



2024 UPDATED EDITION

\$\$\$\$\$

DOLLA DOLLA BILLS Y'ALL

THE DEETS

NEED TO KNOW

QUOTES
RATES
POLICIES

INFO

PACKAGES

MONEY. THEY MONEY.
MUST BE FUNNY
KA-CHING PROCEDURES

INFORMATION ABOUT MY PROCESS
TOP SECRET INFORMATION AND STUFF

WHAT I DO

Marketing Audits

If you know there is something wrong with your marketing but can't figure out WHAT then you need a marketing audit! Marketing Audits are the perfect way to get your business back on track and uncover info you might have missed. I focus on a specific area like your website, branded materials, social media, etc. and go to town with a list of suggested improvements. This process includes written suggestions and samples to help you execute on any suggestions you like.

Design

Need help bringing your vision to life? I got you babe! My design work includes general graphic design, website design and optimization, social media content design and more!

Branding

Whether you've got an established brand that needs a face-lift or are starting from scratch, I'm here to help. I offer a variety of branding-focused packages tailored to your needs.

Strategy

Let's talk about your vision. 6 months? 5 years? You decide! My strategy packages focus on laying out a concrete plan for you that's custom tailored to your business goals, KPI's and vision.

Beyond!

When I say I dabble in alot of stuff, I mean it. As a bonus to my clients I offer a variety of "A La Carte" services that are complimentary to their needs. This includes photography, public relations, blog writing and more.



WHAT I DON'T

I have some AMAZING people that help me round out my offerings in areas I don't specialize in. We can collaborate and I'm always happy to share my referrals for projects outside my scope.

Please note, I am currently not offering any additional spaces for social media management services.

Audit Packages

Website Audit Package

- Review of company website on both desktop and mobile
- Comprehensive feedback presentation and accompanying suggestions document
- Single page visual mock-up of suggestions

Social Media Audit Package

- Review of up to 5 social media channels content (6 month posting duration)
- Comprehensive feedback presentation and accompanying suggestions document
- Single page visual mock-up of suggestions per channel (maximum 5 pages)

Brand Audit Package

- Review of existing brand kit and all branded materials
- Comprehensive feedback presentation and accompanying suggestions document
- Single page visual mock-up of suggestions

Comprehensive Marketing Audit Package

- Review of up to 5 social media channels content (6 month posting duration)
- Review of existing brand kit and all branded materials
- Review of company website on both desktop and mobile
- Comprehensive feedback presentation and accompanying suggestions document
- 10 page visual mock-up of suggestions



NEED A CUSTOM AUDIT?

Let's chat! We can work together to build your perfect package.

Branding Packages

Brand Refresh Package

It's like a face-lift but for your brand. This package focuses on taking your existing materials and giving them a bit of an upgrade and includes:

- Full review of existing branded materials
- Brand overview document including suggestions for a refresh
- New banners and profile icons for social media channels
- 10 social post concepts with refreshed branding
- Refreshed Brand Book

Brand Re-design Package

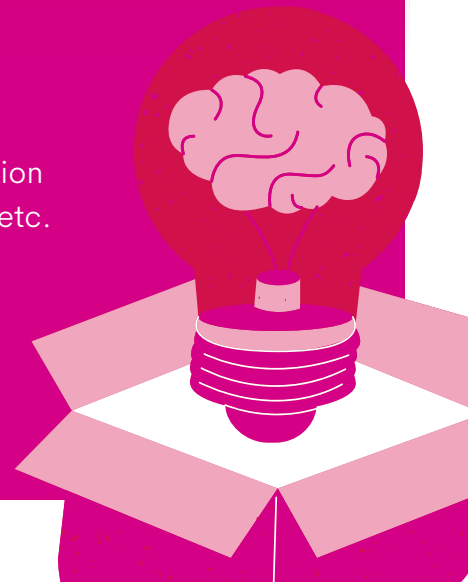
This package works best for people who have a brand but want to make some changes. I pull inspiration from your existing brand and give you a fresh new look which includes:

- Full review of existing branded materials
- Brand overview document including suggestions for Re-design
- New branding designs for existing website, social media, marketing materials, etc.
- 30 social post concepts with Re-designed branding
- Re-designed Brand Book

Brand Design Package

We're starting from scratch! This package works best for people who are just starting out and don't have an existing brand, or those who want a completely new look. We chat about your vision, I bring it to life including:

- Creation of entirely new and unique branded materials
 - Logo
 - Typography
 - Colour Palette
 - Additional Branding Elements
- Brand overview document including suggestions for implementation
- Branded designs for website, social media, marketing materials, etc.
- 30 social post concepts with branding
- Complete Brand Book of finalized design



Design Packages

Logo Design Package

Just need a logo? Here you go! This package includes the design of an original logo in the following formats:

- Standard
- Inverted
- Black and White
- Sticker Format (Circular or rectangle)

Social Media Graphic Design Package

Creation of 30 still graphic and animated graphic posts comprising of:

- 19 single image posts
- 5 carousel posts
- 5 short animated posts (GIFS)
- 1 video post (60 seconds)

Please note: this package does not include photography or videography. All images must be provided by the client or stock images. This package is a DESIGN package and does not include captions, hashtag suggestions, etc.

Presentation Design Package

Need a super cool presentation for something important? I got you!

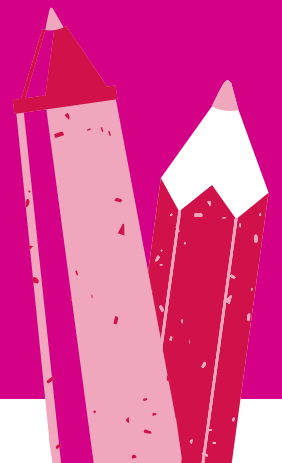
- Includes up to 50 slides fully designed, animated and ready to go

Please note: this package does not include creation of the presentation copy or content. All content must be provided by client and will be organized in the presentation accordingly.



WORKING ON A TIGHT BUDGET?

I've got templates! If you need something quicker or for a little less try some of my pre-made templates. I've got some for every budget and they might just be exactly what you need.



Strategy Packages

Strategic Marketing Plan Package

We need a plan! This package helps get you and your marketing efforts on the same page and includes:

- Marketing Goals and Objectives
- Target Audience Research and Definition
- Marketing Tactics and Tools
- Marketing Plan
- Timeline and Budget

Social Media Marketing Plan Package

Let's get your socials set. This package focuses on social media strategy and all the things YOU need for success. It includes:

- Platform Research and Overview
- Target Market Research
- Suggested Tactics
- 90-day comprehensive Social Media Marketing Schedule
- Content Mockups
- Implementation Suggestions

Brand Launch Strategy Package

Ready to launch your big idea? This is the plan for you. The Brand Launch package focuses on everything you need to do to get eyeballs on your new brand. It includes:

- Brand overview
- Tactics and suggested timeline
- 90-day launch strategy
- Resources and implementation tools

