



Content Marketing Packages

	Essential A streamlined approach to build a foundation and establish a presence.	Professional A more in-depth program with enhanced options and an expanded presence.	Premium A comprehensive strategy that employs a full line of services to maximize return on investment.
Strategy development	primary audience	primary and secondary audience	primary and secondary audience
Content editing and proofreading	up to 2 articles per month	up to 3 articles per month	up to 3 article per month
Social-content sharing	✓	✓	✓
Performance goal setting	✓	✓	✓
Monthly reporting	✓	✓	✓
Ghostwriting of original articles		1 per month	2 per month
Create website section for article display/archiving		✓	✓
Competitive or industry assessment			✓



Branding Packages

	Essential A streamlined approach to build a foundation and establish a presence.	Professional A more in-depth program with enhanced options and an expanded presence.	Premium A comprehensive strategy that employs a full line of services to maximize return on investment.
Brand audit	✓	✓	✓
Leadership input session	✓	✓	✓
Visual brand support	logo audit recommendations on potential updates	logo refresh 2 design options with 1 round of revisions to selected design	new logo creation 3 design options with 2 rounds of revisions to selected design
Brand positioning	✓	✓	✓
Comprehensive brand strategy development		✓	✓
Competitor branding/ messaging evaluation		3 competitors	4 competitors
Brand standards guide			✓
Guidance/consultation on branding rollout tactics			✓



Website Design Packages

Essential

A streamlined approach for small businesses. A great option for brands that are looking to jump start their online presence.

Professional

Our most popular solution. Custom built website with a focus on the user experience. Showcase your brand through features such as blog management.

Premium

Our most robust package. Includes every feature of the Professional package with extras such as advanced SEO features, additional CMS options and e-commerce capabilities.

Platform/CMS for editing

WordPress

WordPress or
TerraFirma customized

WordPress, Drupal, Joomla
or TerraFirma customized

Responsive/optimized
for mobile



Google Analytics integration



SEO

basic

basic

advanced
with page speed
and core web vitals

Browser and device testing



Full content migration
with 301 mapping



Advanced file size and
bandwidth optimization



Google Search Console setup



Blog functionality



E-commerce capabilities



Approximate number of pages
(not including individual blogs)

up to 10

up to 20

up to 30



Social Media Management Packages

	Essential A streamlined approach to build a foundation and establish a presence.	Professional A more in-depth program with enhanced options and an expanded presence.	Premium A comprehensive strategy that employs a full line of services to maximize return on investment.
Strategy development	primary audience	primary and secondary audience	primary and secondary audience, plus defined responses/protocol
Company social page optimization	up to 2 platforms	up to 3 platforms	up to 3 platforms
Content scope provided per month, per platform	provide elements for 4-6 posts	create, submit for approval and execute 7-8 posts	create, submit for approval and execute 9-12 posts
Performance goal setting	✓	✓	✓
Monthly reporting	✓	✓	✓
Engagement monitoring and notification		✓	✓
Develop response protocol and process			✓
Competitive or industry assessment			✓