



SERVICES

Are you ready to level up your marketing?

ONE-TIME MARKETING SERVICES

Lead Magnet Package

In today's world, emails are currency. The best way to capture new leads is by offering a high-value piece to your audience in exchange for their sign-up. Through our Lead Magnet Package, we create a custom, branded lead magnet (checklist, short guide, etc.) that will connect with and convert your ideal audience.

- 2-sided PDF lead magnet
 - Fully written and designed to match your firm's brand
- 2 rounds of design edits

Rate: \$800 one-time fee

30-Days to Launch Your Marketing

This comprehensive marketing package is perfect for advisors looking to kick-off their content marketing efforts. Ideal for marketers who want to DIY, our team will give you all the tools you need to kick off a strategy focused on conversions and adding value. This package includes:

- 12-month content calendar complete with blog post ideas, email newsletter topics, and quarterly lead magnet themes
- Website copy audit and SEO recommendations
- Client case studies for use on your website and in marketing materials
- Custom designed newsletter headers
- Custom designed social media assets (profile headers, etc.)
- 24 custom designed graphics for sharing on social media over the course of the next 12 months
- Social media posting schedule

- Client Marketing Style Guide (including a client avatar, tone/messaging guide, and more)
- Best Practices Bundle (Blogging, Social Media, and Email Marketing)
- 1 lead magnet (written and designed)

Rate: \$2,599 one-time fee

MONTHLY MARKETING PACKAGES

Blogging Boss

Are you ready to start putting your story out into the world? Our blogging package helps you to start telling your story and capturing your audience.

- 2 blog posts/month
- 750-1000 words
- Keyword research
- Posting blogs to your website

Rate: \$500/month

Outsourced Content Marketing Solution

Let's level up your content marketing with this unique all-inclusive monthly service. We provide the content baseline you need to create content and promote it to your audience.

- 2 blog posts/month
 - 750-1000 words
 - Keyword research
 - Posting blogs to your website
- LinkedIn and Facebook organic posting management
- 1 newsletter written and scheduled/month

Rate: \$1500/month

Social Media Superhero

Did you know that, on average, people spend over two hours a day on social media? Reach your target audience where they're already spending time online with custom social media management.

- Ongoing Facebook and LinkedIn organic management
- Monthly reporting analytics to track engagement
- Custom image and graphic design for social media posting
- Unique social strategy based on your ideal client
- Quarterly phone call check-in's
- Unlimited email access to our Social Media team

Rate: \$500/month