

Silver Digital Marketing Package

Services are offered on a monthly basis.
No contracts. Stop anytime.

Silver Digital Marketing Package \$1,250 (month one) / \$950 (each month after)*
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 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.

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.

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.

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