
W2 Marketing Packages

PRICES AND PACKAGE 2022-2023

PLATFORMS WE HAVE WORKED WITH: SHOPIFY, COMMENT SOLD, KLAVIYO, PRIVY, MAILCHIMP, VARJO, APPLE APP DEVELOPMENT, ANDROID APP DEVELOPMENT, WORDPRESS, WIX, GOOGLE, FACEBOOK, YOUTUBE, INSTAGRAM, PINTEREST, LINKDEN, TWITTER, TIKTOK, THE KNOT, WEDDING WIRE, HOOTSUITE, CLUBHOUSE, REDDIT

www.w2marketing.biz

SOCIAL MEDIA PACKAGES

PRESENCE PACKAGE \$600

15x Pieces of Social Media Content with Branding

30/31 Days Facebook/Instagram scheduled out posting

#hashtag research and captioned writing

Weekly Google my business posting (3-5 Post per week)

Monthly Marketing & strategy planning w/ Candace

Monthly Analytics Reporting

MEDIA PACKAGE \$1300

30x Pieces of Social Media Content with Branding

30/31 Days Facebook/Instagram scheduled out posting x2

#hashtag research and captioned writing

Weekly Google my business posting (3-5 Post per week)

- Your choice of Weekly Post and Board build out for Pinterest OR
- Twitter Posting (M,W,F)

Linktree Setup

One Facebook Ad per Month

Monthly Marketing & strategy planning w/ Candace

Monthly Analytics Reporting

PLATINUM PACKAGE \$1500

30x Pieces of Social Media Content with Branding

30/31 Days Facebook/Instagram scheduled out posting x2 per day

#hashtag research and captioned writing

Weekly Google my business posting (3-5 Post per week)

- Your choice of Weekly Post and Board build out for Pinterest OR
- Twitter Posting (M,W,F)

Linktree Setup

One Facebook Ad per Month

One Email Campaign Blast per week

Monthly Marketing & strategy planning w/ Candace

Monthly Analytics Reporting

UNIVERSAL MEDIA PACKAGE \$2500

30x Pieces of Social Media Content with Branding

30/31 Days Facebook/Instagram scheduled out posting x2

#hashtag research and captioned writing

Weekly Google my business posting (3-5 Post per week)

- Your choice of Weekly Post and Board build out for Pinterest OR
- Twitter Posting (M,W,F)

Linktree Setup

One Email Campaign Blast per week

One Facebook Ad per Month

30 Second Video Commercial Content (Youtube, Reels, Video)

- VIDEO CAN BE BROKEN UP INTO TWO 15 SECOND VIDEOS

Monthly Marketing & strategy planning w/ Candace

Monthly Analytics Reporting

STORIES AND ENGAGEMENT ADD ON

\$150 ADD ON FOR DAILY STORIES / \$100 ENGAGEMENT ON POST

Using Facebook stories is a sneaky way to bypass Facebook algorithm constraints. Facebook gets over 500 million daily viewers on Stories..

ADD ON SERVICES

VIDEO COMMERCIAL CONTENT (HERO STORY MARKETING)

15-30 Second Video Commercial Content \$550 - \$750

Intro-Intro Video Template for Youtube : \$550

VIDEO CONTENT UPGRADE \$50

Turn any of your static content for the month into Video (up to 10 videos per month)

Videos get 1,200% more shares than text and images combined. ...

SOCIAL MEDIA ACCOUNT ADD ON \$100

Want the Presence Package but need to Add Pinterest? Or Got the Universal but need to add Twitter? This is your add on!

INSTAGRAM AND FACEBOOK INFLUENCER COLLABORATION \$150

Let us do the research and the vetting when it comes to choosing Influencers for your brand.

We will help create the connections to great partnerships & facilitate the giveaways and post.

FACEBOOK ADVERTISING \$250 (up to 4 Campaigns per month)

Facebook is still a great place to advertise your business, give us a monthly budget and we will create Ads that put your business in front of the customers you want to have!

