

Service	Short Description	Price	Frequency
Brand Discovery	Discovery helps us find information about your products, services and organizational attributes. It lists your brand values, personality and heritage, brand positioning statement, and more. Typically requires one half-day, in-person meeting with all the stakeholders to complete our branding process. Our goal here is to get all stakeholders on board and aligned quickly.		
Messaging Framework	Provides the foundation to ensure that your messaging is consistent and true to your brand. Messaging Framework includes most or all of these: Brand Promise (a short statement for your customers that conveys what you do), Brand Value Proposition (a promise of value derived from functional and emotional benefits), Brand Positioning (where you fit in the marketplace), Target Audience(s) (your ideal buyers or users), Your Mission (what is your ultimate goal?), Tone of Voice (not just what announcer you would choose, but kind of like that!), Elevator Pitch (a 30-second description of your value proposition. We prefer one in language that your grandmother would understand), Brand Pillars (your most important selling points including Headline Benefits [key benefit statements that support each of your brand pillars] and Supporting Attributes [functional and emotional attributes that support the Headline Benefits]).		
Mood Boards	A mood board captures your visual brand expression. It is not a specific design or "tactic", like a web page or print ad. A mood board explores the color palette, typography, image style and iconography. All these together express your brand positioning.		
Brand Identity	Includes guidelines about how your brand appears, such as: Naming, Logo, Tagline and logo lock-up, Business collateral, Sales presentation materials, Trade show presence/environment, Packaging Design, Signage		
Style Guide	The brand style guide outlines proper use of the brand. Adhering to the guidelines ensures continuity and continues to strengthen the brand. It includes information on: Color usage, Typography options, Guidelines on illustration and photographic styles, Proper use of logos taglines and fonts, Use of infographics, Brand positioning, Core brand pillars		
Branding Process	Each step includes plenty of opportunity for you to provide input and build consensus. We may not include every step listed in every branding exercise. That's because every branding exercise we do is tailored to our client's needs. For example, not everyone needs a name and a logo. Here's a list of steps in the process and deliverables we provide at each: [Step 1] ½ day workshop with key stakeholders [Step 2] Research (competitive analysis, audit of current collateral) [Step 3] Create Discovery Workshop Findings Document [Step 4] Develop Messaging Framework [Step 5] Create Visual Brand Explorations (Mood Boards) [Step 6] Develop Brand Name, Brand Visual Identity, and Tag Line [Step 7] Create Brand Standards and Guidelines Document		
Branding	The collection of all the experiences and ideas associated to your product. (May refer to an organization, product or solution, of course.) Not just a logo or tagline, but everything that represents an emotional connection that exists in the mind of the consumer. Service includes Brand Discovery, Messaging Framework, Mood Boards, Brand Identity, and Brand Style Guide.	\$5,000 To \$15,000	Once
Website Hosting (WP)	Includes one Domain and Database, Email, SSL Certificate, Daily backup and Data recovery, 500 GB Webspace, 500 Email Accounts with 2 GB storage per account, Site Analytics, Google Sitemaps	\$180	Monthly
WordPress Website Design	See WordPress Table Below	Starts at \$6,000	Once
Shopify Website Design	See Shopify Table Below	Starts at \$6,000	Once
Product Matrix / E-comm	Includes integration with Google, Instagram, Facebook, Pinterest, and Amazon (Wherever applicable)	Starts at \$150	Once Per Product
SSL Certificate Installation	Secure Website Encryption (For Security and Google Search Engine Optimization)	\$350	Once
Google User Access Setup	Grant Google administrative access to our Agents and Agency	\$50	Once
Google Tag Manager	Implementation for managing tracking and marketing optimization	\$350	Once
Google Analytics	Measure advertising ROI as well as track networking sites & apps	\$350	Once
Search Engine Optimization	Affecting online visibility of a website or web page in search engines for "natural, organic or earned" results	Consultation Required	-
Facebook Pixel	Analytics for Facebook Ads - Integrates with Websites, Landing Pages, Webinars and Opt-Ins	\$350	Once
IFTTT (Automation)	Blog & Content Syndication / Automation for Facebook, Instagram, Twitter, YouTube, Tumblr, LinkedIn, Google+, Blogger, Blogspot, Instapaper, WordPress.com and a self-hosted WordPress Website	\$2,400	Once
Google My Business	Detailed Business Listing Update & Optimization	\$250	Once
Facebook Management	Can Include: Business Page, Business Manager, Ads Manager, Group, Events	Starts at \$	Monthly
Facebook Advertising	Includes% allocated to ad management	Starting at \$225	Monthly Per Ad
Instagram Management	Posting up to 3 posts a day and providing creative direction for consistent internal story posting	\$600	Monthly
Instagram Advertising	Includes % allocated to ad management	Starting at \$225	Monthly Per Ad

