

# Gold Digital Marketing Package

Services are offered on a monthly basis.

No contracts. Stop anytime.

<b>Gold Digital Marketing Package</b> <b>\$1,550 (month one) / \$1,150 (each month after)*</b>
Free consultations (up to once/week)!
Package includes \$50 of digital advertising!

## Personalized communications plan

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 (up to three)

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 (two platforms / three hours per 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.

## Social media content management (one platform only)

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

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

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

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.

## Blog posts (up to two)

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

## Digital advertising

\$50 of advertising is included. Additional advertising will require additional payment.

***For questions or info about payment plans, you may email [tammieriley@gmail.com](mailto:tammieriley@gmail.com).***

\*Package will be discounted after the first month to accommodate for the personalized communications plan, social media account setup and website setup + copy.

Tammie Riley | Digital Marketing Services