

# Marketing Packages

*Packages designed to attract and convert more leads online with measurable marketing that really works.*

**DESIGN**  
EXTENSIONS

# What We Offer

We craft a complete digital marketing plan so you can focus on what matters – your business.

3	ACCOUNT MANAGEMENT	10	EMAIL SET UP
4	CONTENT CREATION & MULTIPLICATION	11	CONSULTING
5	SEO	12	WEBSITE
6	PPC	13	MAINTENANCE
7	SOCIAL MEDIA	14	HOSTING
8	SOCIAL MEDIA ADS	15	ADA
9	EMAIL MARKETING AUTOMATION	16	HUBSPOT ONBOARDING



*The entire process was seamless, and we couldn't be more pleased with our new website!*

**TOP AGENT COACHING**



*Professional, up to date on design, technology, and trends. Fast and accurate turnaround time.*

**HINES - SOUTHEAST REGION**



*Friendly, courteous, professional staff that has been a pleasure to work with.*

**RULON INTERNATIONAL**

# Account Management

Account management provides you with a dedicated account manager (AM) whose focus is you and your success.

	STARTER	PROFESSIONAL	ENTERPRISE
Campaign #	1	3	5
On-boarding	✓	✓	✓
Plumbing & Set-Up	✓	✓	✓
Strategy Meeting Frequency	<b>Quarterly</b>	<b>Monthly</b>	<b>Monthly</b>
Plan & Manage SMART Goals	✓	✓	✓
HubSpot Management*	✗	✓	✓
Growth Driven Design (quarterly review)	✗	✓	✓
Website Heat Mapping	✗	✓	✓
1 hr Monthly Call #	1	2 <i>(OR 2 Loom Reviews)</i>	4 <i>(OR 4 Loom Reviews)</i>
Support Plan	<b>Maintenance</b>	<b>Performance</b>	<b>Accelerated</b>
Lead Sheet	✓	✓	✓
	<b>\$1,000</b> /MO	<b>\$1,600</b> /MO	<b>\$2,400</b> /MO

\*See pages 16 for HubSpot onboarding and software tier pricing.

# Content Creation & Multiplication

Content creation is the development of strategic content that drives SEO, improves engagement, and converts your prospects into customers; content multiplication enables you to get the most out of your content.

	STARTER	PROFESSIONAL	ENTERPRISE
Topic Cluster Creation	✓	✓	✓
# Monthly Blog Posts	2	3	5
Publish Posts to Website	✓	✓	✓
SEO Optimization for Each Post Page	✓	✓	✓
Blog Post Graphics	<b>Sourced</b>	<b>Created</b>	<b>Created</b>
Video	✗	<b>1 30-Second Explainer Video Creation Per Quarter</b>	<b>1 60-Second Explainer Video Creation Per Quarter</b>
Added Share Capabilities For Each Post	✗	✓	✓
# Platforms Blogs Posted Up To	1	2	4
# Pillar Pages Created Per Quarter	✗	1	2
	<b>\$900</b>	<b>\$1,850</b>	<b>\$2,250</b>

# SEO

Search engine optimization (SEO) increases the amount of visitors to your website by obtaining high-ranking placements in the search results pages of search engines.

	LOCAL	LOCAL 2	REGIONAL	NATIONAL VALUE
6 Month Cycle	✓	✓	✓	✓
Geo Locations	1	2	3	NATIONWIDE
# Primary Keywords	10	15	20	20
# Secondary Keywords	40	60	80	20
Directory/Listing Set Up	✓	✓	✓	✓
Website Content 250 Words	✓	✓	✓	✓
# Guest Blogs Writing	4 <i>and Posting</i>	6 <i>and Posting</i>	12 <i>and Posting</i>	9 <i>and Syndication</i>
1 Press Release Distribution	✓	✓	✓	✓
Weekly Keyword Report	✓	✓	✓	✓
Monthly Performance Report	✓	✓	✓	✓
	\$500	\$700	\$1,000	\$1,200

# PPC

Pay-Per-Click (PPC) management is the process of overseeing and managing your GoogleAd spend, helping you reach your customers online via paid search advertising.

