

Consulting / By Hour Pricing	
Marketing Strategy, Planning, Consulting - Improve outcomes with a fresh look at various marketing approaches.	\$150-\$200/hour based on service
Website Content Pricing	
Website Content Audit and Report - Boost search rankings and conversions by finding gaps, opportunities.	\$1,500-\$3,000
Website Keyword Research - Identify top keyword opportunities in Google, etc. on specific topics.	\$500-\$1,500+
Website Key Message Copy Platform Get top results in all channels with a stronger keywords and content	\$3,000-\$4,000
Web Page Update - Rewrite the main web pages, such as About, Services, Subscribe.	\$500-\$1,000/page
New Web Page - Use professional, compelling copy for all new products and services.	\$700-\$1,200/page
Banner Ad or Text Ad - Drive the most visitors to specific discounts or other promotion pages.	\$250-\$1,000
Landing Page for Single Promotion - Generate leads and sales with professional, conversion-focused copy.	\$950-\$3,000
FAQs - Answer common questions asked by customers (great for SEO).	\$500-\$1,000
Microsite - Boost sales on a super-specific website containing 2-5 pages.	\$3,000-\$7,000
Copywriting / Content Pricing	
Press Release - Get attention from the media and drive additional site visits.	\$500-\$1,000/release
Blog Post - Single, topic-specific blog posts, written for readers and SEO.	\$150-\$650/post
Blog Editorial Calendar and Post Series - Continuously generate new traffic with ongoing, strategic posts.	\$500-\$800/ calendar \$150-\$800/post
Case Study - Offer problem-solution-outcome stories featuring a product or service.	\$1,200-\$2,000
Special Report (White Paper) - Attract email sign-ups/new leads with valuable, downloadable reports.	\$2,000-\$7,000
Testimonial - Generate strong, "real-world" credibility for products or services.	\$500-\$800
Stand-alone Email - Reach out and grow sales with special promotions, invitations, more.	\$250-\$2,000
E-newsletter/Electronic Newsletter - Maintain customer loyalty with regular issues filled with tips and offers.	\$800-\$1,500
Social Media & Digital Media Pricing	
Social Media Setup - Create an inviting page with robust ABOUT content, etc.	\$500/network
Social Media Management: Facebook, Twitter, and More - Posting/monitoring 1-2 hours/day, 5 days/week.	\$1,000- \$2,000/month
Social Media Ad Campaign- Attract Likes, Shares, and conversions with super-targeted social ads.	\$500/campaign
Pay-Per-Click (PPC) Campaign - Break through search clutter and drive traffic to landing pages.	\$75-\$350/ad
Webinar Script- Ensure a smooth, successful presentation with a great script and slides.	\$1,500-\$3,000
Survey - Get the most useful feedback from clients or customers through great questions.	\$500-\$1,000
Collateral Project Pricing	
Brand Strategy & Development - Develop a pipeline of excellent company or division name, logo ideas, letterhead, Product or Program Naming - Develop a pipeline of excellent product name ideas and taglines.	\$2,000-\$5,000
Brochure - Succinctly and clearly explain how a product/service benefits prospects and expand the power of charts, tables, and other information to convert sales leads.	\$1,000-\$3,000
Sell Sheet / Product Sheet - Give sales reps excellent product detailers to use with prospects.	\$750-\$1,500/page
Print Advertisement (COPY) - Captivate buyers with a strong ad (quarter-page to full- page).	\$500-\$1,000
Article or Advertorial - Position product/service as target clients/customers' solution via a magazine-style article.	\$500-\$1,000
Direct Mail: Simple Sales Letter with Order Form - Generate immediate sales/revenue from a powerful letter.	\$1,000-\$2,500+
Direct Mail: Postcard - Stay in the "keep" pile of mail and prompt action.	\$1,500-\$5,000+
Annual Report- Make sure the Company Overview is uniquely appealing to investors.	\$750-\$1,500
Product Packaging - Set the product apart with clear, clever package/label messaging	\$2,500-\$3,500
Tradeshaw / Event Materials - Make an impression at sales meetings, awards banquets, etc.	\$250-\$1,000
	\$1,000-\$3,000+
Multimedia Project Pricing	
Speech Writing - Represent your company successfully at business gatherings, fundraising dinners, etc.	\$3,000-\$5,000+
Telemarketing Script - Make calls that are "welcomed," leading to conversions.	\$500-\$2,000
Video Script - Stand out with product demonstrations, how-to tips, and more.	\$500-\$1,000/ minute
Radio Commercial Strategy/Script - Stand out with a clever concept and copy for a 30 or 60-second spot.	\$1,200-\$1,500
Research and Analysis Pricing	
Competitive Analysis – more in-depth - Set the company apart from competitors with a detailed copy review.	\$1,000-\$2,000
In-House Market Research - Work with company staff to analyze market successes, challenges and opportunities	\$2,000-\$7,000
External Market Research - Conducting Customer Interviews - Collect the information from customers for better content and profit potential.	\$250-\$500/each