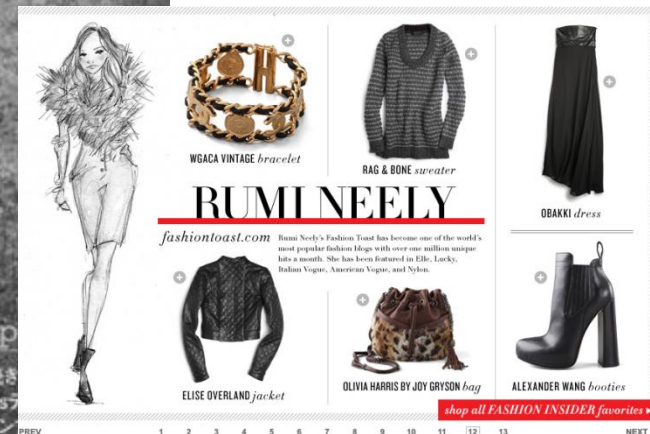
Today:

- 35,000 + hits per day
- collaborations with major fashion labels
- When she features a product, searches go up.
- When she links to a product, conversion rate goes up.



Dresscamp

先シーズンから引き続き RUMIが注目する'70年代ドレスキャンプのサテンで表現。RUMIがブームの火付け役になった、ミンクファーを



WGACA VINTAGE bracelet

RAG & BONE sweater

OBARKI dress

RUMI NEELY

fashiontoast.com Rumi Neely's Fashion Toast has become one of the world's most popular fashion blogs with over one million unique hits a month. She has been featured in Elle, Lucky, Italian Vogue, American Vogue, and Nylon.

ELISE OVERLAND jacket

OLIVIA HARRIS BY JOY GRAYSON bag

ALEXANDER WANG booties

shop all FASHION INSIDER favorites

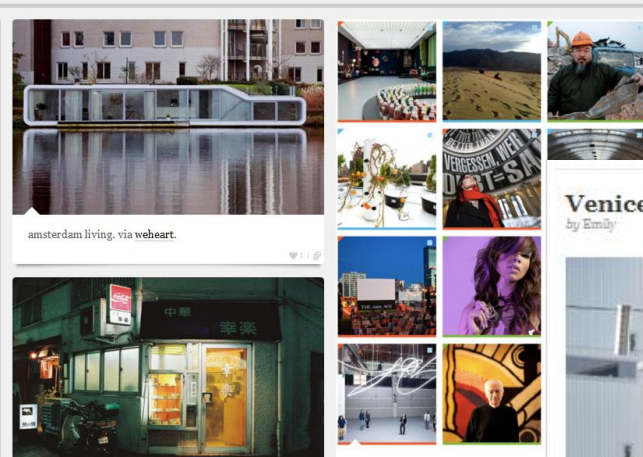
What does Rumi have to do with Running?

Nothing, really. Unless she features a running shoe.

The point: Running can be just as gorgeous, personal and inspiring as personal style, surfing, or yoga. It just takes the right vision.



Other Inspirations



Home page: Multiple, dynamic images

Venice Beach by Emily



[Kann Walker Sunglasses](#), [Dolce Vita Sneaker](#), [Martin](#) + [Osa Nocturnal](#), [J. Crew Skirt](#), [Vintage Skirt](#), [Fossil](#)
[Fossil Milan Lightbox](#), [Chanel Orange Faux Nail Polish](#), [Fendi Hood](#), [Mulberry Bag](#)

On the Street...Via Senato, Milan



POSTED BY THE SARTORIALIST AT 3:30 PM 67 COMMENTS

Internal pages: street images from different locations, brief description, product details, and link to shop.

Promotion: Road Runner discounts to everyone featured

Examples of leading footwear and sportswear retailers

The Sanuk, Havaianas, and Athleta blogs:

- Share timely posts and opinions about relevant news, issues, case studies
- Help brand the organization as open to communication and more personally connected to audience members.
- Increase SEO value
- Increase content sharing opportunities
- Successfully created original and community-sourced content, built a large community around the brand
- Reveals the “true” identity or voice of a company, which facilitates communication with other like minded brands, people and entities.



CONTENT PLANNING

Categories

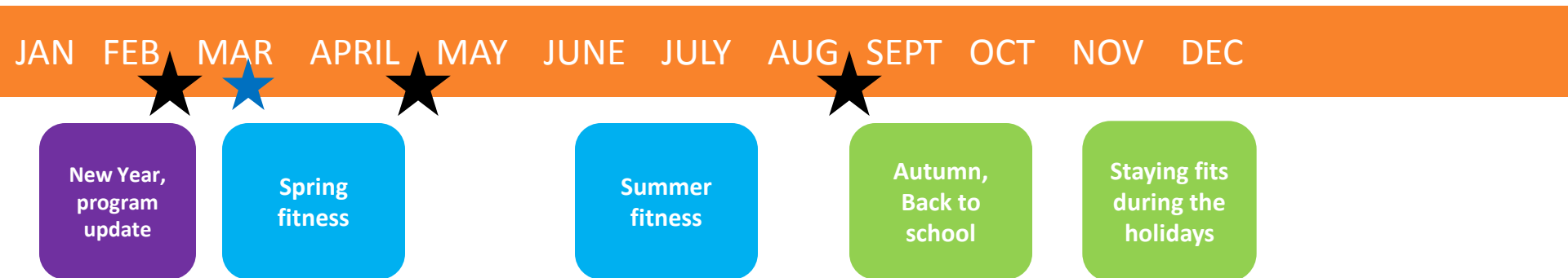
1. Information/news
 - from/about Road Runner, running, runners
2. Where the Road Runner is today
3. Others who inspire us
 - Profiles of runners/walkers
4. Etc.