Snapchat Advertising	Includes the ad-spend, agency fee and creatives used in each campaign, does not include media svc.	\$6,000	Monthly Per Ad
Twitter Management	Content, Reputation and Retention Management. List optimization, influencer marketing & SEO	Consultation Req.	Weekly
YouTube Management		Consultation Req.	Monthly
LinkedIn Management		Consultation Req.	Monthly
Google+ Management		Consultation Req.	Monthly
Pinterest Management	See Pinterest Table Below	Starts at \$995	Monthly
Snapchat Frame	Price is not applicable to the design of three-dimensional or augmented reality filters.	\$600 + Geofence Fee	Once Per Frame
Snapchat AR Filter	Coming Soon		Once Per Filter
Facebook Frame	Price is not applicable to the design of three-dimensional or augmented reality filters.	\$1,200 each	Once Per Frame
Facebook AR Filter	Coming Soon		Once Per Filter
Videography		Consultation Req.	Quarterly
Live Streaming		Consultation Req.	Monthly
Photography		Consultation Req.	Quarterly
Reputation MGMT		Consultation Req.	Daily
Email Marketing / MGMT		Consultation Req.	-
Sales Funnels		Consultation Req.	-
Blogging / Copywriting		Consultation Req.	-
Stationery / Signage / Print		Consultation Req.	-
Strategy / Consulting			Quarterly
Training (Modules)		Consultation Req.	-

## FACEBOOK & INSTAGRAM ADVERTISING

Starter	Advanced	Bespoke
1 Ongoing Facebook Ad (\$225) 1 Ongoing Instagram Ad (\$225) Ads Management	6 Ongoing Facebook Ads (\$1,350) 6 Ongoing Instagram Ads (\$1,350) Ads & Campaign Management	Custom Facebook Ads Campaigns Custom Instagram Ads Campaigns Ads & Campaign Management
2 Brand Awareness Campaigns ongoing and optimized overtime to help you build an audience online. Not designed for conversion optimization. Recommended 1-year commitment.	Brand Awareness, Consideration & Retention Campaigns each split-tested with one variation and optimized to increase customer conversion rates on and offline. Recommended 1-year commitment.	Requires a thorough evaluation of your event or business sales goals or objectives. These campaigns are designed to help you achieve long-term revenue goals with optimal conversion-focused ads.
<b>\$450 / month</b>	<b>\$2,700 / month</b>	<b>Consultation Required</b>

## FACEBOOK MANAGEMENT

Starter	Advanced	Bespoke
<b>\$ / month</b>	<b>\$ / month</b>	<b>Consultation Required</b>

## PINTEREST MANAGEMENT

Starter	Standard	Bespoke
4 - 8 New Boards 88 New Pins (4 pins / day - 5 days / week) Follow 1 Influencer / week	8 - 12 New Boards 132 New Pins (6 pins / day - 5 days / week) Follow 1 influencer / week Manage spamming & invitations 1 day / week Manage Pinterest emails 1 day / week Reputation management 1 day / week Analytics & Optimization 1 day / month Promotion Assistance 1x / month	12 - 15 New Boards 308 New Pins (14 pins / day - 5 days / week) Follow 5 influencers / week Manage spamming & invitations 5 days / week Manage Pinterest emails 5 days / week Reputation management 5 days / week Analytics & Optimization 1 day / week Promotion Assistance 1x / month
Recommended a 1 year commitment	Recommended a 6 month commitment	Recommended 6 month commitment
<b>\$995 / month</b>	<b>\$1,495 / month</b>	<b>\$3,000 / month</b>

## Shopify WEBSITE DESIGN

eCommerce	eCom with Funnels	eCom with Funnels & Google AMP
<b>\$</b>	<b>\$</b>	<b>\$</b>

## WordPress WEBSITE DESIGN

Standard	eCommerce	Membership
Includes setup of 15 pages (Home, About, Services, Blog, Contact, Shop, FAQ, Testimonials / Reviews, Press, Privacy Policy, Terms & Conditions, Sitemap, 404 Page Not Found, Search Results, Email Opt-In)	Includes additional setup of 18 pages (Single Product, Filtered Products, Cart, Checkout, Loyalty Plans, Affiliates, Affiliate Creatives, My Account, Jobs or Careers, Advertising, Disclosure, Contest Rules & Guidelines, Landings, Shipping Policy, Cancellation Policy, Payment Terms & Confirmation, Recent Orders, Help)	Includes additional setup of the following pages (Memberships, Members, Registration / Sign Up, Sign In, Profile, Groups, Dashboard, Resources, Activity, Messages, Blocked / Hidden Content, Forum) + Additional pages wherever applicable.
Includes basic ecommerce integration, mobile-responsiveness & SEO	Designed for goods, services, charity, subscriptions & fundraisers	Designed for communities, coaching, classes and courses
<b>\$6,000 +</b>	<b>\$14,000 +</b>	<b>\$36,000 +</b>

