

GO GETTER PACKAGES

GO GETTER BASIC BRANDING SUITE SETUP | \$3,000

CREATIVE DEVELOPMENT

The **Go Getter Package** options are for start-ups that want to jump start their business with a team of marketing professionals, or existing organizations that want to refresh their brand and ignite their business/organization to go to the next level.

- Creative Document (key to fulfilling the elements we offer)
- Identify Top 2 Customer Segments.
- Create Value Proposition for the 2 Customer Segments.
- Identify Next Steps.

LOGO DESIGN

- Rendering with 3 rounds of edits. Finished, scaleable, full color and black/white logo in a JPG, PNG, SVG format for print and digital use.
- Typography Board: 1-3 fonts to represent the brand. (Logo/Headline/Subheading)
- Color Board: Color scheme (2-4 colors) with HEX, RGB, CMYK info.

COPYWRITING

- Tagline based on foundation documents.
- Messaging (elevator pitch, paragraph outlining vision/mission, description)
- Bio for owner/founder.

SOCIAL MEDIA SAMPLE PACK

- 5 Sample Social Media Templates (including shared Canva file to create on your own)
- FaceBook Page banner to kick-start your vision and new look.
- Print Suite: Custom Business Card file & Business Letterhead file.

ADD-ON OPTIONS

GO GETTER PLUS | \$2,000

Social Media Account Setup Google Profile Set Up Social Media Launch Boost

- Setup InstaGram & FaceBook
- Profile Pictures, SEO Optimized, Bio Optimization, Highlight Suite
- Setup Google My Business
- Includes Setup & Optimize Profile

GO GETTER ADVANCED | \$3,000 FOR 1ST MONTH FULFILLMENT

Email Marketing Setup and Month Content Starter

- 1 email per week for first month (does not include monthly email subscription)
- 1 Digital Newsletter, or printed newsletter design (2 pages, does not include printing or mailing costs)
- Email Service Provider setup with email opt-in form or embed email opt-in form on existing website
- 1 month Content Marketing which includes
- Weekly email
- 2 blogs for the month created from weekly email
- Lead Magnet linked throughout if it exists, or create 1 lead magnet to grow email list (does not include ad and boost cost)
- 3 Social Media Posts per week with graphics and call to action verbiage
- 2 Reels and 5 Stories per week
- One Fundraising letter with response device
- 4 Facebook Ads created to support the vision
- Event description and details for promotion, if applicable (email, social media, Ticketspice) *does not include subscription costs for platform*