HOW WE GOT STARTED
WordUp started as a need to gain marketing control of our own internal group of companies, as well as serve our business-consulting clients. Quite simply, we were tired of being overbilled, held-hostage, or receiving mediocre work with little to no results. We took control, and never looked back. Being a group of entrepreneurs and business developers ourselves, we realized that so many other businesses were in the same position. We decided to help fill this need by offering both our business insight, and marketing expertise to others.

WHO WE WORK WITH
We are in a great position to choose companies that we want to work with, not have to work with. We love start-ups, and focus on small-cap companies from 10-200 employees that can benefit from our vast knowledge and experience from being involved in multiple industries. We also believe that marketing should be enjoyable and fun, so hang on tight and enjoy the ride!

VALUE-ADD RELATIONSHIP
We never sign someone into long term, arduous contracts. If we are not adding value to each other, we are not the right fit. We prove our worth by adding value to the clients every time we work. If not, we need to reassess.

COMPETITIVE PRICING
Our published rates are already fair and competitive, and we treat customers capital and budgets with great respect. Individual bids, retainers, custom quotes or long-term relationship discounts are available for further savings.

EFFICIENCY & EFFECTIVENESS
Our team has done marketing for a vast number of companies including our own group of entities. We have proven processes, and use time and money saving techniques and tools so we aren’t just billing for profit. We know the “secret sauce” and are pretty open-book about it. It’s not rocket science, and shouldn’t be treated as such. It all comes down to a fine balance of art AND science.

WE TAKE OWNERSHIP
We only work with companies we are excited to work with, and act and perform as if our client’s company is our very own. In multiple cases, we have created actual partnerships and joint-ventures with our clients to add even further value. We therefore deal openly and honestly, even if we disagree…we aren’t afraid to tell you!

THE CLIENT HAS RIGHTS
All product created by us will always be property of the client, and we treat it as such. We firmly believe that intellectual property, copyright materials, and all files should be accessible, and royalty-released to clients. We will never hold a client hostage. It’s just the right thing to do.
CONSULTATION

“COFFEE TALK” CONSULTATION
$150 (and a latte and chocolate scone...we love chocolate scones)
We are happy to sit down for coffee for an hour or so, to talk about your overall company and marketing strategy. We never “sell” our services, we simply listen, give some valuable and experienced insights, and make sure we are the right fit or point you in the right direction. If you decide to work with us in the next 30 days, we will credit this amount to you.

INTRODUCTORY CLIENT CONSULTATION / DISCOVERY SESSION
$500 - $1,000 (50% off special - 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 deep through a specific company / market analysis to help understand and devise a simple and executable plan.
- 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

FRACTIONAL OFFICERS / DIRECTOR SERVICES
By quote depending upon services
Businesses need the services of a “Chief Officer” of some capacity, but often can’t afford a full-time position. This is where fractional officers come into play. From an hour a month, to ¾ time we can fill these needs with highly qualified staff in the specific industry, to add value at a fraction of the cost.
- CHIEF EXECUTIVE OFFICER
- CHIEF OPERATING OFFICER
- CHIEF FINANCIAL OFFICER
- BOARD CHAIRMAN / POSITION
- MARKETING OFFICER / DIRECTOR
- SALES OFFICER / DIRECTOR

ADDITIONAL BUSINESS SERVICES
$49 – $200/hour (or quoted by project)
We can deliver a TON of different types of business services to fit your needs, including training and consultation. Because of our team’s experience in multiple sectors and stages of growth...we have seen it all. Price varies with scope, and staff involved.
- BUSINESS CONSULTING / BUSINESS PLANS
- ACCOUNTING / BOOKEEPING
- LEGAL / OPERATING AGREEMENTS
- CAPITAL FORMATION / PRIVATE PLACEMENT MEMORANDUMS
- INSURANCE ANALYSIS / PLACEMENT
- REAL ESTATE SERVICES / DEVELOPMENT FEASIBILITY STUDIES
WEBSITE / MOBILE

“STREET CRED” - CREDIBILITY WEBSITE BUILD
$5,000 - complete package
Whether you are looking to rebuild or transfer your existing web presence or are starting fresh, our Street Cred Package will help you become competitive in the digital marketing world.

- Includes 6 page standard website - template based from 1000’s of beautiful and user-friendly sites
- Mobile responsive site, SEO, Facebook page with basic cover image, Twitter page with cover image, online business listings on Google, Yelp, Foursquare, Yahoo and Bing
- Legal privacy policy, terms of use statements and other legal “cya” things most people miss until it’s too late
- All content for images and text provided by client, or billed additionally at normal rates
- Website template, domain purchases, images, other add-on costs vary by approval

WEBSITE DESIGN & MAINTENANCE
$100/hour
Sometimes, it’s simply easier to work directly with our web designers to create a new website or updates to your current one? Pay only for the work that is done, this way you know and can control the costs.

WEBSITE MAINTENANCE
$50/month for basic website (6 pages)
Websites are not static. They are constantly under attack, add-ons become outdated, are prone to phishing attacks, etc. Protect your website with our website maintenance basics where we make sure your site stays up and running with regular backups and security.

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

DOMAIN HOSTING
$15/month (or $150/year prepaid)
Not having secure domain hosting can cause potential problems with your website and the people who visit it. Make sure your site stays protected with WordUp’s domain hosting package.

- Includes domain name renewals, monthly site backups, maintenance, on private and secure cloud based server
- C-Panel access (website credentials and control) if needed
- Maximum 10 initial emails (unlimited storage)
- Dedicated server space for large or high-traffic websites (by quote).
WEBSITE / MOBILE (con’t.)

