

Content Wordsmith Marketing Starter Package

Launching a business have a lot of moving gears to get everything going. Maximize the start of your new venture by equipping your business with marketing efforts that drive qualified leads — without doing the work yourself.

This package is perfect for businesses that:

- ✓ Are not confident with how to start their marketing efforts.
- ✓ Need help with improving their online presence and marketing efforts.
- ✓ Wants to revamp their brand or marketing efforts.



What's included in the Marketing Starter Package:



Web content page

Includes: Up to 3 page copies of your website. This may include your homepage, service pages, or contact page.

Add-on: \$250 per additional page



Digital marketing strategy

Includes: Go-to-Market (GTM) strategy consisting of value proposition, buyer persona, customer journey, and a high-level 6-month digital marketing plan.



Social media content strategy

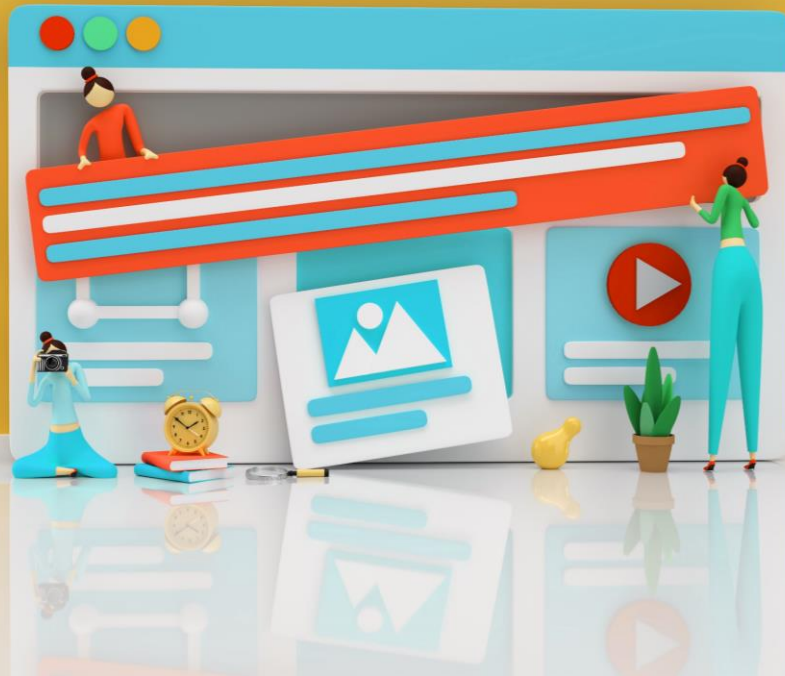
Includes: Initial page audit, social media content strategy including platform selection and strategy, brand voice and tone, and content buckets/themes.



Social media content creation and publishing

Includes: 3 months content calendar (total of 24 posts) including sourcing of copyright-free images, copywriting, and scheduling/publishing, bi-weekly posts performance analytics, and recommendations

Add-on: \$150 for every additional month



Email drip campaign

Includes: Three (3) email copies for an email drip campaign. This can be your welcome series or a lead nurture stream.

Add-on: \$75 for every additional email, maximum of 400 words each



Blog posts

Includes: Five (5) SEO-optimize blog posts written specifically for your business

Add-on: \$150 per blog post, maximum of 1,200 words each.



Community management strategy

Includes: Initial page audit, messaging, response management framework, escalation process, and initial FAQs



Community management

Includes: 3 months of community management for one social media channel checked twice a day

Add-on: \$400 per month for every additional social media channel



eBook

Includes: One (1) eBook copy and layout that can be used as a lead magnet, up to 2,000 words

Add-on: \$600 per eBook

Get this package at a one-off payment of \$3,200 (Valued at \$5,000)

GET IN TOUCH

Terms and conditions

- Initial payment of 50% is required before work begins. 25% of total will be billed once one-time outputs are delivered. Remaining 25% will be billed at the end of the 3-month community management inclusion.



Not what you're looking for?

Explore our **Marketing Retainer service**. Designed to support your on-demand marketing initiatives that adapt and scale with your business needs. Gain the flexibility by having an extended marketing arm available on-demand for your content needs.