## WordPress WEBSITE PLUGINS

Plugin Name	Description	Price
STANDARD		
Insert Headers & Footers	Insert Headers and Footers is a simple plugin that lets you insert code like Google Analytics, custom CSS, Facebook Pixel, and more to your WordPress site header and footer. No need to edit your theme files! The simple interface of the Insert Headers and Footers plugin gives you one place where you can insert scripts, rather than dealing with dozens of different plugins.	-
Duplicate Post	This plugin allows users to clone posts of any type or copy them to new drafts for further editing.	-
Visual Composer	WPBakery Page Builder gives you full control over responsiveness. Create responsive websites automatically or adjust preferences you need to ensure your WordPress website looks perfect on mobile or tablet. WPBakery Page Builder has everything it takes to create a responsive website.	\$46
Revolution Slider	Slider Revolution (Revolution Slider) is an innovative, responsive WordPress Slider Plugin that displays your content the beautiful way. Whether it's a Slider, Carousel, Hero Image or Video Scene for best conversion rates or even a whole Front Page, the visual, drag & drop editor will let you tell your own stories in no time! Desktop or mobile device!	\$26
Yoast SEO Premium	Yoast is a powerful tool that can help you make your site as search engine-friendly as possible.	\$89
WPMU DEV Suite	Includes DEFENDER for security, HUSTLE for marketing, HUMMINGBIRD for performance, SNAPSHOT PRO for backups, WP SMUSH PRO and SMARTCRAWL PRO for performance and search engine optimization and 19 additional useful plugins.	\$49 / mo
Nav Menu Roles	This plugin lets you hide custom menu items based on user roles. So if you have a link in the menu that you only want to show to logged in users, certain types of users, or even only to logged out users, this plugin is for you.	-
COMMERCE		
WooCommerce	Designed for small to large-sized online merchants using WordPress. Allows the merchant to easily accept payment using PayPal, Stripe, COD, and various credit card processors. WooCommerce extends plugin functionality for managing subscription payments, affiliate payouts, memberships, commerce for education and online coaching.	-
WC Subscriptions	A premium WooCommerce extension that allows you to sell products and services with recurring payments. With WooCommerce Subscriptions, you can create and manage products with recurring payments — payments that will give you residual revenue you can track and count on. WooCommerce Subscriptions allows you to introduce a variety of subscriptions for physical or virtual products and services. Create product-of-the-month clubs, weekly service subscriptions or even yearly software billing packages. Add sign-up fees, offer free trials, or set expiration periods. A subscription-based model will allow you to capture more residual revenue — and all you have to do is ship the orders.	\$199
WC Composite Products	A way to offer customizable product kits, such as custom computers, skateboards, gift-boxes, or made-to-order jewelry. Composite Products is an elegant, robust tool for creating powerful product configurators and kit-builders. Engineered specifically for kitting applications with advanced inventory management and scalability requirements, the Composite product type works great in a broad range of use cases.	\$79
AffiliateWP	Includes 30 add-ons that give you the affiliate marketing tools you need to promote influence and advocacy, to grow your business and make more money on the efforts of your followers, subscribers and members.	\$499
LEARNING		
WC Sensei	Create courses, write lessons, and add quizzes. Set lesson and course prerequisites, allow user registration and even charge for your course content if you want. Sensei is the ultimate WordPress learning management system!	\$129
Sensei Extensions	Course Progress, Certificates, Media Attachments, Course Participants, Share Your Grade, Content Drip, BuddyPress Add-on	-
COMMUNITY		
WC Memberships	An easy-to-use, site-wide membership solution that brings your content, shop, and memberships together. Memberships allows you to create an entire membership system that's seamlessly tied to your store. You can restrict your content to members, but you can also "drip" that content over time to schedule when members have access. Sell access to memberships, include memberships with product purchases, manually assign memberships, and completely integrate member perks within your store.	\$149
BuddyPress	BuddyPress helps you build any kind of community website using WordPress, with member profiles, activity streams, user groups, messaging, and more.	-

## MARKETING OVERVIEW

Platform or Feature		Recommendation
1	Branding	
.5	Website	
.5	Updated Design	
1	SSL Certificate	
1	Google Analytics	
.5	Facebook Pixel	
.5	Facebook	
.5	Instagram	
.5	Twitter	
.5	YouTube	
.5	LinkedIn	
.5	Google+	
.5	Google My Business	
1	Pinterest	
1	Snapchat	
1	IFTTT (automation)	
1	Activity	
<b>0</b>	<b>Total Score</b>	

An 8.0 or above is recommended for more cohesive marketing efforts.



# MARKETING PRICES 2019

BY CORY OWENS

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