



## 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