



Sample Service Menu

Service	Description
Foundation	
Marketing Strategy Session (1/2 day)	4-5 hour strategy session to develop buyer personas, map the buyer's journey, create content topic clusters, identify competitors, and document key differentiators. Includes documented strategy.
Buyer Persona Strategy Session	Includes 2 hour meeting to identify characteristics for up to 2 buyer personas
Buyer Persona Survey Creation	This is a survey that includes up to 10 questions and will be delivered to client to send to ideal customers
Buyer Persona Development	Additional internet research, backstory creation, and development of final persona document
Buyer's Journey Mapping	Mapping the types of content (channels and topics) that will reach each Buyer Persona in each stage of the Buyer's Journey
Competitor Research	Identifying industry competitors, their digital marketing efforts, and any SEO performance indicators
SEO Keyword Research	Identify search terms with low competition and high monthly search volume. Used to influence content creation.
Editorial Calendar (Website Content)	Creation of 12 month content calendar with blog topics focused on ideal personas and SEO keywords
Editorial Calendar (Social Media)	Creation of a 1 week template that dictates what type of social content should be posted each day of the week, when, on what channels.
Lead Generation Strategy (1 Buyer Persona)	Identifying specific tactics and metrics to measure over 3 months for capturing leads that fit the profile of a chosen Buyer Persona
HubSpot Growth Stack Onboarding	Includes account setup, configuration, implementation, and all meetings and calls as necessary for HubSpot Marketing, Sales & Service Hub Products.
HubSpot Marketing Hub Onboarding	Includes account setup, website technical integration, configuration of blogging, landing pages, mass email, social media, ads, forms, and all meetings & calls as necessary
HubSpot Sales Hub Onboarding	Includes configuration of deals pipeline & fields, call & meeting types, meetings widget and assistance with connection to individuals outlook or gmail accounts
HubSpot Service Hub Onboarding	Includes configuration of service ticket pipeline & fields, knowledge base system, team email, website support chat, and customer feedback surveys.
HubSpot Conversations Onboarding	Includes team email configuration & live chat website integration.
HubSpot Template Creation (Marketing)	Includes creation of 5 landing page templates, 1 blog template and 3 email templates based on design of existing website.
Website Conversion Optimization Strategy	A plan to add CTAs to high traffic pages, better contact information, and other minor improvements
Google Analytics Dashboard Setup	Includes integration to your website as well as setting up the dashboards in the tool
Social Media Company Profile Creation	Includes creation / optimization of 1 company social media profile on 1 social network (LinkedIn, Facebook, Twitter, etc)
Databox Dashboard Creation	Creation of a new Databox Dashboard with up to 3 unique data sources
Customer Survey Creation	A survey that includes up to 10 questions and will be delivered to clients to send to current customers to gauge satisfaction
Logo Design	Includes 3 initial logo concepts plus 2 rounds of revisions on one selected concept. Final files delivered in JPG, PNG & EPS
Brand Guideline Development	Creation of brand guidelines document. Delivered in PDF format. Includes information on logo usage, fonts, colors, textures, etc.
Static Lead Capture Content Offers	
Standard Content Offer Layout & Design	Includes cover page, table of contents and 5 interior page layouts for use with all content offers
Topic Pillar Page	Includes optimization; up to 2,000 words
Ebook	Includes optimization; approx. 2,000 words. Layout in approved template included.
White Paper (long form)	Includes optimization; approx. 2,000 words of deep, technical content. Layout in approved template included.
White Paper (short form)	Short white paper (approx. 1,000 words of deep, technical content). Layout in approved template included.
Case Study	Write questions, conduct interview and draft content for case study (up to 2,000 words). Layout in approved template included.
Fact Sheet	2-3 page fact sheet copy (up to 1,000 words). Layout in approved template included.
Comparison Guide	2-3 page guide (up to 1,000 words). Layout in approved template included.
HubSpot Lead Capture Form	Create custom form & list for capturing leads from this campaign in HubSpot.
Landing Page	Draft and upload landing page.
Thank You Page	Draft and upload thank you page.
Automated Email	Includes email draft and upload (up to 200 words).
Visual Blog CTA	Visual call to action to use on blog posts and throughout website.
Interactive Lead Capture Content Offers	
Interactive Content Platform	Monthly subscription fee for the Interactive Content Platform
Numerical Calculator - Interactive Offer	Design, setup, configuration and implementation of a numerical calculator for capturing leads & producing a customer facing result. Requires subscription to Platform.