SEO SETUP
$2,500/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 and Mapping
- Google Analytics Installation
- Webpage URL Structuring
- Webpage Titles Optimization
- Browser Meta Descriptions Optimization
- Image ALT Tags Optimization
- “Google My Business” Profile Setup
- Sitemap Setup
- Integrating Target Keyphrases And Geographies Into existing copy

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

APP DEVELOPMENT / SPECIALIZED CODING
$150/hour (or by specific project quote)
When templates and small changes just won’t do, and you need something full blown and specific to your needs that requires detailed coding or development work, we utilize specific experienced design and development teams.
BRANDING

“IMAGE IS EVERYTHING” – INTRODUCTORY BRANDING PACKAGE
$1,500 (complete package)
Branding is much more than picking out a logo for your company. It is the basis of a professional organization that incorporates feelings and thoughts consumers have based on their experiences with you and your business. Branding is what makes your product, business, style and culture unique. Good branding is the foundation of any top-notch business, and increases the value of your company.

- Logo and slogan consultation and design, redesign or from scratch
- Includes minimum of 3 meetings, and 3 specific revisions from 2 final approved logo concepts
- Copyright released logo in all digital format
- Branding Standards Sheet (basic) including fonts, color codes, and logo use guidelines

BRANDING STANDARDS BOOKLET
$1,000 (as add-on to Branding Package)
This customized comprehensive branding booklet takes your company culture and branding to the next stage, with a thorough written and pictorial do’s and don’ts of using your brand. Includes everything from the Branding Standards Sheet, as well as...

- Written meanings and explanations of all parts of the logo and slogan
- Use of logo guidelines to hand out to printing companies and other marketing vendors
- Examples of acceptable use for all types of printing formats, including embroidery
- Font selection and use guidelines for all marketing formats
- Acceptable elements to use in conjunction with logo and marketing platforms
- Letterhead, envelope, and business card templates

TRADEMARK REGISTRATION
$1,000 (registration in individual states extra)
Protecting your brand may not seem important, until it’s too late. This service covers the use of your important image nationwide, and includes research, preparation of electronic legal filings, and USPTO fee for National Database.
SOCIAL MEDIA / OUTBOUND MARKETING

“GET SOCIAL” - SOCIAL MEDIA LAUNCH
$2,000
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.
   • Create and optimize all social media accounts
   • Launch Facebook with cover image, ad and first content; Twitter account and images, GooglePlus account
   • 2 generic graphics for discounts or other announcements
   • Two hours of training

SOCIAL MEDIA / REPUTATION MANAGEMENT
$75/hour (or by monthly contract)
Social Media is a time consuming process, and it needs to be timely and relevant to have any positive effect. Whether it is for a company or individual, our creative team gets to know the language and content to make it seamless.
   • Multiple postings a week possible
   • Relevant content research and creation for postings
   • Regular monthly insights
   • Responses and management of reviews to create balance across all directory listings

EMAIL MARKETING - OUTBOUND
$100/hour
A short update on things related to either your industry or your business specifically as well as offering specials and unique opportunities for your subscribers is an excellent way to drive traffic to your business.
   • Scheduled newsletters and customer touch points
   • Client interaction “drip systems”
   • Content that links to your blog, videos, and other social outlets

CALL TRACKING / REPORTING
$100/hour
The use of a call tracking webapp setup to help track the effectiveness of your digital marketing by purchasing specific phone numbers
   • Collects and reports user data
   • Track other forms of advertising by purchasing multiple numbers to be used for distinct campaigns
GENERAL CREATIVE SERVICES

GRAPHIC DESIGN
$100/hour
Our creative and talented graphic design team can create the graphics you are looking for including; logos, business cards, posters, and much more.

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

PHOTOGRAPHY / VIDEOGRAPHY / DRONE
$100/hour
Quality and consistent look and feel photography and videography can provide your website, Social Media, and other platforms with a unique and professional view of your business.

CONTENT CREATION: WRITING / EDITING / RESEARCH
$100/hour
Content is King, and is the root of all electronic and print communication! With WordUp’s creative content creation team we research, write, and/or edit any content you are needing.

- Website Content / Blogs and Articles / Press Releases / Ghost writing

ADDITIONAL MARKETING SERVICES
$50 – $200/hour (price varies with scope, and staff involved)
Even if it is 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.

- CAMPAIGN MANAGEMENT
- PUBLIC RELATIONS
- EVENT PLANNING & MANAGEMENT
- DIRECTOR LEVEL CONSULTATION
- MEDIA BUYS

WordUp Marketing, LLC
Colorado Springs & Denver, CO | Dallas & Austin, TX | Joplin, MO
wordupllc.com | info@wordupllc.com
PRODUCTS

PRINTING PRODUCTS & SERVICES
Actual product cost plus 25% for shipping 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, brochures, folders, letterhead
- Signs & Banners
- Trade show exhibit and booth material

PROMOTIONAL PRODUCTS / LOGO APPAREL
OFFICE FURNITURE / OFFICE SUPPLIES / PRODUCT MANUFACTURING
Quote per order, prices depend on quantity and complexity
Promote your company in a fun and unique way from your choice of thousands of products. We are a tier-one PPAI authorized distributor, which give us access to virtually any imaginable product at the lowest possible cost. We are also distributors of office supplies and furniture through the nation’s largest factories and warehouses. We don’t stock anything so we pass the savings directly onto the client through just-in-time ordering and drop shipping.
- Imprinted or embroidered apparel and gear like shirts, jackets, polos, and more with custom embroidery & screen printing
- Every item imaginable of office supplies, delivered to your door
- Quality office furniture direct from the factory
- Direct manufacturer sourcing from overseas if unique or high quantity
- Free or discounted samples