

## Digital Marketing (Websites)- \$75/hr.

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### TEMPLATED SITE BUILD | 66 hours

- 4 pages (home, about, service, contact)
- Desktop and Mobile Friendly versions
- Branded design - customized fonts, colors, and imagery
- Contact Form creation & setup
- Industry specific research, competitive analysis
- On-Page SEO & Copy
- Website hosting account setup
- Domain recommendation, purchase, setup, linking
- 3 consultation meetings/calls
- Ownership transfer
- One-month web support

3-month contract, 50% deposit, 25% month two, 25% upon completion

### LANDING PAGE | 12 hours

- Creation of single landing page style site
- Branded design
- Contact form
- SEO optimized

1-month contract, 50% deposit, 50% upon completion

### WEBSITE UPDATE | Project dependent, starting @ 25 hours.

May include copy, visuals, speed, SEO, branding

- Desktop and Mobile Friendly versions
- Branded design - customized fonts, colors, and imagery
- Industry specific research, competitive analysis
- On-Page SEO & Copy
- 2 consultation meetings/calls
- One-month web support

3-month contract, 50% deposit, 50% upon completion

### WEBSITE MONTHLY MAINTENANCE | 6 hours

On-demand updates

- Up to 6 hours per month
- Copy, specials, images, design, etc.
- Troubleshooting, etc.

Monthly billing, 6-month contract

## Digital Marketing (SEO)- \$75/hr.

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### WEBSITE SEO AUDIT | 10 hours

- Competitive analysis
- Keyword research
- SEO Review: Speed tests, performance reports, back-end analysis
- 1 consultation meeting/call

1-month contract, 50% deposit, 50% upon completion



## Ashley Painter Marketing & Design Service & Pricing Menu 2023

### THIRD-PARTY SEO AUDIT | 8 hours

- Competitive analysis
- Keyword research
- Current web presence audit
- Full findings report
- 1 consultation meeting/call

1-month contract, 50% deposit, 50% upon completion

### WEBSITE SEO IMPLEMENTATION | 15 hours\*

#### On- Page SEO

- Speed optimization
- Setup of SEO page URLs
- Meta tags
- Meta titles
- Meta descriptions
- Alternate image text
- Outbound linking
- Internal linking
- Speed improvements: image resizing, caching tc.
- 2 consultation meetings/calls

1-month contract, 50% deposit, 50% upon completion

\*Estimate, implementation dependent on audit results

### THIRD-PARTY SEO IMPLEMENTATION | 15 hours\*

- Addition to Google My Business
- Addition to Top 20 listing sites
- Verification/ownership of existing accounts
- Account & Password Guide
- Full Listing optimization
- Consistent branding (name, address, logo)
- Additional of site photos
- Website inbound linking
- Social Media inbound linking
- 2 consultation meetings/calls

1-month contract, 50% deposit, 50% upon completion

\*Estimate, implementation dependent on audit results

### QUARTERLY SEO MAINTENANCE | 10 hours

- Quarterly meeting or communication to update client goals
- Industry specific research, competitive analysis
- Quarterly third-party SEO including: Keyword research, updated copywriting, , meta descriptions, etc. on third-party descriptions and listings

1-year contract, payments split monthly

## Education- \$75/hr.

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### BUSINESS CONSULTATION | 20 hours

- 1:1 discovery call to discuss current marketing & struggles
- Custom business analysis (All socials, website, logo & branding, third-party, GMB)
- Custom competitive review (in 1 area of choice- social, websites, branding)
- Findings report
- Custom recommendations & path forward

1-month contract, 50% deposit, 50% upon completion



Pricing and services subject to change. For most current service offerings and pricing contact Ashley Painter at (302) 514-1986 or [ashley@ashleydoesads.com](mailto:ashley@ashleydoesads.com).

