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BRAND EFFECT

Pricing & Services

BRAND EFFECT

We are a holistic design,
marketing & strategy firm.

We have a highly skilled core team who
oversee and collaborate with a talented
community of 60+ freelancers.

A photograph of a wooden desk with various items: a wooden notebook, a black ruler, a white pen, and an orange chair. The image is split into four quadrants by a white crosshair. A white rectangular box is centered over the desk, containing the text 'OUR SERVICES' and a list of services.

OUR **SERVICES**

Strategy
Branding
Advertising
Website
Content & Social Media
Email & SMS
Photography
Video
Design

STRATEGY

\$1,500 - \$5,000

1

Consulting \$1,500+/mo

Consulting on a monthly or bi-monthly basis.

2

Strategy Deep Dive \$5,000

High-level marketing strategy and planning for startups ready to scale. Brainstorm, Framework, Briefing, Strategy, Plan

Monthly Fee

TIERED-APPROACH **BRANDING**

\$5,000 - \$15,000

1

Tier 1 Branding \$5,000

Includes Logo, Secondary Brand Mark, Typography, Color System (Screen & Print) & One-Page Brand Guideline

2

Tier 2 Branding \$10,000

All Items in Tier 1 Package + Social Media Profiles & Cover Photos, Directional Photography Grid & Photo Treatments, Backgrounds & Textures for Social Media

One-Time Cost

TIERED-APPROACH **BRANDING**

\$5,000 - \$15,000

3 **Tier 3 Branding** \$15,000

*All Items in Tier 2 Package + Brand Strategy, which includes:
Target Research, Marketing Funnel, Brand Essence, Value
Proposition, Positioning and Voice & Tone*

One-Time Cost

DEFINITIONS

BRAND STRATEGY

Key Performance Indicators (KPIs)

Define goals and measures for success.

Target Research

Quantitative (i.e. survey) or Qualitative (i.e. focus groups) assessment of target. Develop target personas.

Marketing Funnel

Define the user journey / marketing funnel from awareness to retention.

Brand Essence

Communicating the core characteristic which defines your brand.

Brand Value Proposition

Communicating the unique value add - innovation, service, or feature - intended to make your brand or product attractive to your target.

Brand Positioning

A description of your target market that also includes a holistic picture of how you'd like your brand to be perceived by customers (based on research and data). This statement is the who, when, where, why, and how of your brand's identity.

Brand Voice & Tone

Your brand's personality. How you communicate to your audience, which affects how your brand is perceived. **Example: SISTAIN V&T**



EXAMPLE BRANDING



ADVERTISING

Strategy, Creation & Execution Inquire About Pricing

- Full Funnel Approach
- Objectives & KPIs
- Flight Recommendations
- Budget & Deliverables
- Timeline
- Reporting



Full Funnel Approach



ADVERTISING

CF Educational Solutions Campaign Inquire About Pricing



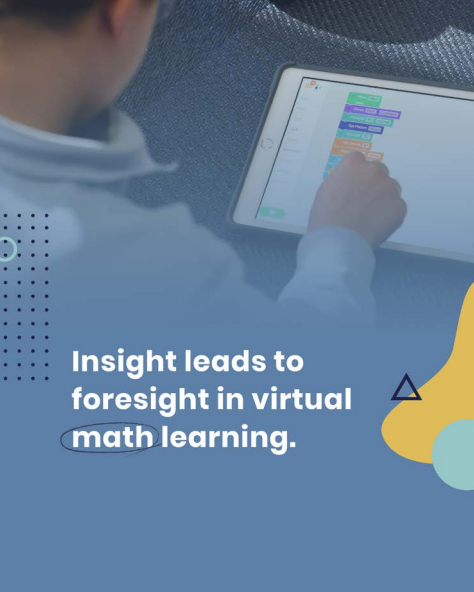
Get access to virtual science labs for a new reality.



Virtual coding classes for job-ready students.



Are you ready for the new reality of literacy learning?



Insight leads to foresight in virtual math learning.