Outcome Quiz - Interactive Offer	Design, setup, configuration and implementation of an outcome quiz for capturing leads & producing a customer facing result. Requires subscription to Platform.
Graded Test / Assessment - Interactive Offer	Design, setup, configuration and implementation of a graded test or assessment for capturing leads & producing a customer facing result. Requires subscription to Platform.
Poll - Interactive Offer	Design, setup, configuration and implementation of a poll for capturing leads & producing a customer facing result. Requires subscription to Platform.
Survey - Interactive Offer	Design, setup, configuration and implementation of a survey for capturing leads & producing a customer facing result. Requires subscription to Platform.
Chatbots - Interactive Offer	Design, setup, configuration and implementation of a website chatbot for capturing leads & producing a customer facing result. Requires subscription to Platform.
Visual Blog CTA	Visual call to action to use on blog posts and throughout website.
Automated Email	Includes email draft and upload (up to 200 words).
Sales Assistance	
Sales Brochure	2-4 page brochure copy (up to 1,500 words) with custom design included.
Cold Sales Email	0-500 word email written for best practices around cold outreach. Proposed subject line and personalization tags included.
Sales Email Sequence (Up To 5 Messages)	Cohesive 5-email outreach plan (each email 0-500 words) with subject lines, personalization tags and suggested delay between emails.
Email Upload to CRM	Upload email template to CRM (1 point each).
Email Signature Creation (HTML Template)	Creation of company wide HTML template for email signatures in your organization
Email Signature Upload to Software	Implementation of the HTML signature template into your email software.
LinkedIn Profile Setup	Includes creation of 1 personal profile (biography, employers, experience, awards, education, photo cropping & cover image)
Contesting	
Contest Strategy	Item, Length, Goal, Mechanics, Promotion Strategy
Contest Graphics	Landing page, social media, CTA, website banners, etc.
Contest Entry Landing Page	Draft and upload Landing Page and contest entry form
Contest Social Media Posts	3 Additional Social Posts per week for the length of the contest promoting the contest
Bloggging	
Quick Blog Post	Includes optimization; 0-500 words.
Short-Form Blog Post	Includes optimization; 500-1000 words.
Mid-Length Blog Post	Includes optimization; 1,000-1,500 words.
Long-Form Blog Post	Includes optimization; 1,500-2,000 words.
Featured Image Selection	Sourcing and cropping of stock image for use as featured image in post.
Post Upload	Upload blog posts to CMS (1 point each).
Blog Post Optimization	Optimize pre-existing content
Topic Pillar Page	Includes optimization; up to 2,000 words
Infographic	
Infographic Copy	Estimated points for infographic copy. Does not include design.
Infographic Design	Design of Infographic content and up to 1 revision.
Infographic Blog Post + Upload	Draft and upload blog post (under 500 words) to promote infographic to owned audiences.
Infographic Social Media Posts	5 social media posts created and scheduled to promote the infographic over a 2 week period
Social Media	
Social Media Toolkit	Create social media toolkit for employees and partners. Toolkit to include marketing asset overview, recommended social updates and related links.
Daily Social Shares (30 total)	Includes 1 social share per day for 30 days; typically to promote content, CTAs, and keep followers updated on industry news.
Weekly Social Shares (12 total)	Includes 3 social shares per week for 4 weeks; typically to promote content, CTAs, and keep followers updated on industry news.
Original Image Social Share	Includes 1 originally designed social post optimized for sharing on social media platforms. Good for promoting specific offer, product or service.
Promotional Social Share Campaign (1 Week)	Includes 7 social shares to promote a specific marketing asset, message, or service offering. Designed to be a week-long push of a single message.
Email Marketing	
Segment Contact Database	Segment database in up to 3 lists (1 point per additional list).
Marketing Email	Includes email draft (up to 400 words).
Customer Newsletter	Includes one headline story draft (up to 400 words), 3 existing blog post summaries with links and 1 visual CTA.
Sales integration email	Send email to sales team with marketing asset and template email copy they can use in the sales process.
Featured Image Selection	Sourcing of stock images for use in marketing email
Email Upload & Scheduling	Upload email content to CMS

Media / Influencer Relations	
Media Database Creation	Identify local media outlets within a geographic region including company name, contact name and email address. (Research)
Press Release	Draft release; approx. 400 words.
PR Outreach Emails	Writing of personal media pitch and follow up emails that can accompany the Press Release. (Does not include sending)
Webinar	
Coordinate with Presenter(s)	Work with internal or external subject matter experts (SMEs) to facilitate webinar. Up to 4 hours of meetings and calls.
Segment Contact Database	Segment contact database to leads in the target vertical.