## Graphic Design | \$75/hr.

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### LOGO & BRAND DESIGN | 30 hours

- Industry specific research
- Comprehensive competitive analysis
- 2 Brand Board Proposals
- Minimum of 2-3 proposed logo designs
- 1 round of edits on selected logo
- Sub mark design (secondary logo)
- Brand Kit with fonts, styles, hex, RGB and CMYK codes
- Style Sheet including fonts, styles
- Final logo and sub marks
- Fully optimized and completed logo files
- Full color and single color versions
- Main and sub mark logos
- Vector, print and digital/web files
- Collateral mocks
- 2 consultation calls

2-month contract, 50% deposit, balance upon completion

### LOGO REVAMP | 20 hours

- Current asset collection and brand analysis
- Industry research, competitive analysis
- Minimum of 2-3 proposed logo designs
- 1 round of edits on selected logo
- Sub mark design (secondary logo)
- Brand Kit with fonts, styles, hex, RGB and CMYK codes
- Style Sheet including fonts, styles
- Final logo and sub marks
- Fully optimized and completed logo files
- Full color and single color versions
- Main and sub mark logos
- Vector, print and digital/web files
- Collateral mocks
- 2 consultation calls

2-month contract, 50% deposit, balance upon completion

### “JUST A LOGO” | 10 hours

- Minimum of 2 proposed logo designs
- 1 round of edits on selected logo
- 4 fully optimized and completed logo files
- Full color and black versions
- Delivery of PDF and JPEG files
- 1 consultation call

1-month contract, 50% deposit, balance upon completion

### A LA CARTE | Project Dependent

- Includes consultation, industry research, asset design, 1 round of edits, final file delivery in preferred format and communication with third-party vendors



## **Social Media- \$28/hr.**

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### **SOCIAL MEDIA 1:1 | 25 hours**

- 1 social channel, 1 post per week, + 1 paid ad management. Does not include cost of ads.  
Monthly billing, 6-month contract

### **SOCIAL MEDIA 2:1 | 36 hours**

- 2 social channels, 1 post per week, + 1 paid ad management. Does not include cost of ads.  
Monthly billing, 6-month contract

### **SOCIAL MEDIA 2:2 | 57 hours**

- 2 social channels, 1 post per week, + 1 paid ad management. Does not include cost of ads.  
Monthly billing, 6-month contract

### **SOCIAL CHANNEL ADD-ON | 8 hours**

- Includes additional social channel to current contract. Setup, min 1 post/week.  
Monthly billing

### **AD CAMPAIGN ADD-ON | 10 hours**

- Additional paid ad campaign with current contract. Does not include cost of ads.  
Monthly billing

#### **Social Media Package inclusions:**

- (1) Organic content management for (xxx) social media accounts
  - Includes strategy, copywriting & scheduling
  - (xxx) posts per week per platform, currently Facebook and Instagram
- (2) Industry education & competitive analysis
  - Required industry analysis and education to produce accurate, authentic, and relevant content
- (3) Engagement strategy
  - Follower engagement, comment replies and strategic interaction with other accounts on social media to support client goals
- (4) Content marketing
  - Creation of on-brand visuals, including branded graphics and custom videos and reels
- (5) Asset collection
  - Ongoing asset collection for organic and paid social campaigns. Includes two site visits per month, digital asset curation, including drop box files, stock image, video, and testimonials
- (6) Weekly & Monthly Content Reports
  - Includes collection and analysis of organic content performance by platform, type, reach, engagement, and content pillar. Content reports are performed weekly and strategy adjustments are made based on data.
- (7) Paid Ad campaign management
  - Includes strategy, setup, creation, and management of (1) ad campaign via ads manager delivered to preferred platforms and placements
- (8) Weekly & Monthly Ad Campaign Reports
  - Includes collection and analysis of paid campaign performance by content type, messaging, platform, and placement. Strategy adjustments as needed (content, audience, or placement) based on performance metrics.
- (9) Client communication (text, e-mail, phone calls) as needed throughout month
- (10) Annual or quarterly meetings as requested