TIERED-APPROACH WEBSITES

\$10,000 - \$40,000+

1

Tier 1 Website \$10,000

Custom Design, Strategy & IT Management

2

Tier 2 Website \$15,000

Advanced Custom Design, IT Management & Strategy

Does not include Website Hosting. Brand Effect develops websites on Squarespace, Wordpress & Shopify.

One-Time Cost

TIERED-APPROACH WEBSITES

\$10,000 - \$40,000+

3

Tier 3 Website \$25,000+

*Interactive, Advanced Design
Optional Integrations to Third-Party Tools
IT, Management & Strategy*

4

Tier 4 eCommerce Platform \$40,000+

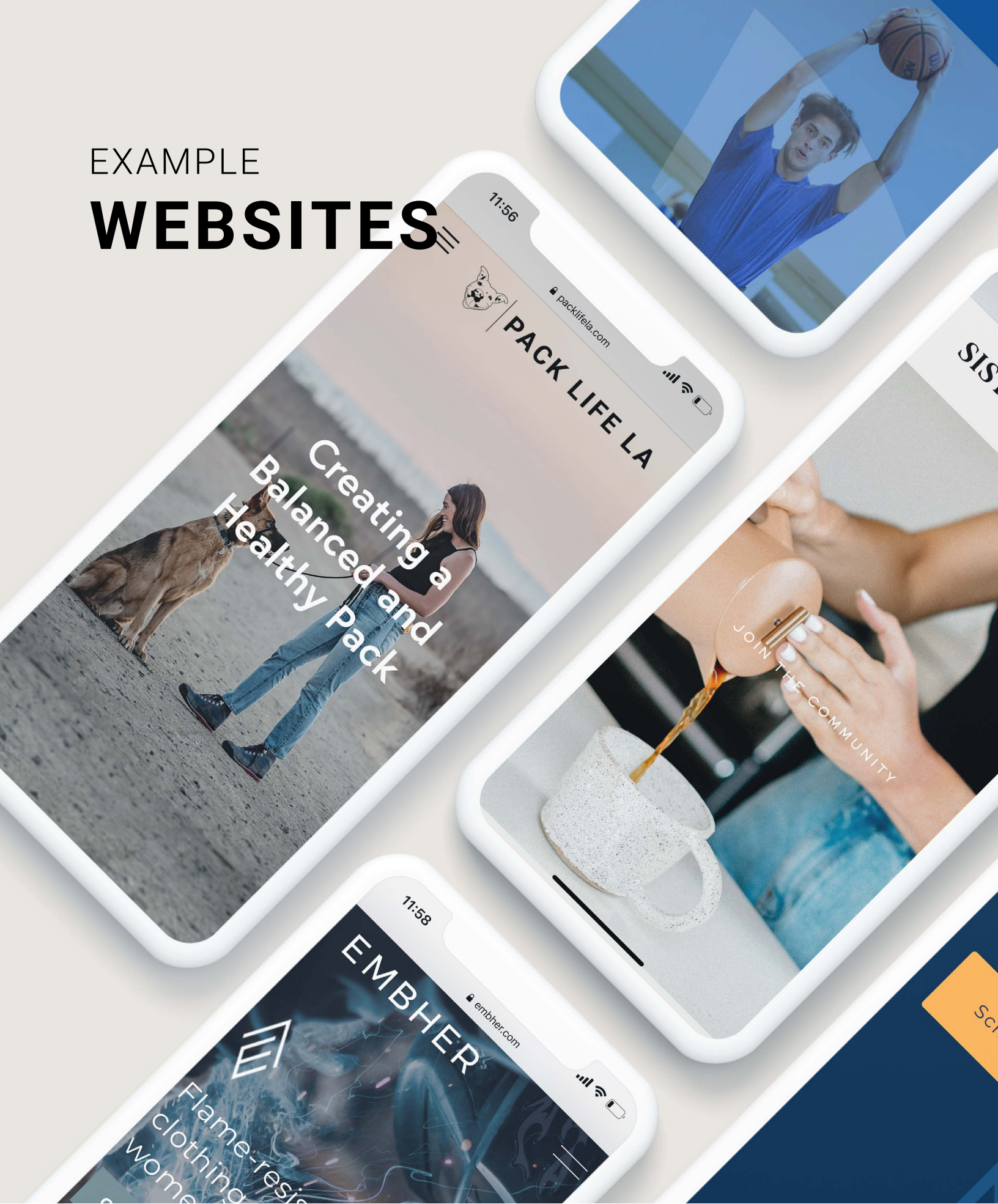
*Shopify Development, Interactive / Advanced Design,
Integrations to Third-Party Tools
IT, Management & Strategy*