Pre-Event Nurturing Campaign	3-email drip campaign inviting leads to attend the webinar.
Promotional Blog Post + Upload	Promote webinar to blog (under 500 words) subscribers.
Promotional Social Shares	Promote on Facebook, Twitter, LinkedIn with 3 additional posts per week in the 2 weeks leading up to the webinar
Deck Creation	Work with SMEs to build presentation deck, up to 20 slides
Landing Page	Draft and upload landing page. Integrate with webinar platform.
Day-Of Webinar Support	Provide as-needed support for webinar including setup, troubleshooting, facilitating Q&A, etc.
On-Demand Landing Page	Upload webinar recording (1 point) and update landing page copy (1 point) to make webinar available on-demand after the live event.
Upload Slide Deck to SlideShare	Upload to SlideShare to make content discoverable and embed in follow-up blog post.
Thank You Email to Attendees	Follow-up email to attendees with webinar recording and related resources.
Thank You Email to Non-Attendees	Follow-up email to non-attendees, encouraging them to watch the webinar on-demand.
Follow-Up Blog Post + Upload	Draft and upload blog post (between 500-1000 words) based on webinar takeaways. For example, a recap of top questions—answered.
Video Production	
Social Media Text Animation	Up to 15 second video to share on social media channels. Delivered in up to 3 different aspect ratios
Company Logo Animation	5-10 second clip for use at the beginning or end of a video production
2 Hour On-Site Video Shoot	On-location shoot within driving distance of Peoria, IL. Does not include travel expenses
4 Hour On-Site Video Shoot (1/2 Day)	On-location shoot within driving distance of Peoria, IL. Does not include travel expenses
8 Hour On-Site Video Shoot (Full Day)	On-location shoot within driving distance of Peoria, IL. Does not include travel expenses
On-Site Video Shoot (Full Day w/ Extended Travel)	On-location shoot that consists of flight & overnight lodging. Does not include travel expenses
15-30 Second Social Media Video Editing	Editing of existing video content to fit social media length & goals
30 Second Video Commercial Editing	Editing of existing video content to fit a 30 second commercial format
60 Second Video Commercial Editing	Editing of existing video content to fit a 60 second commercial format
2 Minute Promotional Video Editing	Editing of existing video content into a ~2 minute promotional video about a product or service
2 Minute Testimonial Video Editing	Editing of existing video content into a ~2 minute testimonial video about a product or service
5 Minute Long-Form Promotional Video Editing	Editing of existing video content into a ~5 minute promotional video about a product or service
Photography	
2 Hour On-Site Photo Shoot	On-location shoot within driving distance of Peoria, IL. Does not include travel expenses
4 Hour On-Site Photo Shoot (1/2 Day)	On-location shoot within driving distance of Peoria, IL. Does not include travel expenses
8 Hour On-Site Photo Shoot (Full Day)	On-location shoot within driving distance of Peoria, IL. Does not include travel expenses
On-Site Photo Shoot (Full Day w/ Extended Travel)	On-location shoot that consists of flight & overnight lodging. Does not include travel expenses
Photo Retouching	Per 10 photos
Social Photo Cropping & Resizing	1 Image in 4 sizes - Facebook Post Image, Twitter Stream Image, Instagram Post & Instagram Story
Automation	
Simple HubSpot Workflow	Up to 5 steps
Medium HubSpot Workflow	Up to 15 steps
Advanced HubSpot Workflow	Up to 30 steps
Nurturing Email	Includes email draft (up to 400 words).
Internal Notification Email	Includes creation of custom internal notification email.
Digital Advertising	
Google AdWords Campaign Architecture	Design architecture of account and campaigns
Google AdWords Campaign Setup (per campaign)	Includes Initial set-up of campaign and written ad copy for up to 3 ad variations

Google AdWords Campaign Maintenance	Ongoing maintenance & optimization of ad campaign
Facebook Ads Campaign Architecture	Design architecture of account and campaigns including
Facebook Ads Campaign Setup (per campaign)	Includes Initial set-up of campaign and written ad copy for up to 3 ad variations
Facebook Ads Campaign Maintenance	Ongoing maintenance & optimization of ad campaign
Instagram Ads Campaign Architecture	Design architecture of account and campaigns
Instagram Ads Campaign Setup (per campaign)	Includes Initial set-up of campaign and written ad copy for up to 3 ad variations
Instagram Ads Campaign Maintenance	Ongoing maintenance & optimization of ad campaign
LinkedIn Ads Campaign Architecture	Design architecture of account and campaigns
LinkedIn Ads Campaign Setup (per campaign)	Includes Initial set-up of campaign and written ad copy for up to 3 ad variations
LinkedIn Ads Campaign Maintenance	Ongoing maintenance & optimization of ad campaign
Stock Image Selection (Per Image)	Sourcing and cropping of stock image for use in advertising campaign.
