# PRICING & ... services guide

# About the Biz



Hithere! Im Carri E

# Welcome to EConsultingPNW

At EConsultingPNW, our job is to teach small businesses how to use social media to engage their customers, expand their reach and grow their business. Our goal is to take the stress out of social so you can focus on what matters most - your small business. We love to help clients with branding, content creation, social media education and storytelling.

In this guide you'll find a complete list of our packages and services. If you don't see exactly what you are looking for, let us know. We are happy to provide you with a custom quote.

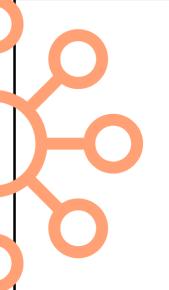
# introduction

## My story...

When I started my own business in 2017, social media resources for small businesses were almost non-existent, unless you had a significant amount of money to pay a professional. Most start up small businesses don't have that kind of cash. I sure didn't, but I knew if I wanted my business to grow, I needed social media to help me. I spent the better part of two years researching all things

Facebook, YouTube and Instagram. I learned a lot but I also made a lot of mistakes (like doing my first live video on my laundry room floor while the dryer was running). Ultimately, I learned how to make social media work for me and watched my small business blossom. Now, I've settled into my TRUE passion which is helping other small businesses grow through the power of social media.





# BRANDING

#### THE SIGNATURE

### THE STARTER

\$1,399

Branding Board + Colors

\*Font Selection

1 Main Logo, 1 Alternate

**Custom Tagline** 

4-6 Branded Templates

Social Media Re-design

**Branding Implementation** 

& Social Media Basics

**Trianing** 

\$1,899

Same as The Starter

**PLUS:** 

6 Insta Highlight Templates

6 Story Templates

3 Brand Patterns

3 Business Stories

4 Weeks of Content

### THE ALL-IN

Starts at \$3,599

Same as The Signature

PLUS:

Website Re-Design

Targeted Ad Campaign

Content Calendar

Branded Thank You Cards

**Business Card Design** 

# Important Notes About our Branding Packages

\*Please note that font selection does not include premium fonts. If selected, client will incur an additional cost equal to the amount of the premium font. Clients will need to have Canva and Later accounts to access branding templates and pre-scheduled posts. Basic accounts are free. For more detailed information about each package please see below.

# SOCIAL MEDIA MANAGEMENT packages

#### THE REFRESH

#### THE NEWBIE

\$1,399

Creation or Overhaul of 2 platforms

Content Development + Social Media Training

Basic Photo Editing

Canva Tutorial

2 Weeks Written Content

Live Video Training

\$1,699

Same as The Newbie **PLUS:** 

**Business Story Re-Write** 

Social Media Marketing + Strategy Plan

**Email Campaign Training** 

#### THE DO IT ALL

Monthly Starting at \$1,800

\*4-6 Posts Per Week including content + hashtags

1 Candid Photo shoot/mo.

Social Media Marketing +
Strategy Plan
Graphic Dosign

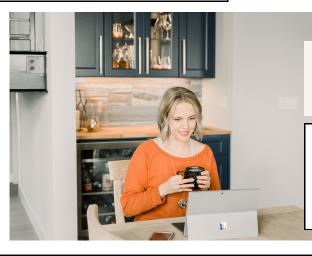
Graphic Design

1 Pre-Recorded Video/mo

Live Video Support

IGTV or YouTube support

Storytelling



Important Notes About our Social Media Packages

For the Do It All an initial 3 month contract is required. Cost of running the ad campaign not included. For additional information about each package please see below.



#### **BRANDING EXTRAS**

Letterhead - \$50 Thank You Cards - \$50 Envelopes - \$50 Stickers - \$50 Labels - \$50

#### **VIDEOGRAPHY**

Business Cards - \$150

Please request a custom quote for this service provided by one of my partners.

#### **SOCIAL MEDIA EXTRAS**

Two week launch campaign - \$699 Current Client Check In (1 hr) - \$75 Business Stories (3) - \$125 IG Highlights (6) - \$75 Individual Graphics - \$50/ea

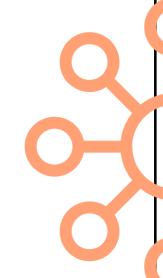
#### **PHOTOGRAPHY**

Please request a custom quote for this service provided by one of my partners.

