

À la carte options

[COMING SOON] How-to video: Social media – \$10

Ideal for beginner and intermediate-level social media users. An extensive video guide for those who are interested in teaching themselves how to increase followers, engagement and begin a social community. Video is pre-recorded, and clients have 30 days after the purchase to request the video. Once the video is requested, the client will have two days (48 hours) to watch and review. Access to the video terminates at the end of the 48 hours.

1:1 Consultation – \$50/hr

Tammie meets with the business owner 1:1 to discuss personalized insights and tips for growing business and ultimately, increasing sales.

Personalized communications plan – \$50

This plan includes brand positioning and strategy, audience and message development, SWOT analysis, GOTs, social media plan, industry research and an action outline. Recommend reviewing/updating this plan once/year.

Social media account setup – \$25 per platform

This includes account setup, bio creation, profile/cover images, 10 relevant hashtags to follow and optimized news feeds (10 relevant accounts to follow).

Social media marketing – varies depending on hours/week*

This service is only for the following platforms: Instagram, Twitter, LinkedIn, Pinterest and TikTok. This includes social listening, engagement and social analytics/reporting. Tammie will check your social media platforms every day but will only spend designated hours actively working on social media marketing. See pricing below.

\$250/mo per platform (2 hours/week)

\$400/mo per platform (3 hours/week)

\$525/mo per platform (4 hours/week)

\$650/mo per platform (5 hours/week)

Social media content management – \$250/mo per platform

This service is only for the following platforms: Facebook, Instagram, Twitter, LinkedIn and Pinterest. This includes content development and sharing, as well as a custom content strategy anchored by consistent posting (3 posts/week).

PLEASE NOTE: Client will need to send products to Tammie free of charge to take pictures, create posts, etc.

Email marketing – \$200/mo

This includes email marketing strategy, campaign production and deployment (up to 4 emails for the month), email template design and reporting/analysis. PLEASE NOTE: Client must have his/her own email marketing platform for Tammie to use. Tammie can recommend free options for this, if needed.

Website setup + copy – \$350

This includes the creation of a basic, custom website on the Wix or WordPress platforms. Up to eight webpages, graphic banners, royalty-free photos, slideshows, product uploads, mobile compatibility and full integration of payment system, if necessary. PLEASE NOTE: Domain purchase and website hosting are solely the responsibility of the client. You can purchase domains directly through the Wix and WordPress platforms (recommended) or via GoDaddy.com.

Website SEO/maintenance – \$100

This includes keyword research, meta descriptions, alt tags, heading optimization, link development, Google Business management and a website audit/ranking report. Recommend reviewing/updating SEO once/month.

Blogging – \$30/post

A 250-word article that is SEO-optimized and website ready. Will position the client as a thought leader in the industry.

For questions, you may email tammieriley@gmail.com.