



Service & Pricing Guide:

Service	Description	Price
Integrated Marketing Plan	A plan for marketing to and communicating with your target audience to raise awareness about your brand and ensure your brand image and identity are communicated effectively throughout all your communication channels. A comprehensive plan includes brand maintenance suggestions, messaging, content strategy, public relations strategy and more.	\$600
Digital content strategy	Figuring out how to grow your business on social? Not sure about what types of content to share and when to share them? What about your audience engagement and brand voice? I can help with that. Hit me up and let's create an organized plan that works for your brand, including a content calendar and post ideas.	\$300



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<p style="text-align: center;">Content Creation: Articles, Blog posts, Copywriting</p>								
Service	Description	Price/word count						
Feature writing	Consumers connect with brands they can relate to, brands they trust and whose stories and content spark their interest and appeal to them. Let an experienced storyteller and writer create your content for you.	<table border="1"> <tr> <td>150 - 250</td> <td>\$100</td> </tr> <tr> <td>≤ 400</td> <td>\$175</td> </tr> <tr> <td>≤ 500</td> <td>\$250</td> </tr> </table>	150 - 250	\$100	≤ 400	\$175	≤ 500	\$250
150 - 250	\$100							
≤ 400	\$175							
≤ 500	\$250							
Blog content	Blog posts are an essential tool for brands who want to share insights, experiences, announcements and usability tips with their audiences. Whether it be top 10 ways or 5 reasons why or “what you should know,” blog posts are meant to share thought leadership and personality in bite-sized, digestible pieces with your target audience.	<table border="1"> <tr> <td>150 - 250</td> <td>\$100</td> </tr> <tr> <td>≤ 400</td> <td>\$175</td> </tr> </table> <p><i>A standard \$30 fee is applied if additional research is needed/required.</i></p>	150 - 250	\$100	≤ 400	\$175		
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Website copy	Launching a new website, or simply need to refresh the content on your existing site? We can work together on a plan of action strategizing what kind of content should be published on your website, editing your content to include keywords for SEO, reviewing your content to ensure your brand's key messages are communicated throughout your website and that your visitors make no mistake about what you do and why you're the best.	\$400 starting rate
A la carte services	You don't necessarily need a story written, you aren't really looking for blogging support and you're not in the market to refresh your website. You just have a small request that requires a skilled writer to string together the right words in the right way. You might need social media copy for a campaign or someone to edit your proposal, or someone who can workshop your mission and vision. These things can be provided upon request.	Custom quote depending on request
Retainer fee	While #KelseyDH encourages clients to make time to engage in their brand management processes and oversight, we understand that it's tough sometimes, especially for small business owners. A retainer fee contracts #KelseyDH on a monthly basis to help manage the everyday things: social media management (draft posts, scheduling) strategic plan execution (if produced by #KelseyDH), regular website updates, etc.	\$1,500 <i>standard hourly rate \$50</i>



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