



2019 Summer/Fall Rate Sheet

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	New Business Launch	Simple New Business	Deep-dive Brand Refresh	Simple Brand Refresh	New Site	Social Media Development	New Biz Collateral	Project Collateral
Strategy								
Strategic Goal-setting	X	X	X	X	X			
Analysis of current methodology			X	X				
Brand Identity Building Exercise and Summary	X	X	X	X				
Customer Personas	X	X	X	X				
Customer-centered Strategies	X	X						
Pitch development	X	X	X	X				
Logo Design	X							
Referral Plan	X		X					
Digital Marketing								
Needs and preferences evaluation	x		X	X	X	X		
Call-to-action analysis	X		X	X	X	X		
Website Copy	200 words				X			
Website Design Proposal					2			
Website Wireframe					2			
Website Build					X			
Website Review			X					
Maintenance Plan					X			
Social Media Review			X			X		
Social Media Set-up						3		
Print Collateral								
Business Cards	\$50 add-on		\$50 add-on				X	
Letterhead	\$30 add-on		\$30 add-on				X	
Stationary of Your Choice (postcard, notecard, etc)	\$50 add-on		\$50 add-on				X	
Informational Material of Your Choice (postcard, single-fold brochure, flyer, etc.)	\$250 add-on		\$250 add-on				X	*
Booth Display	\$250 add-on		\$250 add-on					*
Signage	\$250 add-on		\$250 add-on					*
Pricing	\$4,000	\$1,500	\$2,500	\$2,000	\$1,500	\$1,200	\$700	\$750

*this package offers the option of three total pieces of collateral

Pricing does not include printing or shipping costs