

ESSENTIAL CONSULTING SERVICES

FOUNDATIONAL TACTICS

BUILD YOUR FOUNDATION WITH ESSENTIAL MARKET INSIGHTS, BRAND POSITIONING, AND STRATEGIC DIRECTION TO LAUNCH YOUR BUSINESS CONFIDENTLY AND EFFECTIVELY.

INCLUDED SERVICES:

- MARKET & COMPETITOR RESEARCH
- CUSTOMER PERSONA DEVELOPMENT
- BRAND POSITIONING STATEMENT
- MARKETING & STRATEGY BLUEPRINT
- CONTENT & SEO AUDIT
- SWOT ANALYSIS & KEY INSIGHTS
- MARKETING CHANNEL RECOMMENDATIONS
- BASELINE ANALYTICS SETUP & BENCHMARKING
- WEBSITE & SOCIAL AUDIT
- KEYWORD RESEARCH OVERVIEW
- ORGANIC GROWTH STRATEGY
- STYLE GUIDE DEVELOPMENT

COMPLEMENTARY SERVICES:

- BRAND VOICE DEVELOPMENT
- VISUAL IDENTITY CONSULTATION
- CORE MESSAGING GAMEPLAN

OPTIONAL SERVICES:

- MARKETING BUDGET ALLOCATION ANALYSIS
- CUSTOM CAMPAIGN ROADMAPS
- SOCIAL MEDIA STRATEGY BLUEPRINT
- A LA CARTE, CONTENT & WEB SERVICES

COST: **\$5,000 (ONE TIME FEE)**
OPTIONAL SERVICES: **DISCOUNTED**



PREMIUM CONSULTING SERVICES

ADVANCED STRATEGIES

STRENGTHEN YOUR BRAND WITH ADVANCED PLANNING, CAMPAIGN DEVELOPMENT, AND PERFORMANCE TRACKING TO DRIVE MEASURABLE ENGAGEMENT AND SUSTAINABLE GROWTH.

INCLUDED SERVICES:

- ALL ESSENTIAL CONSULTING SERVICES
- CUSTOMER JOURNEY MAPPING
- SOCIAL MEDIA STRATEGY BLUEPRINT
- CAMPAIGN PLANNING & BUDGETING
- CREATIVE BRIEF DEVELOPMENT
- ADVERTISING & MEDIA BUYING PLAN
- ADVANCED KEYWORD TARGETING
- CONVERSION FUNNEL OPTIMIZATION
- EMAIL MARKETING STRATEGY
- BRAND CONSISTENCY AUDIT
- BLOG STRATEGY BLUEPRINT
- MONTHLY PERFORMANCE REPORTS

COMPLEMENTARY SERVICES:

- LOCAL & REGIONAL MARKETING PLAN
- RETARGETING & REMARKETING PLAN
- QUARTERLY STRATEGY REFRESH SESSION

OPTIONAL SERVICES:

- INFLUENCER & PARTNERSHIP STRATEGY
- PAID AD CAMPAIGN DEVELOPMENT
- COMPETITOR CAMPAIGN MONITORING
- A LA CARTE, CONTENT & WEB SERVICES

COST: **\$10,000 (ONE TIME FEE)**
OPTIONAL SERVICES: **DISCOUNTED**



ULTIMATE CONSULTING SERVICES

COMPLETE CONSULTING

MAXIMIZE YOUR REACH THROUGH CONTINUOUS OPTIMIZATION, PREDICTIVE ANALYTICS, AND DATA-DRIVEN REFINEMENT FOR LASTING DOMINANCE IN YOUR INDUSTRY.

