MANAGED MARKETING AND IT SERVICES PROPOSAL

UMIT MARKETING + IT

Providing the expertise of an in-house marketing and IT team at a cost-effective rate

Las Cruces, NM & El Paso, TX
915-999-1528
www.umarketingit.com

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About Us

At U Marketing and IT, nestled in the vibrant city of El Paso, Texas, we're more than just a full-service marketing and IT agency — we're your creative partners. We're here to amplify your voice, tell your story, and make sure your brand stands out in the crowded digital world.

Our approach? Think of us as your behind-the-scenes team, crafting strategies that aren't cookie-cutter but custom-tailored to what makes you, well... you. From building sleek websites and crafting captivating content to mastering the art of social media and running ad campaigns that get people talking, we're here to elevate your brand every step of the way. Oh, and we're pros with a camera too — photography and videography that don't just look good, they feel good.

But we don't stop there. We know that a smooth digital presence means more than eye-catching posts and fancy websites. That's why we also offer IT services that keep your business secure and humming along. From bulletproof cybersecurity and VOIP phone systems that actually work, to managed IT services that mean you can focus on what you do best, we've got your back.

At U Marketing, it's all about blending creativity with technology and delivering results that speak for themselves. So whether you're looking to make a splash online or make sure your tech can keep up with your ambitions, let's connect — we'd love to make some magic happen for you!

Our Marketing Services

Website Creation

We specialize in designing and developing custom websites that not only look stunning but also deliver exceptional user experiences. Our websites are built with responsive design, fast loading times, and SEO best practices to ensure your brand stands out and ranks well on search engines.

Content Creation

Our team produces high-quality social media content, engaging website copy, and compelling blog articles that resonate with your audience and drive meaningful engagement.
We understand the power of strategic content. Every piece we create is carefully crafted to align with your brand voice and enhance your visibility across digital channels.

Ad Management

Our team expertly manages social media advertising campaigns across platforms like Facebook, Instagram, and LinkedIn, as well as Google Ads campaigns tailored to your unique goals. We combine data-driven strategies with compelling creative to ensure your ads perform at their best, connecting you with your ideal audience and maximizing your return on investment.

Photo/Videography

Our team captures visually stunning images that showcase your products, services, and brand story. We handle everything from lifestyle and product photography to event coverage, ensuring your visuals are authentic, eye-catching, and aligned with your brand. Our meticulous editing process enhances your photos to ensure they are polished, cohesive, and ready for use across social media, websites, and marketing materials.

Our IT Services

VOIP Business Phone

Our VOIP Business Phone services deliver a cost-effective and scalable communication solution, packed with features to keep your team connected and your business running smoothly. With call forwarding, voicemail-to-email, and crystal-clear conference calling, collaborating has never been easier.
We handle the setup, management is simple, and our system adapts effortlessly as your business grows. Let's keep your team talking — and your business moving forward.

Managed IT Services

We're here to take the stress out of your IT. Our comprehensive Managed IT Services keep your technology secure, efficient, and reliable — no more headaches, just smooth sailing. Our team handles everything: from network monitoring and software updates to rock-solid data protection and quick-response tech support. We're proactive, not reactive, so you can count on us to stop problems before they start.
Even better? We offer fixed monthly costs, so you'll never be surprised by your bill. Focus on growing your business — we'll take care of the IT.

Cybersecurity

Our Cybersecurity services are built to protect your business from digital threats and keep your sensitive data safe. We take a comprehensive approach, offering everything from threat monitoring and vulnerability assessments to firewall protection, data encryption, and employee training. By tackling risks head-on and staying proactive, we help you prevent cyberattacks and data breaches before they happen. The result? A secure, compliant business that's always a step ahead.

Website Management

→ **Custom website design that reflects your brand identity**
Your website should be as unique as your business. We create custom designs that capture your style, values, and personality, ensuring your online presence truly stands out. From colors and typography to imagery and layout, we tailor every detail to match your brand and resonate with your audience.

