

MARKETING PACKAGES INFO SHEET



		RECOMMENDED	
STARTER	DELUXE	PREMIER	PRO
\$500 / mth	\$950 / mth	\$1800 / mth	\$2800 / mth
Marketing Hours: 5 hrs / mth	Marketing Hours: 10 hrs / mth	Marketing Hours: 20 hrs / mth	Marketing Hours: 35 hrs / mth
Potential Yield: Social Media Management (SMM)* for one channel	Potential Yield: SMM+, Meta Ad Management (MAM), email campaigns	Potential Yield: SMM+, MAM+ email campaigns, direct mail campaigns, brand management	Potential Yield: SMM+*, MAM+* email campaigns, direct mail campaigns, brand management
	5% SAVINGS	10% SAVINGS	20% SAVINGS

MARKETING PACKAGES MAY INCLUDE

Social Media Management of one or more channels
Branded graphics and short videos for social media
Captions and formats tailored to social media channels
Access to free stock photo, video, & music sites
Meta suite ad creation and management
Email campaign creation and management
Direct mail campaign creation and management
Blog post creation
Brand Identity Management

- Brand Culture
- Brand UVP & POV
- Brand Tone & Voice
- Target Audience
- Target Persona
- Brand Visual DOs and DONT's

Market research for campaigns
Weekly or Monthly Conference Calls

MARKETING REQUESTS NOT INCLUDED (available for an additional cost)

Graphic design outside of social media posts
Long format (more than 30 seconds) video creation or editing not intended for social media
Google Ads

MARKETING SERVICES PER PROJECT:

If a monthly or annual retainer does not work for your needs, no worries! We are available to work on a per project basis at a rate of \$125 / hr.

* We only offer SMM as part of the Brand Identity process. We do not offer it as an ala carte service. If you don't come to us with a written, detailed guide for your mission, values, target audience, UVP, tone & voice, and visual guidelines, we can't manage your social media effectively.

** + simply implies management of more than one channel, more than one post per day, higher ad spends, etc.

We will tailor your retainer package to prioritize your marketing needs each month. You tell us the retainer that fits your budget and we'll make sure you get the most effective use of it!

BRANDED
STUDIOS