INCLUDED SERVICES:

- ESSENTIAL & PREMIUM CONSULTING SERVICES
- FULL MARKETING AUDIT & REVIEW
- CONTENT PERFORMANCE OPTIMIZATION
- ONGOING CAMPAIGN MANAGEMENT
- OPTIMIZATION & SCALING ROADMAP
- POST-CAMPAIGN EVALUATION REPORTS
- AUDIENCE SEGMENTATION EXPANSION
- PREDICTIVE ANALYSIS & FORECASTING
- ADVANCED SEO REFINEMENT
- ROI MODELING & ATTRIBUTION
- COMPETITOR TREND TRACKING
- QUARTERLY STRATEGY RE-ALIGNMENT

COMPLEMENTARY SERVICES:

- CROSS-PLATFORM INTEGRATION SUPPORT
- LONG-TERM GROWTH CONSULTATION
- ANNUAL STRATEGY REFRESH SESSION

OPTIONAL SERVICES:

- MULTI-CHANNEL MEDIA BUYING
- AI-DRIVEN AD OPTIMIZATION
- PAID AD CAMPAIGN ASSESSMENT
- A LA CARTE, CONTENT & WEB SERVICES

COST: **\$15,000 (ONE TIME FEE)**
OPTIONAL SERVICES: **DISCOUNTED**



ESSENTIAL CONTENT SERVICES

CORE CONTENT SOLUTIONS

FOUNDATIONAL SOCIAL MEDIA AND BLOG SERVICES FOR SMALL BUSINESSES AND ORGANIZATIONS READY TO SHARE THEIR STORY AND REACH NEW CUSTOMERS.

INCLUDED SERVICES:

- SEO OPTIMIZED BLOG SETUP
- ONE BLOG ARTICLE PER WEEK
- TWO CHANNEL SOCIAL MEDIA MANAGEMENT
- FACEBOOK & INSTAGRAM
- ONE SOCIAL MEDIA POST PER WEEK, PER CHANNEL (TWO TOTAL POSTS PER WEEK)
- SOCIAL MEDIA ENGAGEMENT & MONITORING
- LOGO & GRAPHIC DESIGN FOR POSTS
- HASHTAG & TREND OPTIMIZATION

COMPLEMENTARY SERVICES:

- BLOG STRATEGY & CALENDAR
- SOCIAL MEDIA STRATEGY & CALENDAR
- CHANNEL BENCHMARKING & ANALYTICS
- BRAND IDENTITY ASSESSMENT & STRATEGY

OPTIONAL SERVICES:

- ADDITIONAL SOCIAL MEDIA & BLOG POSTS
- YOUTUBE, X, TIKTOK, LINKEDIN, SNAPCHAT & PINTEREST MANAGEMENT
- PHOTOGRAPHY, VIDEOGRAPHY, AND DRONEOGRAPHY
- A LA CARTE, CONSULTING & WEB SERVICES

COST: **\$2,000 PER MONTH**
OPTIONAL SERVICES: **DISCOUNTED**



PREMIUM CONTENT SERVICES

ELEVATE YOUR CONTENT

ENHANCED CONTENT CREATION WITH FREQUENT BLOGS, SOCIAL MEDIA POSTS, AND ACTIVE AUDIENCE ENGAGEMENT TO GROW VISIBILITY, INTERACTION, AND BRAND IMPACT.

INCLUDED SERVICES:

- ALL ESSENTIAL CONTENT SERVICES
- TWO BLOG ARTICLES PER WEEK
- FOUR CHANNEL SOCIAL MEDIA MANAGEMENT
- FACEBOOK, INSTAGRAM, YOUTUBE, X
- ONE POSTS PER WEEK, PER CHANNEL
- SOCIAL SELLING STRATEGIES
- INFLUENCER MARKETING STRATEGIES
- PRESENTATION & ADVERTISING DESIGN
- SLIDE DECK DEVELOPMENT

COMPLEMENTARY SERVICES:

- BLOG STRATEGY & CALENDAR
- SOCIAL MEDIA STRATEGY & CALENDAR
- CHANNEL BENCHMARKING & ANALYTICS
- BRAND IDENTITY ASSESSMENT & STRATEGY