## **CUSTOM QUOTE**

We realize that our packages may not fit every client's needs, therefore we are happy to create a custom quote if requested.

Please email econsultingpnw@gmail.com for more information.



# BRANDING PACKAGE breakdowns

## Package 1 - The Starter

Investment: \$1,399

This package is perfect for business owners who are looking for basic branding (or re-branding) support. Our team will work closely with you to create a custom branding board, logos, custom fonts, a tagline and branded templates you can re-purpose across multiple social media platforms. We will also re-design two of your social media platforms to coordinate with your new brand. You will receive a personalized branding implementation tutorial where you will learn how to successfully introduce your new brand and you will receive a one hour social media marketing basics tutorial via Zoom.

# Package 2 - The Signature

Threstment: \$1,899

This package is great for small business owners who are ready to take their business to new levels. Our package includes everything you would receive in The Starter Package AND 6 Branded Instagram and Story Templates, 3 unique brand patterns, re-write of your business story to help you connect with your customers, plus 2 additional stories. You will also receive 4 weeks of engaging content for your social media platforms (16 posts total).

# Package 2 - The All In

Investment: Starting at \$3,599

This package was made for small business owners who are looking to expand and grow their customer reach through custom branding and social media development. Our package includes everything The Signature Package has to offer AND a complete website re-design, 1 targeted ad campaign on Facebook or Instagram, a 30 day content calendar, digital Thank You Cards and a Business Card design. Pricing varies depending on the complexity of your website re-design.

# SOCIAL MEDIA PACKAGE preakdowns

# Package 1 - The Newbie

Triestment: \$1,399

This package is perfect for small business owners who are looking to increase their presence on social media. Our team will teach you how to create engaging content, and you will learn the basics of social media marketing during a 2 hour private Zoom training class. We will also develop two branded social media platforms or overhaul 2 current social media platforms for your business. You will receive a 30 minute Canva and live video tutorial, learn basic photo editing skills, and 2 weeks of personalized content designed to help you get started (8 posts).

# Package 2 - The Refresh

Triestment: \$1,699

This package was made for small business owners who are interested in harnessing the power of social media to build their business and reach new customers. This package includes everything in The Newbie, AND a business story re-write to engage your audience, social media strategy development including how to build effective targeted marketing campaigns on Facebook and Instagram, 1 hour advanced social media training via Zoom on hashtags and performance metrics as well as 2 additional weeks of content (8 posts).

# Package 2 - The Do It All

Investment: Starting at \$1,800

Are you a small business owner who doesn't have time for social media? That's okay, because we've created this package just for YOU. The Do It All requires an initial 3 month contract and includes 4-5 posts per week on one platform (via Later), basic photos and photo editing for social media, 1 targeted ad campaign per month, 4 graphic designs per month, 1 edited video for Facebook or Instagram per month and storytelling. Additional posts or platforms can be added on.



# 1. Where can I see examples of your work?

Please email me at econsultingpnw@gmail.com to request a client portfolio.

## 2. I want to get started right away, what is your timeframe?

We are currently accepting new clients and are 2-3 weeks out from starting new projects. Once started, depending on your needs, most projects take anywhere from 2-8 weeks to complete.

### 3. What if I don't see a package that fits my needs?

At EConsultingPNW we understand that needs vary from business to business. That's why we are happy to provide you wtih a custom quote if you don't see a package that fits your exact needs. For more information please email econsultingpnw@gmail.com.

# 4. What if I don't want a new or re-designed logo?

That's okay! If you are looking to re-brand but would like to keep your current logo we can still help! If you do not require any logo work, you can deduct \$150 off each branding package. If your logo requires vectoring or is not in a usable format, you will still be required to pay the \$150 for design work.



# Here's how you can get started:

Wisit our website to select the package you would like

Email econsultingpnw@gmail.com for a custom quote
Call or text 253-509-2024

tind me on social





