

## STARTERS

<b>Discovery Call</b>	<b>GRATIS</b>
30 to 60-minute phone conversation discussing your needs, target audience, goals, timeline, and budget	
<b>Logo Design</b>	<b>300</b>
Basic logo design to get you started	
<b>Marketing Plan</b>	<b>350</b>
12-month calendar with content ideas and implementation schedule	
<b>Web Presence Audit</b>	<b>500</b>
An in-depth analysis of your web presence with feedback and recommendations report	

## COMBINATIONS

(all combinations require a 1-year contract)

<b>1. Branding + Marketing Plan</b>	<b>1250</b>
Full branding with 12-month content calendar	
<b>2. Branding + Website</b>	<b>2250</b>
Full branding with customized website	
<b>3. Branding + Social Media</b>	<b>2250</b>
Full branding and 12-month social media calendar with branded content	
<b>4. Website + Marketing Plan with Social Media Content</b>	<b>2750</b>
Customized website and 12-month marketing / social media calendar with branded content and implementation	
<b>5. Branding + Website + Marketing Plan with Social Media Content</b>	<b>3500</b>
Combination 4 plus full branding	
<b>6. The Full Plate</b>	<b>10,000/yr</b>
(requires 2-year contract) Combination 5, plus SEO, social media scheduling, monthly analytics reporting, and Online Watchdog Services.	

## MAINS

<b>Branding</b>	<b>1000</b>
Logo, Color Palette, Typography, Visual Theme, Brand Style Guide	
<b>Website</b>	<b>1500</b>
Customized to your brand and business requirements	
<b>Social Media Content Calendar</b>	<b>1500</b>
12-month social media calendar with personalized copy and graphics plus implementation schedule	
<b>Digital Advertising</b>	<b>MKT</b>
Google Ads tailored to your specific goals and campaigns. Price determined by budget goals.	
<b>Event Planning</b>	<b>MKT</b>
Planned professional networking and educational events with custom & branded content.	

## DESSERTS

<b>Press Releases</b>	<b>50</b>
Informative announcements sent to your local media sources	
<b>Crisis Management Planning</b>	<b>MKT</b>
Plan of action if the unthinkable happens.	
<b>Social Media Management</b>	<b>500/mo</b>
Audience growth and interaction. Monthly analytics reporting	

## SIDES

(can only be added to Starters, Mains & Combinations)

<b>Traditional Print Media</b>
<b>Email Marketing</b>
<b>Website Management</b>
<b>Website Training</b>
<b>Social Media Scheduling</b>
<b>Social Media Advertising</b>
<b>Online Watchdog Analytics</b>

## A LA CARTE

<b>Logo Redesign</b>	<b>250</b>
<b>Website Redesign</b>	<b>1000</b>
<b>Website Management</b>	<b>200/mo</b>
<b>SEO</b>	<b>75/hr</b>
<b>Community Equity</b>	<b>MKT</b>

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\*all quoted prices are the starting rate