Podcasting	
Podcast - Initial Setup & Planning	Planning of podcast format (clock), frequency, channels, production of intro / outro & theme music, writing of podcast summary, creation of Podcast landing page.
Podcast Recording & Production (per episode)	Includes on-site recording, post-production, summary writing, scheduling to publish. (does not include podcast hosting - available through BuzzSprout)
Print Collateral	
Business Card Design	2 Sided Design. Does not include printing expense.
Postcard / Flyer Design	2 Sided Design. Does not include printing expense.
Poster Design	1 Sided Design. Does not include printing expense.
Letterhead Design	1 Sided Design. Does not include printing expense.
Banner Design	1 Sided Design. Does not include printing expense.
Trade Shows	
iPad / Tablet Lead Capture Kiosk	Creation of lead capture landing page for use at events. Includes auto-refresh programming & deployment instructions (does not include hardware)
Post-Event Nurturing Campaign	3-email drip campaign to all leads captured at the event
Promotional Blog Post + Upload	Promote your attendance at the event to website visitors (under 500 words)
Promotional Social Shares	3 additional social posts promoted on Facebook, Twitter, LinkedIn.
Follow-Up Blog Post + Upload	Draft and upload blog post (under 500 words)
Customer Service - Knowledge Base	
Quick Knowledge Base Article	Includes optimization; 0-500 words.
Short-Form Knowledge Base Article	Includes optimization; 500-1000 words.
Mid-Length Knowledge Base Article	Includes optimization; 1,000-1,500 words.
Long-Form Knowledge Base Article	Includes optimization; 1,500-2,000 words.
Knowledge Article Image Screen Capture	Includes up to 5 screen captures included in appropriate places within article
Additional Services	
Additional Revision Rounds	Additional rounds of revisions beyond the 1 included with each item. Priced per round of revisions
Manual Data Entry	Entry of data into Spreadsheet or CRM. (Per 100 spreadsheet cells)
Special Projects	
Website Development & Management	
Website Sitemap & Navigation Strategy - Simple	Sitemap & Navigation Structure for sites of up to 50 pages
Website Sitemap & Navigation Strategy - Complex	Sitemap & Navigation Structure for sites of 51 - 150 pages
Website Hosting Setup & Configuration	Installation of CMS, Setup of Hosting IP address on Server, Installation of Backup & Firewall Software, Working with your internal IT department.
Website Theme Customization (Design)	Selection of Website Theme, Customization of Colors, Fonts, Logos, Navigation & Templates
Website Page Layout - HTML & Imagery	Per Page. Includes the layout of your website content into the already customized website theme and templates.
Website SEO Strategy & Planning	Strategy & Research into what search terms you want to be ranking for across your website.
Website Page SEO Copywriting	Per Page. Includes writing original content for your website to help it rank for the right terms in search engines.
Website SEO Optimization	Per Page. Includes optimization of your existing website text / content to help it rank for the right terms in search engines.
Website Security, Backups & Routine Maintenance	Per Month. Includes nightly backups, malware scanning, firewall and up to 2 hours of WordPress updates as needed.

Website Page Edits (Existing Website)	Per Page. Includes updating of text, imagery, banners, calls-to-action, forms, or navigation.
Virtual Tours	
VR Tour Platform License (monthly)	Per Month. ONEFIRE XR Platform Fee
360° Photography (Each Photosphere Location)	Per Photosphere. Shooting of 360° photo on-site at your location. Does not include travel expenses.
Virtual Tour Stitching & Hotspot Mapping	Editing of photos, stitching of 360° photos and creating final tour with navigation and hotspots
Hotspot Copywriting	Per 5 Hotspots. Writing of short-form text that explains highlighted features of each location.
Google Cardboard Design	Design and layout of Google Cardboard VR Viewers. Does not include printing.
Outbound Sales Email (B2B)	
Outbound Sales Campaign Setup	Includes planning & setup of outbound sales email campaign. LinkedIn targeting, cold email copy writing, 5 email nurture workflow creation, zapier/hubspot integration and list creation.
Monthly Outbound Sales Email Management (50 Responses)	Cold emails are sent to your target audience. Guaranteed 50 responses per month. Sorted into Nurture, Warm, & Hot Leads. (Minimum 3 months)