

## WORDUP MARKETING RATES

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Our stated “off the street” rates are fair and competitive, but for further savings individual bids, retainers or custom quotes by project are also available. It is important to note that all product created by us is YOURS! We believe that copyright / file released to client is just the right thing to do.

***\*All of our packages and pricing can be customized to fit your budget and business needs. Contact us today for a customized quote.***

### PACKAGE DEALS

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Our most popular packages in an easy to understand format, priced right.

#### **INTRODUCTORY CLIENT CONSULTATION**

***FREE! (Up to a \$2,000 value)***

Our staff works with your team in an informal session to evaluate your current market positioning, and unique selling proposition. We dive in through a market analysis, and a SWOT to help both sides understand a simple plan of attack.

- Discovery session includes up to 4 staff hours.
- Direct discussions and assistance on client’s specific situation to see how we can help, and if we are a good fit.
- Guaranteed to be a value-add with advice and direction even if no additional services added.
- Take-away report with suggestions and website analysis.

#### **“STREET CRED” - WEB CREDIBILITY BUILD**

***\$5,000- complete package***

Whether you are looking to rebuild your web presence or are starting fresh, our Street Cred Package will help you become competitive in the digital marketing world.

- 6 page standard website - template based.
- Mobile friendly, basic search engine optimization, Facebook page with basic cover image, Twitter page with cover image, online business listings on Google, Yelp, Foursquare, Yahoo and Bing.
- Legal privacy policy and terms of use statements.
- Website template, domain purchases, images, other add-on costs vary by approval.
- All content for images and text provided by client, or billed additionally at normal rates.

## **“IMAGE IS EVERYTHING” - BRANDING PACKAGE**

### *\$950 - complete package*

Good branding increases the value of your company as well as brings in new customers, showing that your brand is strong through a logo and logoed materials, is what WordUp strives to create for you.

- Logo and slogan consultation and design, redesign or from scratch.
- Includes 3 meetings, and 3 specific revisions from 2 final approved logo concepts.
- Letterhead, envelope, and business card templates.
- Copyright released logo in all digital formats.
- Corporate Branding standards sheet.

## **“GET SOCIAL” - SOCIAL MEDIA LAUNCH**

### *\$2000 - complete package*

Creating a strong Social Media presence will not only help you keep existing clients but allow you a branded and fun way to bring in new clients.

- Launch Facebook with cover image, ad and first content; Twitter account and images, Google Plus account, and 2 generic graphics for discounts or other announcements.
- Two hours of training.

## **DOMAIN HOSTING**

### *\$120 / year (\$10 / month)*

Not having secure domain hosting can cause potential problems with your website and the people who visit your website. Make sure your site stays protected with WordUp’s domain hosting package.

- Includes domain name renewals, monthly site backups, no maintenance, and 1 free hour of tech support.
- On private and secure cloud based server.
- Maximum 10 initial emails (unlimited storage).

## **WEBSITE MAINTENANCE BASICS**

### *\$50 / month for basic website (6 pages)*

Protect your website with our website maintenance basics, we make sure your site stays up and running with regular backups and security.

- Scheduled security updates, template updates, and full website backups.
- One hour of technical support free / month.

## A LA CARTE RATES

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Our most popular services listed at competitive pricing.

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### WEBSITE DESIGN & MAINTENANCE

\$99 / hour

Want to create a new website or need updates to your current website? Work with WordUp to create or enhance your website.

- 2 hours of basic training on website management for owner maintenance or minor changes
- First year of domain hosting services free
- Control panel access optional upon request
- Minimum \$1,000 for complete website build

### GRAPHIC DESIGN

\$99 / hour

Our graphic design team can create the graphics you are looking for including; logos, business cards, posters, and much more.

- All graphics created will be released to the client including all root files and copyrights.

### PHOTOGRAPHY / VIDEOGRAPHY

\$99 / hour

Photography and videography can provide your website, Social Media, and other platforms with a unique view of your business.

- All content created will be released to the client.
- Professional photography and edits.
- Professional video production and edits.
- Drone-Ariel photography and video.

### CONTENT CREATION: WRITING / EDITING / RESEARCH

\$99 / hour

Content is King! With WordUp's content creation we will research, write, and edit any content you are looking for.

- Blogs and Articles
- Press Releases
- Website Content
- & More

## **SOCIAL MEDIA DEVELOPMENT**

*\$2000/one-time fee*

Developing a strong Social Media presence will not only help you keep existing clients but allow you a branded and fun way to bring in new clients.

- Create and optimize all Social Media Accounts.
- Two hours of training.

## **SOCIAL MEDIA MANGEMENT**

*\$75/hour*

Social Media is a time consuming process, we know it is hard for businesses to keep up with which is why we offer social media management.

- Multiple postings a week.
- Content Research and Creation for Postings
- Regular Monthly Insights

## **SEO SETUP**

*\$2500/one-time fee*

Setting up a website for SEO can ensure that your website has the optimal ability to rank in search engines.

- Basic Keyword Analysis
- Basic Keyword Mapping
- Google Analytics Installation
- SEO Plugin Installation & Set Up

## **SEO MAINTENANCE**

*\$75/hour*

Continuing maintenance of your SEO helps keep your site ranking in search engines.

- Directory Listings
- Updates with changing Algorithms
- Analytics Reporting

## **PRINTING SERVICES**

*Product cost plus handling*

Present a polished image with professional company collateral.

- We use many online and wholesale product and printing vendors for wholesale cost and volume savings.
- Paper Collateral
- Signs & Banners
- & Much More

## **PROMOTIONAL PRODUCTS**

### Product cost plus handling

Promote your company in a fun and unique way.

- We use many online and wholesale product and printing vendors for wholesale cost and volume savings.
- We design and deliver everything from customized gifts, bags, totes, laptop cases, office supplies, and more.
- If you can image it, we can deliver it!

## **LOGO APPAREL**

### Product cost plus handling

Get imprinted or embroidered apparel and gear that is cost effective.

- We use many online and wholesale product and printing vendors for wholesale cost and volume savings.
- Choose from 100's of brands.
- T-shirts, jackets, polos, and more.
- Custom Embroidery & Screen Printing.

## **ADDITIONAL MARKETING SERVICES**

### \$49 – \$200/hour

Although it may not be listed in the services we provide, we can deliver a TON of different types of marketing services to fit your needs including training and consultation.

- Price varies with scope, and staff involved