→ **Responsive layouts optimized for all devices (mobile, tablet, desktop)**
In today's world, your website needs to look and function perfectly on any device. Our responsive designs ensure seamless browsing, no matter the screen size. This means your visitors get a smooth, enjoyable experience — whether they're on the go or at their desk.

→ **SEO-friendly structure to improve search engine rankings**
A beautiful website is just the start — it also needs to be found. We build with SEO in mind, creating clean code and strategic structure to help your site rank higher on search engines. The result? More visibility, more traffic, and more opportunities to connect with your audience.

→ **Fast loading times for better user experience and retention**
Speed matters. We optimize your website to load quickly, reducing bounce rates and keeping visitors engaged. A faster site not only improves user satisfaction but also boosts your SEO performance, giving you an edge over the competition.

→ **E-commerce integration and secure payment solutions**
Selling online has never been easier or more secure. We integrate e-commerce solutions that make it simple for customers to shop and pay, while keeping their information safe. From product catalogs to payment gateways, we build a seamless shopping experience that drives sales.

→ **User-friendly content management systems (CMS) for easy updates**
Take control of your website with an intuitive CMS that fits your needs. We set up user-friendly tools that make managing your content a breeze, so you can keep your site fresh and up to date. No technical skills? No problem — we'll show you how to make updates in just a few clicks.

→ **Ongoing website maintenance and technical support**
Your website should work as hard as you do, and we're here to make sure it does. We offer ongoing maintenance and support to keep everything running smoothly, from security updates to troubleshooting. If something comes up, you've got a reliable team ready to help.

→ **Analytics setup to track visitor behavior and site performance**
Know what's working and where to improve with powerful analytics. We'll set up tracking tools to monitor traffic, user behavior, and key performance metrics. These insights help you make informed decisions and fine-tune your website to better serve your audience.

Content Creation

Weekly social media posts tailored to your brand's voice
We craft social media posts that reflect your brand's unique tone and style, building consistency across all platforms. With engaging copy and eye-catching visuals, we create content that resonates with your audience and strengthens your brand identity. Let's keep your social presence fresh, relevant, and aligned with your goals.

Engaging Instagram and Facebook Stories to captivate your audience
Stories are a powerful way to connect and share your brand's personality. We create dynamic, attention-grabbing Stories that highlight your offerings and draw viewers in. From quick updates to behind-the-scenes peeks, we'll help you build stronger connections and keep your audience coming back for more.

Eye-catching social media ads designed to drive conversions
Our ads are designed to do more than just look good — they're built to perform. We create compelling visuals and messaging that capture attention and inspire action. Whether it's generating leads or boosting sales, our targeted ads help you reach the right people and see real results.

Website content that boosts SEO and enhances user experience
Words matter, especially when they're working double duty. Our website content is crafted to improve your search engine rankings while also guiding visitors through a seamless, enjoyable experience. Clear, engaging content that's optimized for both humans and search engines? We've got you covered.

Blog articles and newsletters to establish your brand as an authority
Regular blog posts and newsletters position you as an expert in your industry. We create informative, well-researched articles that provide value to your audience and showcase your expertise. Let's keep your audience informed, engaged, and eager to hear more from you.

High-quality visuals and graphics to complement your messaging
A strong message needs visuals to match. We design custom graphics and visuals that enhance your posts and align with your brand's aesthetic. Clean, polished, and professional, our designs make your content stand out and leave a lasting impression.

Professional video reels and animations for maximum engagement
Video is the king of content — and we're here to make yours shine. From short, punchy reels to engaging animations, we create videos that capture attention and tell your story in a dynamic way. Let's turn your message into a visual experience your audience won't forget.

Strategic content calendars and ongoing performance optimization
Consistency is key, and our strategic content calendars ensure your social presence stays organized and on track. We plan ahead, monitor performance, and make data-driven adjustments to keep things running smoothly. This means you're always reaching your audience with the right message at the right time.

