

2012 [SMB Group](#) Annual Retainer Service

This flexible schedule of services below is designed to provide each client with insights, services and market research tailored to their specific requirements.

SMB Group Services															
<p>SMB Group Retainer (Laurie McCabe & Sanjeev Aggarwal)</p> <p>Credits may be used on an as-needed basis for the following options of service:</p> <table border="1"> <tr><td>Onsite consulting (1/2 day minimum)</td></tr> <tr><td>Strategy Sessions</td></tr> <tr><td>Marketing and messaging reviews</td></tr> <tr><td>SMB Group syndicated market studies (see chart 1)</td></tr> <tr><td>Blog posts (2.5 credits for each blog)</td></tr> <tr><td>1-1 customers interviews (3 credits per interview)</td></tr> <tr><td>Inquiry for Ad-Hoc Access</td></tr> <tr><td>White paper (8-10 pages)</td></tr> <tr><td>e-book (10-12 pages with graphics)</td></tr> <tr><td>Twitter Chat (1 hr. session)</td></tr> <tr><td>Podcast series (3 podcasts of 5-7 minutes each)</td></tr> <tr><td>Webinar (1 hour session)</td></tr> <tr><td>Infographic (based on a SMB Group study or custom project)</td></tr> <tr><td>Whitepaper and blogs translation services (to any global language)</td></tr> <tr><td>Other client-tailored research, analysis and writing deliverables that will best help meet client objectives</td></tr> </table> <p>At mutually agreed predetermined points in the relationship SMB Group <i>will provide a summary of the activity with SMB Group and balance of credits.</i></p> <p><i>The retainer expires 12 months from inception or when credits have been consumed, whichever occurs first.</i></p> <p>* Travel expenses additional ** Each credit is equivalent to U.S. \$1,000.00</p>	Onsite consulting (1/2 day minimum)	Strategy Sessions	Marketing and messaging reviews	SMB Group syndicated market studies (see chart 1)	Blog posts (2.5 credits for each blog)	1-1 customers interviews (3 credits per interview)	Inquiry for Ad-Hoc Access	White paper (8-10 pages)	e-book (10-12 pages with graphics)	Twitter Chat (1 hr. session)	Podcast series (3 podcasts of 5-7 minutes each)	Webinar (1 hour session)	Infographic (based on a SMB Group study or custom project)	Whitepaper and blogs translation services (to any global language)	Other client-tailored research, analysis and writing deliverables that will best help meet client objectives
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A retainer permits clients group to access relevant SMB Group services as market requirements shift, and to leverage insights already provided by SMB Group.