

Digital Marketing Kickstarters

Our Kickstarters are a one-time set-up package and are based on implementation of Infusionsoft marketing automation.

STARTER: for solopreneurs and small businesses who want to start using marketing tools and automation, but want to do more of the marketing themselves.

BUILDER: for small businesses who want to start using marketing tools and automation to ramp up more quickly

	STARTER \$2,000 one time*	BUILDER \$3,900 one time*
InfusionSoft Setup (contact transfer, basic templates)	■	■
Marketing Strategy/Plan	template only	In-person
Lead Magnet Development	1	2
Landing Pages	1	2
Campaign setups	1 lead gen	1 lead gen and 1 referral, convert or nurture
Email Broadcast	1	1
User Training	2 hours	2 hours
Website Audit	—	■
SEO	—	Audit with recommendations
Time to Implement (on average)	14 days	30 days

* Cost does not include monthly cost for Infusionsoft. Infusionsoft pricing based on number of contacts and other features needed.

On-going Marketing

To make sure that your marketing keeps you moving forward we offer monthly support at different levels based on your need and resources. Our goal is to help you build a long term strategy that is sustainable, whether you are managing it yourself or getting outside help. Building up a digital marketing program that works, takes time -- there is no magic. For that reason, we require a minimum 6-month commitment.

Monthly Ongoing Marketing

A customized plan is created based on each business needs. Could include the any of the following:

- | | |
|---|--------------------------------------|
| Infusionsoft support and maintenance | Online advertising |
| Content development | Design, presentations & infographics |
| Website content optimization | Email marketing |
| Social media post creation and management | Funnel development |
| Brand & messaging | Marketing Plan development |
| Strategy Consulting | Lead magnets |

Mini	Basic	Maintenance	Growth
\$300/mo	\$600/mo	\$1350/mo	\$2450/mo

Add-Ons	Description
Facebook/Google Ads	Cost based on ad spend (recommend \$350+/mo)
Content Development	Can be added in blocks of 4 hours - \$350 each
SEO/SEM	Cost based on need
Strategy consulting	\$100/hour
Website Development	Packages starting at \$2995
Website Review	Includes audit and recommendations for better SEO, usability and marketing effectiveness - \$395
Video Production	Will depend on type and length of video