OPTIONAL SERVICES:

- ADDITIONAL SOCIAL MEDIA & BLOG POSTS
- TIKTOK, LINKEDIN, SNAPCHAT & PINTEREST MANAGEMENT
- PHOTOGRAPHY, VIDEOGRAPHY, AND DRONEOGRAPHY
- A LA CARTE, CONSULTING & WEB SERVICES

COST: **\$4,000 PER MONTH**
OPTIONAL SERVICES: **DISCOUNTED**



ULTIMATE CONTENT SERVICES

COMPLETE CONTENT

THE ULTIMATE SOLUTION FOR COMPANIES AND ORGANIZATIONS SEEKING TURNKEY CONTENT SOLUTIONS TO BOOST THEIR BRANDS WITH CONSISTENT MESSAGING & MANAGEMENT

INCLUDED SERVICES:

- ALL ESSENTIAL & PREMIUM CONTENT SERVICES
- THREE BLOG ARTICLES PER WEEK
- SIX CHANNEL SOCIAL MEDIA COVERAGE
- FACEBOOK, INSTAGRAM, YOUTUBE, X, TIKTOK, LINKEDIN
- ONE POST PER WEEK, PER CHANNEL
- INFLUENCER MARKETING PARTNERSHIPS
- CORPORATE DOCUMENT DEVELOPMENT

COMPLEMENTARY SERVICES:

- BLOG STRATEGY & CALENDAR
- SOCIAL MEDIA STRATEGY & CALENDAR
- CHANNEL BENCHMARKING & ANALYTICS
- BRAND IDENTITY ASSESSMENT & STRATEGY
- PHOTOGRAPHY, VIDEOGRAPHY, AND DRONEOGRAPHY (**TRAVEL COSTS EXTRA**)

OPTIONAL SERVICES:

- ADDITIONAL SOCIAL MEDIA & BLOG POSTS
- SNAPCHAT & PINTEREST MANAGEMENT
- SPEECHWRITING & GHOSTWRITING
- COMPANY MEMOS & NEWSLETTERS
- A LA CARTE, CONSULTING & WEB SERVICES

COST: **\$6,000 PER MONTH**
OPTIONAL SERVICES: **DISCOUNTED**



ESSENTIAL WEB SERVICES

BESPOKE BUSINESS BUILDS

DESIGNED FOR SMALL BUSINESSES, STARTUPS, LOCAL SERVICE PROVIDERS, AND PROFESSIONALS WHO WANT A STRONG ONLINE FOUNDATION WITHOUT UNNECESSARY COMPLEXITY

INCLUDED SERVICES:

- CUSTOM WEBSITE BUILT FROM THE GROUND UP
- RESPONSIVE DESIGN FOR DESKTOP & MOBILE
- BENCHMARKING & WEB ANALYTICS
- ABOUT PAGE & COMPANY STORY DEVELOPMENT
- CONTACT FORMS & SCHEDULING INTEGRATION
- SERVICE LISTINGS & CUSTOM IMAGE GALLERY
- TESTIMONIALS AND CUSTOMER REVIEWS
- SOCIAL MEDIA CHANNEL INCORPORATION
- DATA TRANSFER FROM PAST WEBSITES
- INITIAL BLOG SETUP & SEO OPTIMIZATION
- SECURITY & PERFORMANCE OPTIMIZATION
- 24-HOUR CUSTOMER SUPPORT RESPONSE TIME

COMPLEMENTARY SERVICES:

- CUSTOM LOGO & BRANDED WEB ICON DESIGN
- SECURITY & PERFORMANCE UPDATES
- DOMAIN REGISTRATION & WEB MANAGEMENT

OPTIONAL SERVICES:

- WEB STORE INTEGRATION & MANAGEMENT
- CRM & BUSINESS EMAIL INTEGRATION
- BLOG & SOCIAL MEDIA CONTENT SERVICES
- A LA CARTE, CONSULTING & CONTENT SERVICES