Does not include Website Hosting. Brand Effect develops websites on Squarespace, Wordpress & Shopify.

One-Time Cost

EXAMPLE

WEBSITES



CONTENT & **SOCIAL MEDIA**

Content Strategy \$6,000

- *Audit Current Content Presence*
- *Map User Journey / Marketing Funnel*
- *Clarify Mission, Goals, Target & Measure of Success*
- *Define Content Pillars*
- *Layout Strategy (i.e. Cadence, Structure, Hashtags)*

Social Media Management \$3,500+

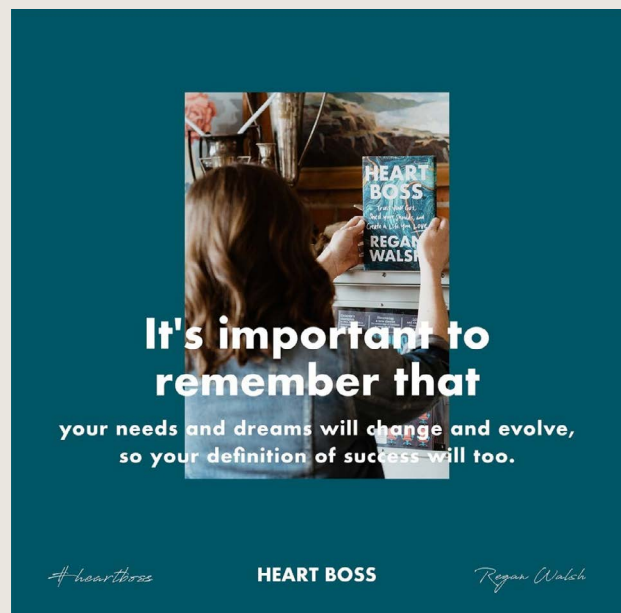
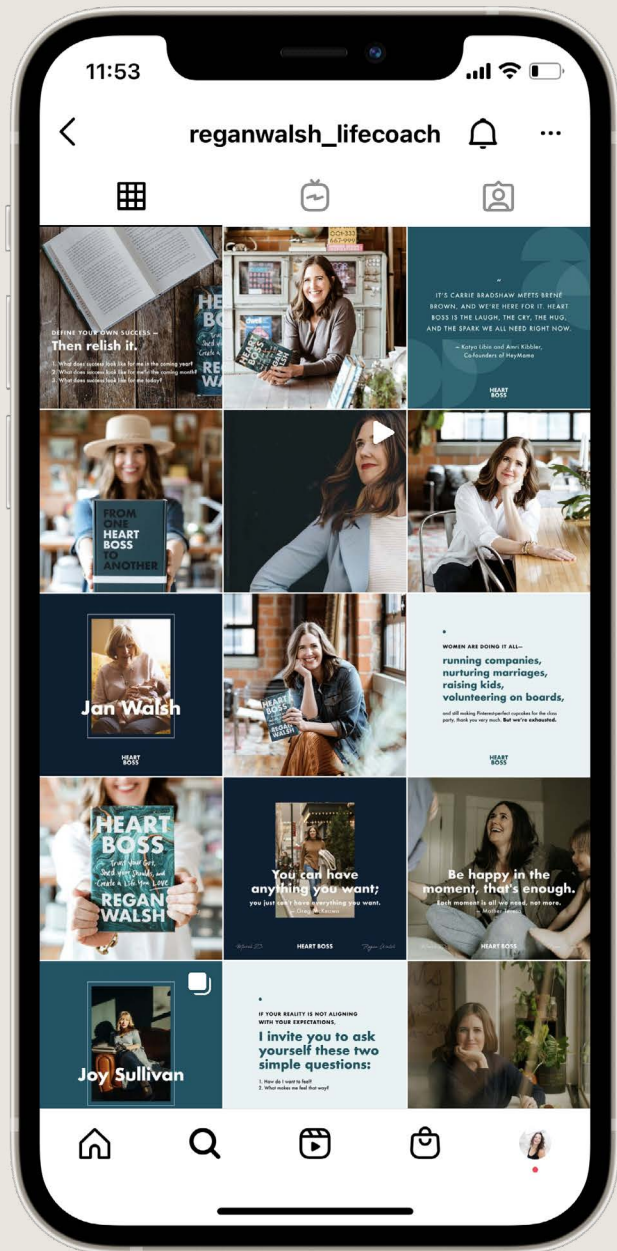
Pricing dependent on cadence, complexity target audience and number of platforms.

