

SERVICE	RATE	ABOUT	WHY	CONSISTENCY	OPTIONS
<b>SEO SERVICES SEARCH ENGINE OPTIMIZATION AND GOOGLE ANALYTICS INTEGRATION</b>	23/HR	We utilize SEO to connect customers with your content. We integrate Google Analytics (GA) to truly understand what content is generating traffic to your business.	Consider the combined SEO services if you want to adjust your content to your target audience. SEO and GA also determines performance ratios for your paid advertising, if any. Any content produced can be adjusted based on audience interactions.	At least two new full-content pieces a month for Website and Social Tracking.  SEO and GA Configuration should be adjusted every two weeks with updated/ trending keywords & revamped content.	SEO and GA services should be considered as a monthly project for constant up keeping of keywords and ROI analytics.  SEO and GA can be integrated into Social Marketing*
<b>WEBSITE DESIGN AND REDESIGN SERVICES</b>	25/HR	A business website is a key branding image for a company. Websites should be maintained and updated to adapt to the changing objectives of a company.	Consider a website or website redesign if you want to renew your company's brand and align with new strategies.	Redesign is recommended at least every 3 to 4 years. Redesign is recommended to adjust to the growing objectives of the company and production of new content.	Website additions – adjusting current websites to adapt to current changes is a different options for companies not wanting a complete redesign.
<b>CONTENT CURATIONS AND CREATION</b>	25/HR	Content Creation is designing new content that makes a company a go-to resource for information. Content curation is the reuse of existing content and adding company-specific relations.	Content Creation and Content Curation is important for social media engagement, website SEO keywords and resource-based identity. Consider content creation and curation if you want to produce content to bring in varied audience and be a resource of information for clients.	Based on objectives, the consistency of the content is dependent on goals. Our service includes *at least 5 downloadable documents for clients, research on client needs of information, and monthly postings for various marketing efforts.	Content Creation and Curation can be a project-based rate at a monthly retainer, or broken down based on content needs.  Content Banks can be developed for clients for a one-time fee and their use of distribution*
<b>SOCIAL MARKETING</b>	20/HR	We utilize social marketing to reach audience through various social platforms to develop relationships for your brand.	Social platforms from social media, blogs, visual blogging and more are on the rise. Audiences are prone to visual profiles to identify with the brand.  Our social marketing approach includes: social media, content and video blogging, newsletters and alignment with *social ads.	Social marketing consistency is important. Based on social platforms utilized for the company, 3 to 5 posts a week, with various types of posts, are recommended.	Social Marketing platforms vary based on needs. All profiles should be consistent with branding for easy identity and to help build engagement.
<b>SOCIAL ADVERTISING</b>	18/HR	Social advertising provides businesses with the option to reach wider audiences in their niche markets while creating their own budgets.	Our services for social advertising include: identifying your target audience, tracking of every advertisement performance, design of advertisements per each network, and reading ROI analytics to adjust ads and budgets when needed.	Ads are recommended on objective-based strategies. Budgets are 100% up to the client. Posting of ads should be live for at least 30 days to truly define the ROI.	Social Advertising is a tactic only the client can decide to utilize. It is recommended to build your brand at an average level to build a new audience before starting an ad campaign. As well, an ad campaign can help bring in new audiences as you build your brand presence.
<b>PRINT MARKETING</b>	10/HR	Print marketing helps increase identify awareness in the local markets.	Our print marketing services are prepared in a packaged-format for clients to reuse and distribute as needed.	Objective-based	Objective-based changes can be determined if rebranding is considered.
<b>*PUBLIC RELATIONS</b>	35/HR	Public Relations is a constant relationship builder to create new media opportunities for your brand.	Our PR services consider your publicity needs. We reach out to create different partnerships to put your brand in the spotlight.	PR services is a full-time commitment and is only recommended for brands willing to commit to partnerships, organizations, sponsorship and other spotlight-event that will build brand publicity.	Crisis Communications is a consideration for a brand-comeback. *Consulting rate only.
- Project Rates available with combined services and/or retainer options.					