	STARTER	PROFESSIONAL	ENTERPRISE	ADDITIONAL COST
<b>SET UP FEE</b>	\$1,000	\$1,250	\$1,500	
<b>MONTHLY PPC SPEND</b>	UP TO \$2,500	\$2,500-\$15,000	\$15,001-\$50,000	
<b>GOOGLE SHOPPING MANAGEMENT</b>	ADD \$300	ADD \$300	INCLUDED	
Campaign Keywords	UP TO 400	UP TO 2,000	UP TO 10,000	
Landing Page Set Up	1	2	3	
Initial Campaign Development and Strategy	✓	✓	✓	
Google Search Network, If Applicable	✓	✓	✓	
Advanced Keyword Research and Selection	✓	✓	✓	
Google Display Network, If Applicable	✓	✓	✓	
Google Analytics Integration	✓	✓	✓	
Ad Campaign Copy Writing and Design	✓	✓	✓	
<b>ONGOING (MONTHLY)</b>				
Monthly Performance Reporting	✓	✓	✓	
Clicks and Conversion Monitoring	✓	✓	✓	
Monthly Review and Optimization	✓	✓	✓	
	<b>\$500</b>	<b>\$700</b>	<b>\$1,000</b>	

# Social Media

Social media marketing uses social media platforms to connect with your audience so you can build your brand, increase sales, and drive website traffic.

	STARTER	PROFESSIONAL	ENTERPRISE	ADDITIONAL COST
<b>SET UP FEE</b>	\$1,000	\$1,000	\$1,000	
<b>AD SPEND BUDGET INVESTMENT</b>	UP TO \$5,000	UP TO \$7,500	UP TO \$10,000	
<b>SET UP</b>				
Page Creation or Access Obtainment	✓	✓	✓	
On-Page Audit and Optimization	✓	✓	✓	
Network Tracking Pixel Set Up on Website	✓	✓	✓	
DE Engagement Training Course	✓	✓	✓	
<b>ONGOING</b>				
Topic Cluster Creation	✓	✓	✓	
# Monthly Posts	4	8	12	
Social Monitoring	✗	✗	✓	
Monthly Reporting	✓	✓	✓	
Graphics Creation	✓	✓	✓	
Posted to 4 Social Networks	✓	✓	✓	
Content Calendar	✓	✓	✓	
Post Boosting	✓	✓	✓	
	<b>\$750</b>	<b>\$1,500</b>	<b>\$2,000</b>	

# Social Media Ad Management

Social Media Ad Management is the process of overseeing and managing your social media ad spend & strategy, helping you reach your customers online via social channels they are using.

	STARTER	PROFESSIONAL	ENTERPRISE	ADDITIONAL COST
<b>SET UP FEE</b>	\$1,000	\$1,250	\$1,500	
<b>MONTHLY SOCIAL AD SPEND</b>	UP TO \$2,500	\$2,501-\$15,000	\$15,000-\$50,000+	
# of Campaigns	1	2	3	
# Landing Page Set Up	1	2	3	
Ad Account Set Up & Optimization	✓	✓	✓	
Ad Campaign Copy Writing and Design	✓	✓	✓	
<b>ONGOING (MONTHLY)</b>				
Demographic Targeting	✓	✓	✓	
Keyword, Interest, & User Intent Targeting	✓	✓	✓	
Monthly Performance Reporting	✓	✓	✓	
Monthly Review and Optimization	✓	✓	✓	
	<b>\$750</b>	<b>\$1,100</b>	<b>\$1,600</b>	



