

Chicadita Marketing Menu



You can't afford to skip social media! But it requires diligence. Some clients prefer I teach them to manage it while others prefer full-service solutions. Both options are available.

New Clients

A Breakthrough Session is required for all new clients. There is a 1 hour minimum for the first session so that I can *review what you have and talk to you about your desired results*. I will conduct the review before our meeting. The first hour will include analysis and review of my findings. If you book 2 hours, the second hour will include planning and strategy and is recommended if you want to be a DIYer.

- New Client Breakthrough Session: \$165 one hour
\$300 two hours

Hourly Rate

Hourly services are billed in 15 minute increments.

- Contract Rate: 4+ Hours Per Month for 6+ Months: \$80/hour
- In-Person Meetings in Paso Robles: \$100/hour
- Online & Remote Services: \$100/hour
- Travel Outside of Paso Robles: \$65/hour

Packages

Packages are a great way to build and maintain a strong social media presence and/or SEO (Search Engine Optimization) by bundling the best services for a reduced fee. Remember, it takes consistency to get results and should be maintained for a minimum of 6 months to get optimal results. All packages with a 6-month commitment will qualify for the \$80/hour discounted rate for any other services.

- Social Lite Package \$200/month
 - Featuring 1 of your products/services paired with 1 theme each month;
 - 1 post each week shared on up to 3 platforms (share to extra platforms \$50 each);
 - Custom post graphics when needed;
 - Up to 30 minutes of phone/email support.
- Social Only Package \$325/month
 - Featuring 1 of your products/services paired with 1 theme each month;
 - 3 posts each week shared on up to 3 platforms (share to extra platforms \$50 each);
 - Custom post graphics when needed;
 - Up to 30 minutes of phone/email support.
- Social & SEO Package \$900/month
 - Includes "Social Only Package" with 1 of the 3 platforms as Google My Business;
 - 1 keyword selection each month;
 - 2 blogs each month;
 - 1 custom email blast sent to your database list (ie MailChimp) each month;
 - 1 website page write/rewrite each month;
 - 1 pop-up on site each month with a Call-to-Action

- **Multi-Channel Package** \$1500/month
 - Includes “Social & SEO Package;”
 - “Facebook Fan Building Add-On;”
 - “Email Add-On;”
 - Google Map Ranking and Backlink Building each month;
 - Extra 30 minutes of phone/email support (up to 1 hour);
 - Sitemap management.

Add-Ons

Add-ons are great ways to get ahead of your competition and are designed to be used alongside a package to enhance the results achieved; however, they may be purchased individually.

- **Facebook Fan Building Add-On** \$175
 - \$100 paid to Facebook for ads;
 - Replies to comments/engagements;
 - Generate invitations to the page from ad recipients with engagement.
- **YouTube Add-On** \$200
 - Creation of 2 videos of 2 minutes or less;
 - Videos posted to YouTube and optimized for search engines.
 - *NOTE: Requires a YouTube Channel and Google My Business Page (see One-Time Services below)*
- **Email Marketing Add-On** \$325
 - 2 custom email blasts written and sent to your database (single \$175);
 - Import any new subscribers to your database (ie MailChimp) before sending;
 - Management of automated social media posts from emails;
 - Email template updates/customization when needed.

Training Services

Training is available for a wide variety of marketing tools. If you don't see what you need, just ask!

- **CMS Training (WordPress, Wix, SquareSpace, etc.)** \$250/each
 - 1 virtual training (screen sharing) up to 1.5 hours;
 - Recording of the training sent directly to you after rendering.
- **Social Media Platform Training** \$250/each
 - Choose 1 platform per training sessions (ie Facebook, LinkedIn, etc.)
 - 1 virtual training (screen sharing) up to 1.5 hours;
 - Recording of the training sent directly to you after rendering.

One-Time Services

Get a jump on your social media and SEO with professionally setup accounts.

- **Google My Business Page Creation** \$275
 - Setup and optimization of Google My Business Page (including map) and YouTube Channel including cover art;
 - 5 keyword related posts;
 - Includes setup of administrative Gmail account if needed.

- *NOTE: Requires logos and/or images of business be provided with all known Google/Gmail passwords and website admin password. Also, Google may require claiming address via postcard mailer (expect a 2-week delay).*
- Keyword SEO Research \$375
 - Research keywords currently in use and identify other high volume, consumer-driver keywords in your niche to use in future optimization for maximum ROI (return of investment);
 - Review 2 other competitor websites for their keywords to compete on;
 - Deliver a spreadsheet with findings of keyword volumes and values.
- Google Analytics Installation \$475
 - Google Analytics account creation and installation to website;
 - 1 goal tracking setup in Google Analytics;
 - Setup: Google Webmaster, Google AdWords/Keyword Tools, Google Search Console, and Sitemap.
 - *NOTE: Requires all known Google/Gmail passwords and website admin password must be provided.*
- Total SEO One-Time Setup and Optimization \$700
 - Google Analytics;
 - Google Search Console;
 - Google Keyword Tools (AdWords account & unlock);
 - Google Webmaster;
 - Google My Business;
 - YouTube Channel;
 - Sitemap and submission to search engines (Google, Bing, etc.).
 - *NOTE: Requires logos and/or images of business be provided with all known Google/Gmail passwords and website admin password.*

Other Services

Other services are available at my standard hourly rate (see first page) including:

- Social media profile setup and optimization;
- Reputation management (i.e. Yelp and Google My Business);
- Blog writing, editing, and posting;
- Website content optimization, writing, editing, and posting;
- Press release writing and distribution;
- Email campaign template creation, writing, and distribution;
- Online ads management in Facebook and Google;
- Analysis of competitors, audience/consumer/tribe, and target demographics;
- Design of business cards, flyers, and postcards;
- Need other social media, web, SEO, or marketing help? Just ask!



Look for my online Social Media Courses and Engagement Clubs at: <https://pinwheel.education>