Ad Management

Targeted social media ad campaigns across Facebook, Instagram, and LinkedIn
Reach your audience where they spend their time with precision-targeted ad campaigns across key social platforms. We tailor each campaign to your goals and brand voice, ensuring maximum engagement and results. Let's turn clicks into loyal customers — and build a social presence that drives real growth.

Google Ads campaigns tailored to your business goals and audience
We craft Google Ads campaigns that put your business in front of the right people at the right time. From search and display ads to remarketing, we design each campaign around your goals and audience. Let's make sure you're always seen by the people who matter most.

Detailed audience targeting and demographic analysis
Success starts with knowing your audience inside and out. We dig deep to identify and analyze your ideal customers, using data to shape campaigns that truly resonate. With smart targeting and demographic insights, your message reaches exactly who you want — no wasted impressions.

Compelling ad copywriting and eye-catching visuals
Good ads don't just look pretty — they speak volumes. Our team creates persuasive content that grabs attention and inspires action, paired with visuals that stop the scroll. Together, they tell your story and make your brand impossible to ignore.

Budget management to maximize ROI
We treat your budget like our own, carefully managing every dollar to get the most out of your ad spend. By allocating resources wisely and monitoring performance, we maximize your ROI and ensure you're getting results without overspending. Let's make every penny count.

Continuous campaign monitoring and optimization
Great campaigns aren't set-and-forget — they evolve. We continuously monitor your ad performance, tweaking and refining to keep everything running smoothly. This proactive approach means better results, fewer surprises, and campaigns that always hit the mark.

Comprehensive reporting and performance analysis
Transparency matters. We provide detailed, easy-to-understand reports that show you exactly how your campaigns are performing. From impressions to conversions, you'll get the insights you need to make smart, data-driven decisions.

Strategy refinement to adapt to evolving market trends
Markets change, and so do your customers. We stay ahead of trends and adapt your ad strategy to keep you competitive. By refining and evolving your approach, we make sure your campaigns always align with what's happening in your industry — and what your audience wants next.

Photo/Videography

Professional product and lifestyle photography
Showcase your products and brand lifestyle with stunning, high-quality images that tell your story. Whether it's crisp product shots or vibrant lifestyle scenes, we create visuals that captivate and inspire your audience. Great photography turns browsers into buyers by bringing your brand to life.

Event and corporate photography coverage
Capture the energy and professionalism of your events with expert photography that highlights every important moment. From corporate gatherings to special occasions, we document your story with authenticity and style. Our images help you share your brand's culture and connect with clients and partners.

High-resolution images optimized for web and print
We deliver sharp, high-resolution images that look flawless whether they're on your website, social media, or printed materials. Every photo is carefully optimized for its intended use, ensuring your visuals always shine with clarity and impact.

Customized photo shoots tailored to your brand identity
Your brand is unique — your photography should be too. We design photo shoots that reflect your style and values, creating images that reinforce your brand identity. From concept to final shot, we work closely with you to capture exactly what makes your business stand out.

Expert photo editing and retouching for polished results
Our editing process enhances every image to perfection, balancing color, lighting, and detail to create polished, professional results. Whether it's subtle retouching or more extensive enhancements, we ensure your photos look their absolute best.

Consistent visual style to enhance brand recognition
Consistency is key to building a recognizable brand. We maintain a cohesive visual style across all your images to reinforce your brand identity and create a unified look. This helps your audience instantly connect your visuals with your business.

Quick turnaround and delivery of final images
We understand the importance of timing, so we deliver your final images quickly without compromising quality. Fast, reliable service means you can start using your photos in marketing campaigns and promotions right away.

Support for social media, website, and marketing materials
Our photography services are designed to fit seamlessly into your marketing strategy. Whether you need images for social media, websites, brochures, or ads, we provide versatile photos that help you tell your story across all platforms.