GOOGLE ADVERTISING \$50 per AD SET UP

Google is another great way to advertise your business, show up on Google Search with Google Ads

EMAIL MARKETING

EMAIL MARKETING SET UP WITH FLOWS \$500 (up to 5 flows)

Email Marketing is super important and creating Flows like a Welcome Series, Customer Winback, Abandon Cart, VIP Customers are great ways to always stay connected. **\$25 per ADD on Flow.**

EMAIL CAMPAIGNS \$75 per CAMPAIGN a la carte (ADD ON PKG \$50)

Want Dynamic Email Campaigns for your business? Sending out weekly, bi weekly or even monthly emails are vital to creating a relationship with your customers!

WEBSITE DESIGN & MANAGEMENT

WEBSITE DESIGN

Services start at \$500 Landing Page + 100 for each additional page

Ecommerce Website are based off consultation

WEBSITE HOSTING & MANAGEMENT AVAILABLE

We offer hosting and website management that includes updates based on your needs.

ECOMMERCE WEB DESIGN (Shopify, WooCommerce, Comment Sold)

Starting at \$2500 and Based off Consultation

WE OFFER CUSTOM CODING AND SOURCE CODE SOLUTIONS

LOGO DESIGN AND BRANDING

LOGO DESIGN \$800 basic - \$1200 complex

Basic Logo Design includes Three Mock Up Logos and One Edit

Complex Logo Design includes Three Mock Up Logos and Unlimited Edits

BRANDING WITH LOGO DESIGN \$2500

Branding is our middle name, well.. Not really.. But BRANDING is everything in our world. Collaborate with our team of Branding Experts to create your LOGO, Storyboard, Color Story, Font Choices and We will bring your vision to life!

BUSINESS BRANDING STARTUP \$10,000 (3 MONTH COMMITMENT)

We will set up everything from scratch. After we build everything from the bottom up you will get ONE FREE MONTH of our Universal Media Package!! The set up includes: Branding with Logo Design, Dynamic Website , All Social Media Platforms Set up (Facebook, Instagram, Twitter, Pinterest, Youtube, Google My Business and Linktree) We will set up Email Marketing Flows and your Facebook Ad Sets/ Audiences. You will be ready to launch your business or brand!

CONTENT HAULS

15 Pieces of Branded Static Content \$200 | 30 Pieces \$400

We will create customized reusable content for your brand or business (UPGRADE TO VIDEO \$50)

GIF PACKAGE

GIF ACCOUNT BRAND SET UP + 5 CUSTOM BRANDED GIFS \$350

Feel like you can't find the perfect GIF for your post or story? Do you want a unique way to show your brand to millions? Branded GIF's? We got you! **(\$75 Each Additional GIF)**

APP DEVELOPMENT

APP SET UP and DUNS SET UP \$1200+

Are you ready to set up your own APP? We will walk you through your options and help you pick the platform that is best for you. Did you know every app needs a DUNS number? Yup! Been there, done that! We know exactly how to get your APP in the APP Store!

SOCIAL MEDIA CONSULTING

HOURLY CONSULTING WITH CANDACE \$100 per hour (includes a complimentary 30 minute follow up call) or Book a Month Package at \$300 (4- One hour sessions)

Are you ready to take control of your own social media? Do you need tools to help you create a successful business presence online? Book one to one Consulting with Marketing Strategy Planning and have someone walk you through the unknowns of social media. We will create a plan of action together and also include an accountability calendar where you can check in with yourself and keep you on track!

GRAPHICS AND PRINT DESIGN

BUSINESS CARD DESIGN \$200 | PLATINUM CARD DESIGN w/ QR CODE \$450*

* Platinum Card Design is a new innovative way to share your business card. It is a reusable platinum card that makes an impact every time you share it with someone. It includes a QR code with all your information, it never ages and can always be updated with new information.

FLYER | POSTCARD | MENU DESIGN starts at \$200+

Need postcards for your real estate business? New menus for your restaurant ? Our graphics team can create the perfect pieces of collateral for your business needs.