INITIAL WEBSITE BUILD: **\$1,000 - \$5,000**
MONTHLY WEB HOSTING: **\$100 - \$500**



PREMIUM WEB SERVICES

ROBUST & REFINED RETAIL

FOR GROWING COMPANIES, ONLINE RETAILERS, AND SERVICE-BASED BRANDS READY TO SCALE UP, SELL PRODUCTS, OR MANAGE COMPLEX DIGITAL ECOMMERCE OPERATIONS WITH EASE

INCLUDED SERVICES:

- ALL ESSENTIAL WEB SERVICES
- BUSINESS EMAIL INTEGRATION
- WEB STORE WITH STRIPE INTEGRATION
- CUSTOMER PRODUCT REVIEW INTEGRATION
- UP TO 500 CUSTOM PRODUCT LISTINGS
- ONLINE INVENTORY MANAGEMENT
- AUTOMATED NOTIFICATIONS & RECEIPTS
- ADVANCED SEO & WEB ANALYTICS REPORTS
- ADVANCED PERFORMANCE MONITORING
- ADVANCED SECURITY OPTIMIZATION
- PRIORITY WEB HOSTING & TECH SUPPORT
- 12-HOUR CUSTOMER SUPPORT RESPONSE TIME

COMPLEMENTARY SERVICES:

- CUSTOM LOGO & BRANDED WEB ICON DESIGN
- SECURITY & PERFORMANCE UPDATES
- DOMAIN REGISTRATION & WEB MANAGEMENT

OPTIONAL SERVICES:

- CRM INTEGRATION & CUSTOM TOOLS
- APPLE PAY & PAYPAL INTEGRATION
- BLOG & SOCIAL MEDIA CONTENT SERVICES
- A LA CARTE, CONSULTING & CONTENT SERVICES

INITIAL WEBSITE BUILD: **\$5,000 - \$10,000**
MONTHLY WEB HOSTING: **\$500 - \$1,000**



ULTIMATE WEB SERVICES

CUSTOMIZED CUTTING-EDGE

SCALABLE ENTERPRISE SOLUTIONS TAILOR MADE FOR LARGE CORPORATIONS AND ORGANIZATIONS REQUIRING CUSTOM FUNCTIONALITY, OPTIMIZED PERFORMANCE & DATABASE MANAGEMENT

INCLUDED SERVICES:

- ALL ESSENTIAL & PREMIUM WEB SERVICES
- AI POWERED CUSTOM WEBSITE BUILD
- AI POWERED CUSTOM ECOMMERCE PLATFORM
- AI POWERED SEO OPTIMIZATION
- AI POWERED WEB APP INTEGRATION
- DATABASE INTEGRATION WITH SUPABASE
- UP TO 1,000 CUSTOM PRODUCT LISTINGS
- INTEGRATED MARKETING TOOLS
- ENTERPRISE GRADE SECURITY
- CRM INTEGRATION & CUSTOM TOOLS
- CUSTOM LANDING PAGES, TOOLS & WEB APPS
- 6-HOUR CUSTOMER SUPPORT RESPONSE TIME

COMPLEMENTARY SERVICES:

- CUSTOM LOGO & BRANDED WEB ICON DESIGN
- PERFORMANCE MONITORING & MAINTENANCE
- DOMAIN REGISTRATION & WEB MANAGEMENT

OPTIONAL SERVICES:

- HIGH TRAFFIC DATABASE ACCOMMODATION
- MULTI-SITE & MULTI-BRAND INTEGRATION
- BLOG & SOCIAL MEDIA CONTENT SERVICES
- A LA CARTE, CONSULTING & CONTENT SERVICES

INITIAL WEBSITE BUILD: **\$10,000 - \$100,000+**
MONTHLY WEB HOSTING: **\$1,000 - \$10,000+**