Cybersecurity

Antivirus Management
Our antivirus management services provide robust, all-around protection against malware, viruses, and other cyber threats. We keep your systems secure and running smoothly, so you can focus on your business without worry.

Endpoint Detection and Response (EDR)
Our EDR solution continuously monitors your endpoint devices in real time to detect, analyze, and respond to threats. With advanced protection, we stop attacks before they can impact your operations.

24/7 Security Operations Center (SOC)
Our round-the-clock SOC team vigilantly monitors your network, detects threats early, and responds quickly to incidents. This continuous protection keeps your business safe from ever-evolving cyber risks.

Password Rotation Management
Regularly rotating passwords is a simple yet powerful way to reduce the risk of unauthorized access. Our password rotation management safeguards your sensitive data by ensuring credentials stay fresh and secure.

Self-Service Password Reset
Empower your team with an easy and secure self-service password reset system. This feature minimizes downtime and IT support tickets while maintaining strong security protocols.

Automatic Software Updates
Keep your network protected with automatic updates for Microsoft, Adobe, Java, and other critical software. We make sure your systems are always up to date with the latest security patches—no manual effort required.

DNS Filtering
Our DNS filtering service blocks access to malicious websites and online threats by controlling web traffic at the domain level. This added layer of security helps prevent cyberattacks before they reach your network.

Email Filtering
Protect your business inbox with advanced email filtering that blocks spam, phishing attempts, and harmful attachments. We ensure that only safe, relevant messages reach your team's inboxes.

Patch Management
Our patch management service keeps your systems secure by regularly identifying, testing, and applying software updates. This proactive approach protects your network from vulnerabilities and emerging cyber threats.

SIEM (Elite Only)
Our SIEM solutions centralize and analyze security data from your entire network, providing real-time threat detection, rapid incident response, and comprehensive compliance reporting. Stay ahead of threats with intelligent security insights.

VOIP Business Phone

Auto Attendant (AA)
Auto Attendant simplifies call management by automatically directing callers to the right department or person. This boosts your business's efficiency and professionalism, ensuring every call gets handled promptly and smoothly.

Interactive Voice Response (IVR)
IVR systems enhance customer experience by letting callers navigate menus and access information or services through voice commands or keypad inputs. It's an intuitive way to provide support without tying up your team.

Recording and Monitoring
Call recording and monitoring allow you to review and analyze customer interactions for quality assurance. This helps improve service, train staff, and maintain consistent communication standards.

Workplace Flexibility
Enable your employees to make and receive calls from anywhere with an internet connection. Whether they're remote or on the move, your team stays connected and productive without missing a beat.

Mobile and Desktop Softphone
With softphone apps on desktops and mobile devices, your team can place and receive calls using their computers or smartphones. This flexibility means seamless communication no matter where they are.

Conference Calling
Host conference calls that bring multiple participants together effortlessly. It's an ideal way to collaborate, brainstorm, and make decisions—helping your team stay aligned and productive regardless of location.

Reporting & Call Logging
Gain valuable insights into call activity with detailed reporting and logging. Understand call patterns, monitor performance, and optimize your communication strategy.

Voicemail to Email
Receive voicemail messages directly in your email inbox as audio files. This convenient feature keeps you connected to important messages without having to check multiple devices.

Fax via Email
Send and receive faxes electronically through email, eliminating the need for traditional fax machines. It's faster, more efficient, and integrates seamlessly with your existing workflow.

Chat & SMS
Enhance employee communication with integrated chat functionality available on desktop softphones and mobile apps. Employees can also send and receive SMS messages using their extensions (requires SIPStation Retail or Wholesale SIP trunks), keeping conversations quick and organized.

Managed IT Services

Unlimited 11x6 Remote Helpdesk
Get friendly, reliable IT support whenever you need it during business hours. Simply call or email our helpdesk for quick solutions to all your technology issues—no hassle, no wait.

