

## We hear you are interested in creating an online presence.

This starts with a website and is communicated to your client base through social media. If you are ready to forge both platforms, you've come to the right people. We are a sister team. We do work independently but do our best work together. Annie is a Graphic Designer and Claudia, an experienced writer and social media Creative Content Specialist. We are fairly new to the tech side of on-line marketing but have over fifteen years of experience working with branding and social media concepts. While we can't guarantee you an instant 1,000 new followers or first place standing on a search engine, we offer personal, professional, beautiful on-line presence for a fraction of the cost big companies are charging.

It is important to us to be accessible to professional individuals and businesses alike so we offer packages geared toward your needs as well as services à la carte. We can tailor to a wide variety of needs. Involving your on-line community with relevant, cultured, human connection is our specialty. Below we have prepared a prospective services and price sheet we believe might fit your needs. Let's collaborate!

### ***We start with The Website*** (à la carte, \$600, or as part of a package deal--see page 2)

Step 1: You purchase and own your domain name through a website template company. We recommend Weebly.com. We are happy to help you find an available domain name. We require purchase of at least the starter package, which costs \$8 a month with a year-long contract. The next level includes HD video and audio players and costs \$12 a month. You may upgrade at any time.

Step 2: Choose your personalized tier or put together your own package from our à la carte offerings. All tiers are one time set-up fees. We do not require you to sign an extended contract.

### ***À la Carte Menu***

Tier 1 Website creation, 1 time fee (see tiers below): \$600

On site media coverage (photography, interviews, etc.): \$40 an hour

Original written content: \$20 an hour

Digital graphic design: \$30 an hour

Facebook page creation, 1 time fee: \$150

Level 1 Facebook Management, (see levels below): \$150 a month

Level 2 Facebook Management, (see levels below): \$250 a month

Instagram page creation, you supply photos. Includes written descriptions and hashtag generation, 1 time fee: \$75

Pinterest page creation, includes 5 boards, 1 time fee: \$50

Blog Page creation, 1 time fee: \$100

Blog entries: \$50 each

Layout for any printed material such as business cards, flyers, banners, brochures: \$20 an hour.

Onsite property cut vinyl graphics for suite doors, vehicle windows or walls: design \$20 an hour.

Production and installation: \$10 per square foot.

## Online Presence Packages

### ***Tier 1: \$800 The Doer***

Website design plus creation of 3 social media pages- Facebook design, Instagram design, Pinterest design. You: provide us with all original written and visual content.

We: provide you with-

- A simple, gorgeous and functioning website populated with site-appropriate stock footage.
- Comprehensive and linked Facebook, Instagram and Pinterest real estate.

Recommended for a more hands on organizer. You say it, we display it.

The more content you provide, the more lush your product.

Additional written content including revisions is \$40 an hour.

### ***Tier 2: \$1500 The Delegator***

Website design plus creation of 3 social media pages- Facebook design, Instagram design, Pinterest design. You: provide us with your vision statement, your business goal, your dreams.

We: provide you with-

- Your business personality
- All written content
- Custom site-specific photos
- 4 hours of on-site media coverage, ie: original photos of the location, your community, opening events, you may choose how to use this time. Additional time for media coverage is \$40 an hour.

### ***Tier 3: \$2000 The Dreamer***

Website design plus creation of 3 social media pages- Facebook design, Instagram design, Pinterest design. You: provide us with your vision statement, your business goal, your dreams, your TRUE COLORS.

We: provide you with-

- Your business personality
- All written content
- Custom site-specific photos
- 6 hours of on-site media coverage, ie: original photos of the location, your community, opening events, you may choose how to use this time. Additional time for media coverage is \$40 an hour.
- An original, one of a kind branding strategy. A personalized color palette and marketing aesthetic that bleeds through all elements of your on-line and hardcopy presence. Think: your business' fingerprint or hidden tattoo. You own this graphic profile for all future use with or without us.
- Plus: 2 free ad designs, includes copy and graphic design.

***You've purchased an amazing online presence with one of our packages, now what?  
We are ready to help on a month to month basis!***

## ***Website Maintenance***

We Update information or photos, events or seasonal specials provided by you.

- \$20 an hour
- Complimentary up to 3 hours a month with social media management

## ***Blog Design and Entries \$50***

You have the option to add a blog onto your website at any time.

- Set-up fee for this page is \$50.
- Blog entries include a photo or graphic and original written content and cost \$50 each. The cost covers onsite portraits, business interviews and articles written.
- You may add a corresponding originally designed and linked Pinterest tile for \$10.

## ***Social Media Management***

Contracted month to month. Receive 1 month free for every 12.

**Level 1:** Facebook, Pinterest, Instagram \$200 a month. You get:

- 3 facebook posts a week of non-original content. (industry appropriate shared articles and inspirations)
- Any content your business page is tagged in, shared weekly.
- 3 saved Pinterest pins a week that may transfer to facebook.
- 1 original designed graphic Pinterest tile that links to your website.
- 1 instagram submission a week with description and hashtags.

Additional original written, graphic and photo content charged at \$20 an hour.

**Level 2:** Facebook, Pinterest, Instagram \$300 a month. You get:

- 7 facebook posts a week of non-original content. (industry appropriate shared articles and inspirations)
- Any content your business page is tagged in, shared weekly.
- 2 on-line Facebook ad campaigns. Includes graphic design and copy.
- 2 original designed graphic Pinterest tiles that link to your website.
- 3 saved Pinterest pins a week that may transfer to facebook.
- 2 instagram submissions a week with description and hashtags.

Additional original written, graphic and photo content charged at \$20 an hour

All services require full payment up front. A contract outlining specific services and client expectations will be signed prior to payment and work. New revisions/additions to be charged hourly. Monthly services require pre-payment for the coming month.

***Further questions? Ready to schedule a meeting? We can travel to you in the Front Range.***

***Let's connect:***

Claudia Folk Wright  
(719) 244-7825  
folk.claudia@gmail.com

Annie Pieper  
(719) 244-7826  
apartcraft@gmail.com