

# Rebekah & Co. Media Marketing Services Rate Sheet

## **\*2021 – 2022 MARKETING REBOOT STRATEGY SESSION\***

Marketing as it existed prior to 2020 has changed dramatically. Tools, systems, and methods that were effective pre-pandemic NO LONGER WORK, and some don't even exist anymore. Is your marketing plan robust enough to help your small business survive the "new normal"? Are all your systems in place?

**GET YOUR MARKETING STRATEGY REBOOT SESSION TODAY – ONLY \$297!**

*\*Limited time offer, schedule TODAY!*

## Rebekah & Co. Media Marketing Services

### Discovery/Curiosity Call

**\*COMPLIMENTARY**

Curious about how to improve visibility for your brand and increase your profits? Not all marketing tools and platforms are created equal and knowing which is the best for your unique brand is a science. Talk with one of our qualified experts to discover how targeted Marketing can benefit your business.

[www.ScheduleWithRebekah.com](http://www.ScheduleWithRebekah.com)

**We are experts and increasing brand awareness, influence, and revenues via the following platforms:**

Facebook	Instagram	Pinterest	Twitter	LinkedIn	Google My Business
TikTok	MeetUp	Email	Quora	Blog	Yelp
Podcast	Tradeshows	Networking	Ecommerce	Text/SMS	Clubhouse

We will work with you to create the most effective strategy to cut through the information overwhelm to reach the exact customers who are seeking the solutions/services you offer. Stop spending money on outdated and ineffective tactics that don't work and start investing in the right marketing for your unique business!

## Consulting & Coaching Services

We offer expert guidance and recommendations for businesses who prefer to manage their marketing in-house and simply need an experienced professional to help them create and implement the right tools and create an ongoing flow of new, profitable business.

Prior to your sessions, we run a complete audit of your online visibility and assess your marketing impact. We then provide you with our expert recommendations and work with you or your team to create a comprehensive marketing plan that you can implement immediately. You can choose to have our team meet with you regularly to ensure the effectiveness of your marketing and help you adapt quickly as each platform's algorithms continue to change.

Whether you need a single session, full day training with your team, or ongoing education and accountability, we have a solution that is right for you.

**Individual Consultation****\$199\* per session (limited offer)**

\*Via Zoom, recorded for convenience. Includes email follow-up for 30 days.

**Marketing Intensive for Teams****FROM \$1000\* | TWO DAYS**

\*We spend the entire day with you and/or your team via Zoom (recorded) and train you to maximize your marketing systems and increase brand awareness/profitability for your business. Includes 90 days of email support, two follow up coaching sessions via Zoom, and access to weekly Marketing Live Q & A (online via Zoom).

**Personal Marketing/Transformational Coaching****\$7000\* per 6mo / \$12,000\* per year**

Includes four 1:1 sessions per month via Zoom (recorded), limited text access, unlimited email support, and access to weekly Marketing Q & A LIVE (online via Zoom).

→ *SPECIAL CONSIDERATION: Once in a while we encounter someone who genuinely only needs our support for a short time to move the needle in their business/life. In those rare cases we do offer a six-week 1:1 intensive for \$1500. If you think you may be our "exception", please email Rebekah at [rebekah@rebekahandco.com](mailto:rebekah@rebekahandco.com) with the subject line "Exception" and tell us why this could be you.*

**Marketing Focus Group (Various Topics)****\$1500\* per 90 Days / \$5000\* per year**

Includes 2 group sessions per month via Zoom (recorded), access to weekly Marketing Q&A LIVE, and unlimited email support.

**DONE-FOR-YOU Social Media Marketing Subscriptions (Presence, Visibility, Influence)**

We understand you need to be running your business and servicing your customers. MOST businesses should have a presence on at least three platforms to be relevant, and ALL businesses should have at least one where they really stand out as the authority in their market. Our team of experts will help you determine the BEST platform(s) to reach your customers, then partner with you to create responsive marketing presence that attracts buyers. We'll focus on your marketing so you can focus on your clients!