Vendor Management
We act as your advocate with IT vendors—whether it's software providers, printer suppliers, or other tech partners. Managing vendor relationships on your behalf means less stress and more streamlined service.

Fixed Fee Costs
Know your IT expenses upfront with predictable, fixed monthly fees. This transparency makes budgeting easier and helps you avoid unexpected costs.

Server Offsite Backup
We securely back up your critical data every night to an offsite location. This ensures your information is safe, protected, and always recoverable in case of an emergency.

Proactive Maintenance
Keep your network and software up to date automatically with the latest patches and updates from Microsoft, Adobe, Java, and more. Proactive maintenance helps prevent issues before they disrupt your business.

11x6 Onsite Support
Our friendly onsite engineers are available during business hours to assist with everything from desk moves to new server installations. Personalized, hands-on IT support when and where you need it.

Annual CIO Meetings
Stay ahead with regular quarterly check-ins alongside your Account Manager. These meetings help you budget, plan, and align your IT strategy with your business goals.

Executive Reporting
Receive clear, concise monthly IT Executive Reports featuring the metrics that matter most. These insights help you make informed decisions and understand the health of your technology environment.

24/7/365 Monitoring
Our Helpdesk keeps a constant watch on your network around the clock, identifying and resolving potential issues before they become problems. Peace of mind, day and night.

Remote Access Software
Work from anywhere with ease thanks to our free remote access software. Stay connected and productive no matter where your day takes you.

WEBSITE BUNDLES

STARTER

- Up to 5 custom-designed pages (Home, About, Services, Contact, etc.)
- Mobile-friendly, responsive design
- Basic SEO setup
- Contact form integration
- Social media links
- 1 round of revisions
- Standard launch support

Monthly Maintenance (optional): $350/mo

One-Time Payment
$1,500

GROWTH

- Includes Everything in Starter, plus:
- Up to 10 pages
- Blog setup or portfolio/gallery
- Basic copywriting for up to 3 pages
- Google Analytics integration
- Enhanced SEO (meta tags, schema, alt text)
- 2–3 rounds of revisions
- 1 training session (how to update content)
- 30-day post-launch support
- Optional newsletter/email capture setup

Monthly Maintenance (optional): $400/mo

One-Time Payment
$2,400

PRO/AGENCY

- eCommerce functionality
- Up to 25 products/services uploaded
- Booking calendar integration (if needed)
- Basic automation setup (emails, contact flow)
- 1 content/photo shoot (local only)
- Ongoing consultation during build
- Priority launch support + testing
- Up to 4 rounds of revisions

Monthly Maintenance (optional): $450/mo

One-Time Payment
$3,800

WEBSITE CONT.

Add-Ons (Flat Rate)

- Additional pages (per page) $100
- Booking system integration $250
- Copywriting (per page) $75
- Monthly SEO optimization $275/month
- Website redesign (existing site)   70% of new build price

Ongoing Monthly Maintenance Only (No New Build)
If someone already has a website but needs help maintaining it:

- Basic ($150/month): Monthly updates, backups, plugin refresh

- Plus ($250/month): Includes edits, minor redesigns, blog uploads

- Pro ($400/month): Full management + SEO + analytics reporting

SOCIAL MEDIA BUNDLES

For startups or solopreneurs.

Ideal for growing businesses.

For established businesses needing full coverage.