# Email Marketing Automation

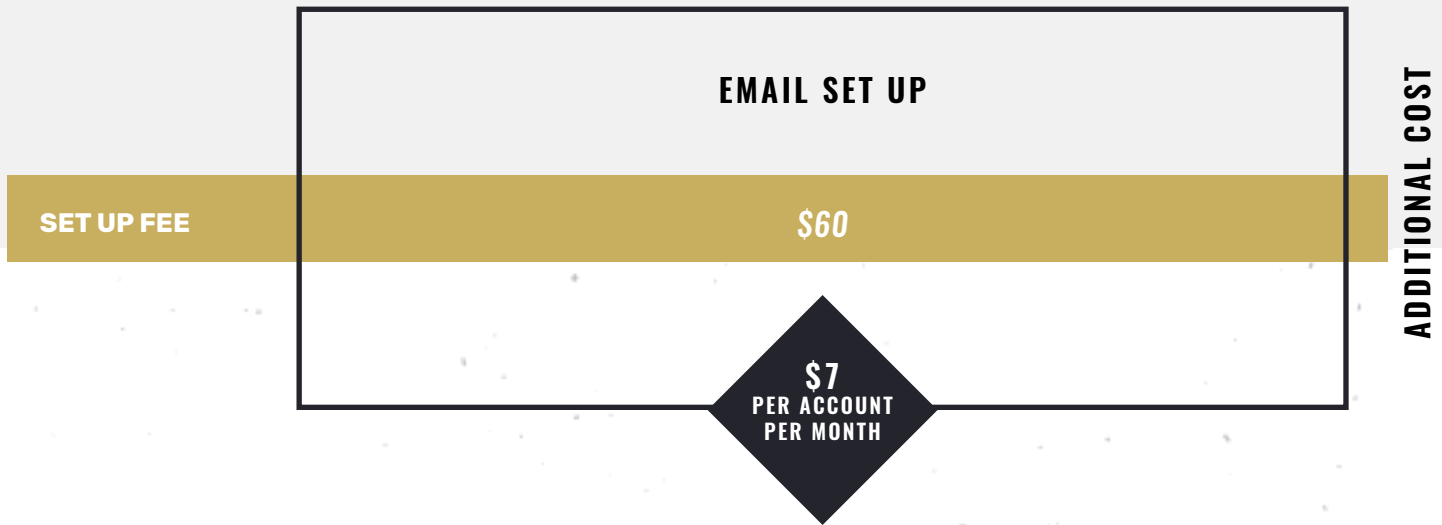
Email marketing is a highly effective digital marketing strategy that lets you automatically send emails to prospects, increasing your chances of converting them into a customer.

	STARTER	PROFESSIONAL	ENTERPRISE	ADDITIONAL COST
<b>SET UP FEE</b>	<b>\$1,000</b>	<b>\$3,000</b>	<b>\$5,000</b>	
# of Emails & 2 Rounds of Revisions	1	3	6	
# Email in Workflow	1	3	3 Per Workflow 2 Workflows	
A/B Testing	✗	✓	✓	
Email Tracking with Reporting	✓	✓	✓	
Updated Strategy	✗	✓	✓	
	<b>\$250</b>	<b>\$500</b>	<b>\$750</b>	

*In order to set up email automation services, you must first have access to an email automation tool. You can grant Design Extensions access if you already have an automation tool, or you can sign up for HubSpot Professional tier. See page 16 for onboarding and software tier pricing.*

# Email Set Up

Email set up lets you have an email so your team, customers, and other important people can reach you. This service is only available for current clients and all accounts are set up in Gmail.



