AGG Peregrine Marketing Relaunch Plan

1. Website Refresh and Access improvement ($10K)
   1. Peregrine.aero (godaddy) refresh
   2. New Website ($10K)
      1. Inmotion hosting ($5K – July billing)
      2. SEO ($2.5K)
      3. Refinements ($2.5K)
2. CRM Management ($2.0K – Now)
   1. Constant Contact email management
      1. COVID-19 messaging
      2. STC announcements
   2. Zoho updates
3. Press release activities ($1.8K – Now)
   1. Press Launch of ODA
4. Future press campaigns (additional increments – $1.8K per)
   1. ACA STCs – when COVID-19 testing done
   2. EMB-120 G700
5. Continued activity thereafter – monthly retainer $5K-$8K
   1. Website maintenance
   2. CRM maintenance