



# Green Success Stories

## Service Offerings

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### About Green Success Stories

Green Success Stories is a media platform highlighting leaders in sustainability and climate tech. Our goal is to share positive information that promotes great solutions in the fight against climate change. We are passionate advocates for sustainability and climate tech solutions, with 30+ years' experience of professional marketing and technical writing. We make complicated content clear and easy to understand. We write engaging content that gets readers to care.

### What We Do

Green Success Stories writes and publishes articles, profiles, case studies and other marketing material that tells the world about the great solutions you offer. We take this content and share it on our media platforms, providing you with exponential publicity, exposure, and third-party validation. We help get your company known and chosen. We get you more business and help you in your efforts to help the world.

### Our Media Platforms

- GreenSuccessStories.com
  - Our showcase website, featuring over 1,500 posts and a wide range of readership
- LinkedIn
  - Tagging of your article, your LI profile, and your company to all our connections
  - Posting from Green Success Stories LI, and personal LI of GSS team members
- Newsletter (email list)
  - 60K committed sustainability professionals/decision makers
- Instagram (Green Success Stories)
  - 9K followers
- Facebook group (Sustainable Living)
  - 140K CEOs and Leaders
- You
  - Share the content on you that we publish with **your** media channels - LinkedIn, Website, Blog, Newsletter, Facebook, Instagram

### Benefits of Our Services

Green Success Stories writes and publishes articles, profiles, case studies and other marketing material that tells the world about the great solutions you offer. We take this content, post it on our website, and share it with our media platforms, providing you with:

- Exponential publicity
- Media exposure (organic SEO)
- Third-party validation

We help get your company known and chosen.

We get you more business and help you in your efforts to help the world.

# Services We Offer

## Green Spotlight Feature

Interview style article on GreenSuccessStories.com, shared across our LinkedIn sites, shareable by you as well.

## Sponsored Article

Article in Green Success Stories (app. 500 words) on a theme of your choosing. You provide raw material for the content (e.g., brief interview, raw text, theme) and we write the content in an engaging and professional manner.

Note that article is a general term. Article content may include newsletter material, blog posts, email content, fundraising letters, or other related items.

## Profile Article

Article in Green Success Stories profiling your CEO or major players in your organization. You provide raw material for the content (e.g., brief interview, raw text) and we write the content in an engaging and professional manner.

## Case Study

Case studies are marketing documents that read like magazine articles. They tell the story of how your company helped a client (or another company) overcome a problem they were facing by using your solution. They provide the best kind of testimonials, and are very easily adapted into other content - blog posts, marketing tearsheets, sales handouts, etc. You provide raw content and contact info for the interviewee. We interview and create the case study.

Case studies are provided in various levels of depth: 1 page (500-700 words), 2 pages (700-1000 words), 3 pages (1000-1500 words).

## Other Content

Green Success Stories offers additional forms of content. Pricing for those service offerings is determined based on the length and breadth of the project.

- **Technical Writing** - We make complicated material clear and easy to understand. Technical writing projects may include QuickStart Guides, User Guides, White Papers, Product Briefs, etc.
- **Copywriting** - We keep user interest going and growing. We get them excited about what you are doing and what you have to offer. Copywriting projects may include website copy, email series, sales letters, etc.

## Media Channel Placement

Tagged links to content across our other media channels (LinkedIn, Instagram, Newsletter, Facebook), providing exponential media exposure.

# Offerings and Pricing

Green Success Stories offers the following services. Services can be chosen a la carte or in monthly bundles. Customized packages are available as well.

Service	A la carte	Bronze	Silver	Gold
Green Spotlight Feature	Free	Free	Free	Free
Sponsored Article	<b>\$500</b>	1 article or profile (per month)	1 article (per month)	1 article (per month)
Sponsored Profile	<b>\$500</b>	1 page case study (per month)	1 profile (per month)	1 profile (per month)
Case Study 1-page 2-page 3-page	<b>\$1000</b> <b>\$1500</b> <b>\$1800</b>	Media channel placement for each	2-page case study (per month)	3-page case study (per month)
Media Channel Placement	<b>\$300</b> (per service item)		Media channel placement for each	Media channel placement for each
Other Content	<b>TBD</b>			
		<b>\$2100 per month</b>	<b>\$3100 per month</b>	<b>\$3400 per month</b>

Thank you for considering our services! Please feel free to be in touch to find out more.

To your green success story,

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