STARTER

- 8 social media posts/month (graphics + captions) Meta Accounts (FB & Insta)
- Scheduling
- 1 content shoot/month (or use of provided content)
- Basic engagement (respond to comments/messages weekly)
- Monthly report + strategy adjustment
- 1 design task/month (e.g., flyer, post, business card)

$550/MO

GROWTH

- 16 posts/month Meta Accounts (FB & Insta)
- Scheduling
- 1 Story a day Mon–Thu
- Reels + static mix (up to 4 videos/month)
- 1 content day/month (photo + video)
- Community engagement (3x/week)
- 2 design tasks/month
- Monthly analytics report
- 1 hour strategy call/month

$1,000/MO

PRO/AGENCY

- Full content calendar (20–24 posts) Meta Accounts (FB & Insta)
- Scheduling
- Reels + static mix (up to 6 videos/month)
- Daily engagement (responds to comments/DMs)
- Ad campaign setup & optimization (Google/Facebook)
- 3–4 branded design tasks
- Priority support & strategy sessions

1,800/MO

OPTIONAL BUNDLES / ADD-ONS

Add Content Shoot to Any Package: +$250/month

Priority Same-Day Design Requests: +$100

Website + Marketing Bundle: 10% off both services

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Social Media A LA CARTE SERVICES

- Social Media Post (graphic + caption) $60/post or $200 for 4

- Reels Editing (depending on footage) $100–$150 each

- Content Shoot (photo or video) $300/2hrs

- Branding Kit (logo, colors, fonts) $600 one-time

- Facebook/IG Ad Campaign Setup $300 (initial setup)

- Ad Management (monthly) $200/month + Ad Budget

- Strategy Session/ Account Updates $150/hour

- Inital Account Setup $500 one-time

IT PRICING

UMIT Protect & Support Plan

$--- / Month

Service	Price	QTY	Total
Firewall	$75		
Desktop	$50		
Servers/ Clouds	$150		
Locations	$50		
VOIP	$50		
Email Security	$6		
Total			

UMIT Protect & Support Plan Add Ons

Additonal Options

Service	Price	QTY	Total
Camera System	$50		
Huntress SEIM	$10		
End User Security Training	Custom		
Web Filtering	$4.50		
Total			

Client Reviews

Hugo Hernandez
1 review

Google

★★★★★ 3 years ago

Excellent work and delivery, they do know what they are doing.

jesus zeus
6 reviews

Google

★★★★★ 3 years ago

Amazing support! Exactly what I needed when it comes to IT Support. I love their all inclusive packages! They make my life so much easier and I can focus on growing my business.

Sergio Torres
5 reviews · 3 photos

Google

★★★★★ 3 years ago

Amazing managed service provider in el paso Texas. We wanted something local so we could improve our IT infrastructure at nova design went above and beyond to help us keep our computers up to date and our network secure. Their IT Support is definitely business class, they always have someone answering phones and keep a very organized goals and schedules. Plus, they worked with us to stay in budget!

I will be attaching a photo from a special side project they helped us build for a 3D rendering software we use.

irene favela
5 reviews

Google

★★★★★ 3 years ago

This marketing and IT company helped me a lot with building my business's online presence and securing my network. Everything was explained to me in a way I could easily understand. They built me a great website and love the way they manage my social media accounts. I highly recommend you get in touch with Ivan or Desiree, I know I'll be a client as long as I am in business!

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FAQs

What are the standard Helpdesk hours?
Our helpdesk operates from 7:00 AM to 6:00 PM, Monday to Friday.

How is pricing managed?
Most of our pricing is structured on a per-device basis. Each month, we review your device count and adjust the agreement as needed to ensure accurate and fair billing.

How long is the Agreement for?
Our agreements are month-to-month. We believe in earning your trust and loyalty every month, so there's no long-term commitment required.

Are projects covered in my Agreement?
No, project work isn't included in your monthly agreement. We'll provide a separate quote for any projects you need.

What technologies do you support?
We have in-house experience with a wide variety of technologies, including Microsoft, Apple, Google, and many others.

Is the Cloud right for my business?
We believe a "hybrid approach" works best for most businesses. Combining on-site and cloud-based infrastructure ensures flexibility and reliability tailored to your unique needs.

Do you support tablets and phones?
Absolutely! In today's connected world, we can help your team stay productive and secure on all devices.