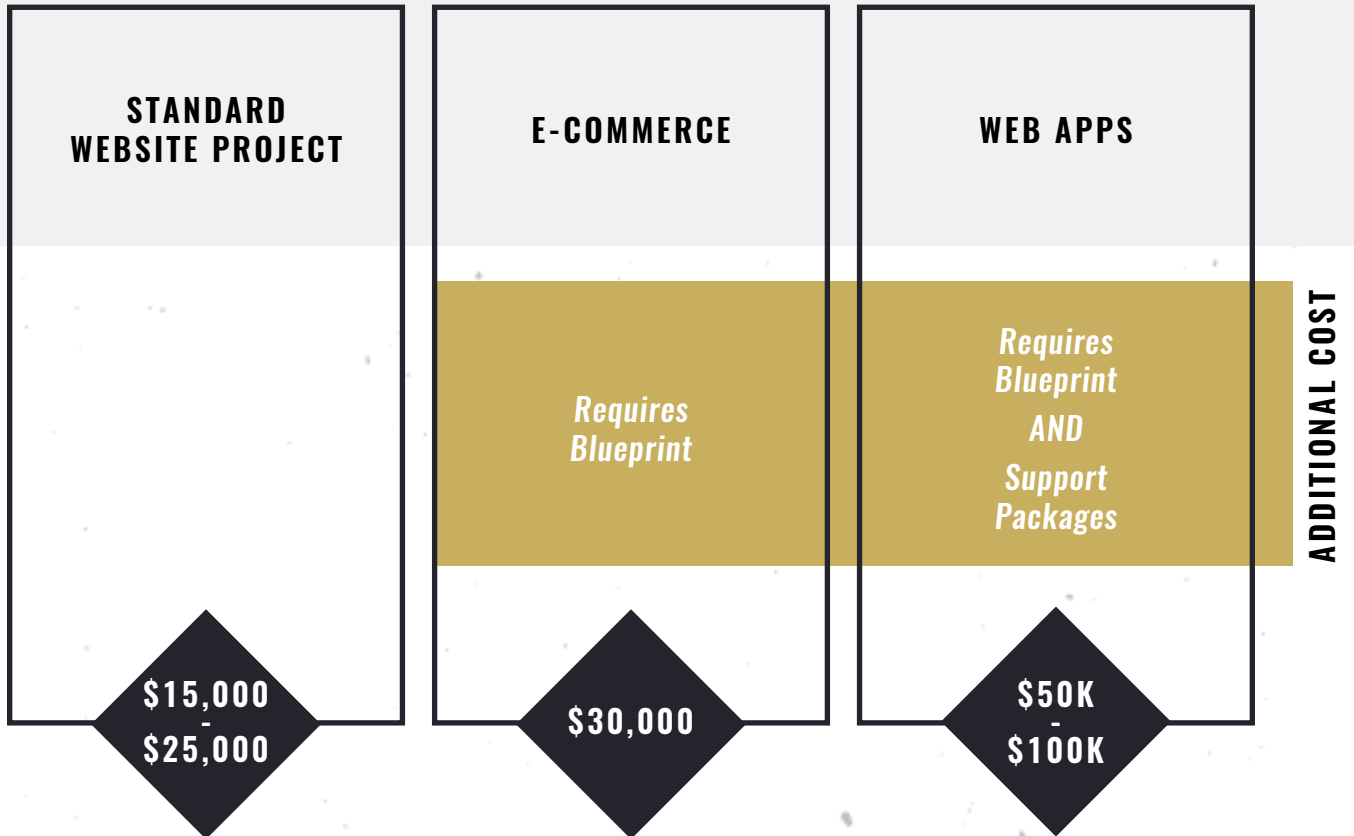
# Consulting

All packages include time at DE or on location with the DE marketing team for strategy and development of deliverables described for each below. *\*Travel costs are not included.*

	MESSAGING BLUEPRINT (2HRS)	WEBSITE BLUEPRINT (4HRS)	MARKETING BLUEPRINT (6HRS)	FULL DAY MARKETING BLUEPRINT
StoryBrand Brandscript	✓	✓	✓	✓
StoryBrand Explanatory Paragraph	✓	✓	✓	✓
StoryBrand One-Liner	✓	✓	✓	✓
Website Homepage Priority Guide	✗	✓	✓	✓
Website Homepage Copy	✗	✓	✓	✓
Website Wireframe	✗	✓	✓	✓
Website Design Review	✗	✓	✓	✓
Marketing Audit	✗	✗	✓	✓
Outline 12-Month Marketing Plan + Visual Sales Funnel	✗	✗	✓	✓
Create a Lead-Generating PDF	✗	✗	✗	✓
Write a Nurturing Campaign with 3 Email Follow-Ups	✗	✗	✗	✓
	<b>\$1,500</b>	<b>\$4,000</b>	<b>\$6,500</b>	<b>\$9,500</b>

# Website

Website services are designed to help you grow your business.



