

## Services & Pricing Framework

■■ Note: All pricing is subject to change based on the size, scope, and complexity of the project. Final quotes will be provided after consultation.

Please note: an asterisk (\*) indicates that prices may vary based on job size and frequency.

# **Traditional Marketing**

#### **Print & Branding**

- Logo, flyers, brochures, posters, business cards (designs and creation) \$55/ per item
- In-store signage, A-frames, banners (designs and creation) \$55/ per item
- Packaging & product labeling design (designs and creation) \$45/ per item
- Branded merchandise liaison and creation (t-shirts, hats, giveaways) \$150/ per design

#### **Events & Community Engagement**

- Event promotion & coordination (grand openings, launches) \$60 per event
- Vendor outreach & partnerships \$50/per month/vendor
- Sponsorship/partnership negotiations \$100/ per contract

#### Traditional PR

Direct mail campaigns — \$300\*/per campaign

# **Digital Marketing**

#### Website & Online Presence

- Website design, editing, and management (Shopify, WordPress, custom platforms) Custom pricing available after consultation
- E-commerce setup (Shopify, Depop, Square, Stripe integrations) \$75/ per account
- SEO optimization (on-page, technical, keyword strategy) Custom pricing available after consultation
- Business Page optimization (reviews, images, updates) \$175/per month\*
- Landing page builds & funnel design Custom pricing after consultation

#### Content & Media

- Social media management (Instagram, Facebook, TikTok, LinkedIn, YouTube) \$175/per page\*
- Paid ads (Google Ads, Meta Ads, TikTok Ads) \$250 per campaign\*

- Content creation (short-form videos, flyers, graphics, blog posts) \$200/per page\*
- Photography/videography coordination or production \$500 per campaign\*
- Introductory & brand videos (scripts, editing, posting) \$500 per campaign\*

### Analytics & Audits

- Digital marketing audits (SEO, ads, funnels, conversions) Custom pricing after consultation
- Social media audits (engagement, follower growth, consistency) Custom pricing after consultation
- Website audits (navigation, design, UX, broken links) Custom pricing after consultation
- Competitor research & benchmarking Custom pricing after consultation

#### **Automation & Systems**

- CRM setup & management (Go High Level or equivalent) \$275\*/ per month
- Loyalty program setup (punch cards, reward systems) \$250\*
- Online booking systems or registration integrations \$250\*

#### Messaging

- Email marketing campaigns (Mailchimp, Go High Level etc.) Custom pricing after consultation
- SMS Marketing Campaigns (Mailchimp, Go High Level etc.) Custom pricing after consultation

### **Business Administration**

## Operations & Systems

- Standard Operating Procedure (SOP) creation (inventory, staff, marketing, etc.) \$200/per procedure\*
- Inventory management & audits (SKU, barcodes, counts, images) \$500\*/ per inventory
- Financial process setup (QuickBooks, invoicing, receipts management) \$250/\*
- Retainer invoice creation & management \$65\*/per month
- Vendor & supplier coordination \$65\*/ per month

## Strategy & Planning

- Strategic planning sessions (quarterly/annual) Custom pricing after consultation
- Pricing strategy & product positioning Custom pricing after consultation
- Market research & customer surveys Custom pricing after consultation

## Admin Support

- Contract drafting & management \$275\* per contract
- Filing annual reports, business compliance support \$200\*/per month
- Staff/teacher evaluation forms \$150/ per cohort\*

## **Cross-Category Services**

Full Phase-based Projects (Phase 1: audits & setup → Phase 2: campaigns & management) — Custom pricing after consultation

- Retainer contracts (monthly management of digital + traditional marketing) Custom pricing after consultation
- Consulting sessions (hourly or package-based) \$30\*
- Training workshops (marketing, admin, or digital tools) \$40/hr
- Event space rental promotion packages \$400\*/ per month