



Elemental Plans LLC



2024 / 2025

PRICE LIST

**MARKETING AS ELEMENTAL TO YOUR BUSINESS
AS PLANTS ARE TO EARTH.**

STRATEGIES

MARKETING STRATEGY \$5000+

- Comprehensive analysis of your current marketing efforts
- Custom marketing plan tailored to your business goals
- Target audience research and profiling
- Multi-channel marketing strategy development
- Implementation guidelines and timelines
- Performance tracking and reporting for one year

INCLUDES: BRANDING, SOCIAL, & EMAIL STRATEGIES

ADDITIONAL SERVICES

\$50/Hour Billed Monthly

- Blog creation
- Training
- Support
- Consulting



STRATEGIES (CONT.)



EMAIL \$400+

- Platform set-up
- Up to 3 campaigns
 - Additional campaigns \$150 each
- Up to 3 layout designs
- List segmentation
- A/B Testing
- Monthly reporting and optimizing

CONTENT /SOCIAL \$300+

- \$300/Platform
- Facebook, Instagram, Pinterest, LinkedIn, YouTube, Google Business Profile, TikTok, & Threads
- Up to 3 campaigns
- Messaging
- A/B Testing

**6 MONTH MINIMUM
ACCOUNT SET UP \$200
ON-GOING MONTHLY SUPPORT \$50/HOUR**

BRANDING STRATEGY \$1000

In-person branding four-hour workshop includes identification of:

- Brand mission, Vision, Values
- Competition
- Target audience
- Unique selling proposition
- Marketing tactics review
- Recommended platforms
- Recommended positioning, tone, and messaging
- Recommended branding basics
- Sample content calendar
- Creative prototypes
- Recommended media

BRAND STYLE GUIDE \$1000

- Mission, vision, & values statement
- Colors (HEX,CMYK, RGB)
- Fonts (Headings (5) & paragraphs (3))
- Language/Tone/Messaging
- Image & photography recommendations
- Messaging examples
- Social media post templates (3 per platform)

LOGO CREATION (OUTSOURCED)

WEBSITE



NON- ECOMMERCE STARTER \$600+

- Photo and Text Assets Provided By Client
- WIX Enabled Responsive Website
- Single page website up to 6 sections
- 1 Creative Proof with up to 1 hour of additional changes.
- Performance tracking and reporting for one year
- Does not include hosting costs (typically \$100-\$200)

NON- ECOMMERCE \$1,500+

Photo and Text Assets Provided By Client

- WIX Enabled Responsive Website
- One Wireframe, 1 Creative Proof, 1 Final. Additional \$200 each.
- Individual Page Creation (up to 6)
 - Additional Static Pages \$250
- Free App Integration (up to 2)
- SEO Basics Optimized Site
 - Titles
 - Meta Descriptions
 - URL Slugs
 - H2 Tags
 - Internal Linking
 - Site Speed Best Practice Recommendations
 - Image Compression
 - 404 error page creation
 - Submission to Search Engines
- ADA compliant
- Includes 1 year hosting costs

ECOMMERCE ENABLED \$2,000+

Photo and Text Assets Provided By Client

- WIX Enabled Responsive Website
- One Wireframe, 1 Creative Proof, 1 Final. Additional \$200 each.
- Individual Page creation (Up to 6)
 - Additional Static Pages \$250
- General Set-Up
 - Tax
 - Payment Processing
 - Shipping and Returns
- Merchandising
 - Up to 20 product creation, up to 4 alternate images
- SEO Basics Optimized Site
 - Titles
 - Meta Descriptions
 - URL Slugs
 - H2 Tags
 - Internal Linking
 - Site Speed Best Practices
 - 404 Error Page Creation
- ADA compliant
- Includes 1 year hosting costs