Example Blog topics

- Profile: Jane, found running on Mission Bay boardwalk. Running shoe: Asics. Running style: Weekend warrior. Why she runs: To take a break from the gym
- Running with Dogs: Pros, cons, and gallery
- A runner's best places to travel
- Summer running wish list
- Inspiring conversation starters
- Monthly wrap up of all things going on at Runner's World
- Celebrity running photos
- Articles from other places about running
- TBD Guest Blogs from partners

Example: Yearly Pulse/Event Calendar

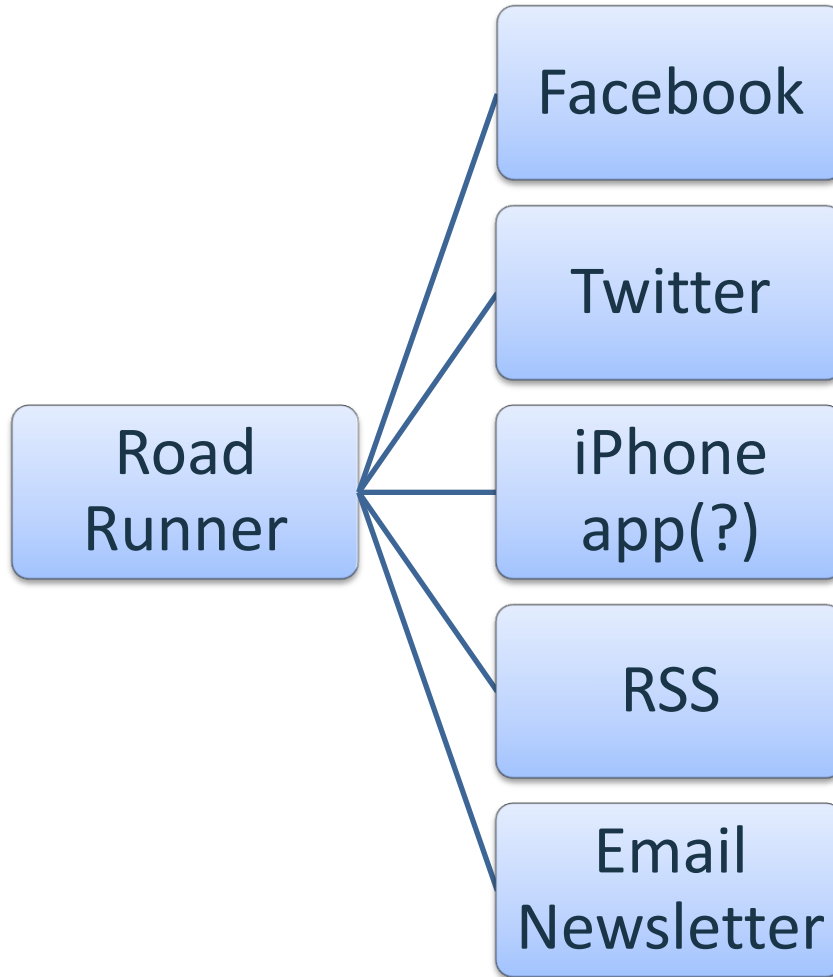
TBD: need event calendar/input from Road Runner



★ Road Runner sponsored event

★ National running event

CONTENT DISTRIBUTION



Sample Content planning

Week 1	Frequency	Day 1	Day 2	Day 3	Day 4	Day 5
Road Runner News/daily question	3-5x week	New New Balance shoes in stock! Daily Question	Fallbrook Runners: have you signed up for the 5k this weekend? <link> Daily Question	Our newest employee just relocated from Boston. You may have heard of the marathon there. Meet JOE <link to staff bio> Daily Question	Come to our fun adventure run starting at the store tonight <link> Daily Question	Daily Question
The Road Runner Blog Post	1-3x week		New Runner profile: Jane, in Asics <link to blog>	Photo: the start to the Iron Mountain Trail, Ramona CA <link to blog>		Things to do this weekend, weekend warriors
Other inspirations, 3 rd party content	1-3x/week	We love this blog post by Rachel Wilkerson on owning her body image: http://www.rachelwilkerson.com/2010/08/24/body-image/	"Running is a big question mark that's there each and every day. It asks you, 'Are you going to be a wimp or are you going to be strong today?'" - Peter Maher, Canadian marathon runner		"Running is the greatest metaphor for life, because you get out of it what you put into it." -Oprah Winfrey	
SEO	2x /month					All you need for running, walking at Road Runner sports. <link to site>

Partnering up

Where is the best place to meet other runners and athletes online? Be where they are, by creating:

- Partnerships and alignments with other entities through blogger outreach
- Linking to prominent media and featuring their leadership in our own blog
- Ad/product placement in trusted vendor communications

Potential future applications:

Mobile app

Integrating online and brick and mortar sales

In order for any campaign to perform optimally, it is best integrated as part of company culture.

An ongoing socially-driven campaign should be consistently and regularly evaluated for ROI based on assigned KPI's.

An ongoing socially-driven campaign should be consistently and regularly integrated into the in-store experience through vocabulary, attitude, and even physical representation.

1. Summit for leadership
2. Social media and blog features a part of staff vocabulary
3. Weekly 1 hr training/upkeep session for content generation; evaluation of partnership opportunities, etc.
4. In-store tweet wall or projection of blog features

Services Overview

Service	Weekly	Monthly
Daily Broadcasting; engagement	5.0	20
Copywriting; Scheduling; Broadcasting Plan		5
Copywriting: Blog posts	3-5	16-20
Metrics and Reporting		
Data analysis and summary	3.0	12
Evaluation and review with client	1.0	4
Additional Creative consultation		5-10
Total Monthly: 66 – 70 hrs		