# Maintenance Packages

We will care for and manage your site so you can spend your time doing what you do best.

	<b>MAINTAIN</b> The BASIC plan that keeps your site running like it should!	<b>PERFORMANCE</b> Our MOST POPULAR plan that will keep your website updated and highly secure.	<b>ACCELERATED</b> The PERFECT plan that serves websites with eCommerce, membership, multilingual, or advanced functionality.
Priority Support	✗	✓	✓
Wordpress Core Updates	✓	✓	✓
Wordpress Theme and Plugin Updates	✓	✓	✓
Monthly Status Report	✓	✓	✓
Daily Security Check	✓	✓	✓
Support Request Rate	<b>\$120/hr</b>	<b>N/A</b>	<b>N/A</b>
Unlimited Website Edits	✗	✓	✓
Speed Optimization	✗	✗	✓
eCommerce and Advanced Functionality Support	✗	✗	✓
	<b>\$79 /month</b>	<b>\$179 /month</b>	<b>\$229 /month</b>

# Hosting

Hosting is how your website stays online; all websites require a web hosting service provider so your website can be viewed online.

<b>HOSTING</b>
<i>Hosted on Top of the Line Private Server</i>
<i>Monitored by 24/7 Technical Support Staff</i>
<i>Backed Up &amp; Secure</i>
<i>Optimized for Top Speed</i>
<i>Website Stats Built In</i>
<b>\$480</b> <b>(ANNUALLY)</b>

# ADA Compliance

ADA compliance means your website is designed for and usable to everyone, including those with visual, hearing, motor, and cognitive disabilities; it also means you can get more business and avoid a potential lawsuit.

	BASIC	STANDARD	GUARANTEED	ADDITIONAL COST
SET UP FEE	\$1,997 + UPDATE COSTS	\$2,997 + UPDATE COSTS	\$1,997 + UPDATE COSTS	
<b>PACKAGES DO NOT INCLUDE UPDATE COSTS (\$1,500 - \$10,000)</b>				
Audit	<i>One Time Audit &amp; Update</i>	<i>Premium Audit &amp; Updates</i>	<i>Ongoing Audit and Updates with <b>GUARANTEED</b> Compliance</i>	
Automated/Manual	<i>Initial Automated</i>	<i>Initial Automated</i>	<i>Automated and Manual</i>	
Legal Text	<i>Accessibility Statement Added to Website While Updates Are Made</i>	<i>Monthly Automated Audit</i>	<i>Written Legal Guarantee Website is ADA Compliant</i>	
Further updates	<i>Written Review of Recommended Updates</i>	<i>Consultation Regarding Recommended Updates</i>	<i>Third Party Certification and Ongoing Guarantee of ADA Compliance</i>	
Speed Optimization	×	<i>Monthly Audit to Review and Recommend Updates Based on Changes</i>	×	
	<b>\$750</b>	<b>\$1,500</b>	<b>\$2,000</b>	

# HubSpot Onboarding\*

HubSpot is a marketing, sales, and service software that provides all-in-one tracking and automation tools to help you grow your business.

*\*HubSpot software subscriptions are paid directly to HubSpot. The fee below is for guided onboarding only. See [hubspot.com/pricing/marketing](https://www.hubspot.com/pricing/marketing) for HubSpot software pricing.*

## HUBSPOT ONBOARDING

*Add Users*

*Connect Inbox & Set Up Email Tracking*

*Connect Calendars to Meetings Tool*

*Connect Social Media Accounts*

*Install HubSpot Website Tracking Code*

*Import Contacts*

*Import Deals for Sales*

*Set Up Customized Dashboards — Marketing, Sales, Etc.*

*Connect Relevant Apps*

**COST:  
\$2700**