- *Strategy*
- *Copy*
- *Design*
- *Scheduling*
- *Engagement*



EXAMPLE

SOCIAL MEDIA



@reganwalsh_lifecoach

Instagram Feed for *Heart Boss* book launch

SMS & EMAIL

Email Onboarding \$1,500

- *Email Cleanse*
- *DNS Connection*
- *Third-Party Integrations*
- *Migrating Your Contacts*
- *Segmentation*
- *Workflows*

Email Management Pricing Varies

- *Workflow Automation* - pricing dependent on complexity
- *SMS* - pricing dependent on subscriber base
- *Monthly Subscription* - pricing dependent on subscriber base)
- *Copy, Design & Scheduling* - pricing dependent on cadence and complexity



LIFESTYLE

PHOTOGRAPHY

1

Half Day Lifestyle Shoot \$2,500

- *Production & Planning*
- *4 hours of Photography Services*
- *On-Set Styling*
- *Images delivered in an online gallery for print, web and social use*

2

Full Day Lifestyle Shoot \$4,500

- *Production & Planning*
- *8 Hours of Photography Services*
- *On-Set Styling*
- *Images delivered in an online gallery for print, web and social use*

Inquire about holding time for headshots within lifestyle shoot.

One-Time Cost

EXAMPLE

PHOTOGRAPHY



MOTION GRAPHICS & VIDEO

1

Motion Graphics & Tutorials \$5,000+

Examples:

- *Storyboarding*
- *Script Writing*
- *Voice Over*
- *Production*
- *Editing*
- *Audio*

2

Testimonial / Documentary-Style \$5,000+

- *Production*
- *Filming*
- *Storyboarding*
- *Audio*
- *Editing*

3

Event Recap \$2,000+

- *Filming*
- *Production*
- *Audio*
- *Editing*

One-Time Cost

MARKETING

COLLATERAL

Digital, Print & Outdoor [Inquire About Pricing](#)

Annual Report

Presentation Deck Template Design

Brochure

Menu

Postcard

Business Card

Letterhead

Motion Graphic Logo / End Card

Email Signature

Exterior Signage

Swag

Fundraising Pitch Deck

OUR GOOD FIT GUIDE

What We Expect From Clients

- *Allocated Marketing Budget*
 - Minimum Monthly Fee \$3,500/mo
 - Minimum One-Time Project \$5,000
- *Thorough Business Plan & an Inspiring Vision*
- *Leadership Experience*
- *One Point-of-Contact*
- *Collaborative Partnership*
 - Trusting
 - Respectful
 - Clear Communication

What You Can Expect from Brand Effect

- *Quality Work*
- *Creative Spirit*
- *Strong Communication*
- *Holistic Marketing Experience*
- *Business Connections*

Most importantly, we have fun!



WE FOCUS ON **OUR STRENGTHS**

And lead with boundaries.

Websites

We only service Shopify, WordPress and Squarespace websites

Email

We only offer email support on Klaviyo, Flodesk & Mailchimp

Ads

We only run ad campaigns on Google, YouTube, Facebook, Instagram, Pinterest & LinkedIn





LET'S CHAT!

hello@brandeffect.com