Unlike average social media teams who are only getting average results, we do not "price the post". Every platform is completely different, and the number of posts or images to reach your target market can vary greatly according to the platform, the algorithm, and your customer demographic. Some platforms require multiple posts per day to get you seen, while others will mute your presence if you're too aggressive in your efforts.

Instead, we price "per retainer" so that we can focus on providing you the absolute BEST presence on the channel where your message will have the most impact. We study the platforms daily so that we can adapt our efforts to accommodate any changes to keep you relevant, visible, and competitive. When the systems shift, so do we so that you are always in compliance, and always getting the best visibility on each platform.

Your monthly fee includes any feed posts, unique graphics, hashtags, and outbound engagement required to establish your presence/authority on the best platforms for your business/perfect customer.

We work in tandem with you to create a thriving following that knows, likes, and trusts you, and teach you how to engage on the platforms using guidelines we provide to foster the best response from followers. *(Please be advised, subscription pricing does NOT include ad spend. If it is determined that paid ads on any platform are right for your business, we will work with you to choose the right budget and platform for your offer, and you will be billed separately.)*

As the internet moves differently than people do, it can take up to six months of consistent, targeted effort for your marketing efforts to gain traction. Therefore, **we only offer six-month management contracts to first-time clients**. When you become a client of ours your rate is locked in for life, so even when the market shifts and prices increase your monthly rate will stay the same for as long as you remain a client in good standing.

**\*A SET UP FEE OF \$1000 IS REQUIRED FOR ALL NEW CLIENTS!** *A signed six-month commitment is required to begin the onboarding process. We understand that sometimes people need to “take a break” for medical or other reasons, and we do our best to accommodate. Because the market and tools can change so much very rapidly, any previous clients returning after a 90+ day absence/break will be considered “new” and required to pay Set Up fees and current pricing.*

**\*\* A credit card is required to secure services** and will be automatically billed monthly on the same day of the month as your initial deposit. *Clients who prefer to pay six months in advance will receive a discount equivalent to one month free. Annual pricing is available for select clients. Pricing below does NOT include set-up fee and ad spend.*

<b>BASIC</b> (20 hrs marketing per mo)	<b>\$1200* mo / \$6000* 6mo PIA</b>
<b>START-UP</b> (50 hrs marketing per mo)	<b>\$2500* mo / \$12,500 6mo PIA</b>
<b>PROFESSIONAL</b> (100 hrs marketing per mo)	<b>\$5000* mo / \$25,000 6mo PIA</b>
<b>EXECUTIVE Social Influence Package</b> (160 hrs marketing per mo) <i>- Includes up to 6 platforms + Email Marketing and List Management.</i>	<b>\$8000* mo / \$40,000 6mo PIA</b>

**\*\*\*ADDITIONAL HOURS BILLED AT \$50 PER HALF HOUR ON ALL SUBSCRIPTION PACKAGES.**

### **Social Ads (Advanced, Niche Focused Paid Advertising)**

Once you’ve established your authority and follower base on social media, you’ll be eligible to explore paid advertising. With paid advertising, you can optimize your ads to achieve a number of goals; page likes, link clicks, website conversions, app installs, etc. – any number of events that allow you to fine tune your niche and drive target responses from specific audiences.

When the time is right for you to incorporate paid advertising, our team will work with you to set a marketing budget (ad spend), create your offer, design your ad, and define a specific audience for your offer. This is billed separately and in addition to your monthly Social Media Marketing Package, and rates vary.  
**FROM \$1000 per month + ad spend**

*\*Currently, we offer paid advertising services as an “add-on” to our subscribers ONLY.*

## **À la carte Marketing Services**

Email/Newsletter Marketing & List Management	<b>FROM \$1000*</b> per mo
Press Release (Writing & Distribution)	<b>FROM \$1000*</b> per release
Event Marketing	<b>FROM \$1000*</b> per event
Online Marketing Workshops for your team	<b>FROM \$1000 + \$47*</b> per attendee over 10 (up to 1000, recorded)

## **PODCAST DEVELOPMENT SERVICES**

Are you thinking about launching a Podcast? Do you have unique offer or solution or area of expertise? Podcasts are the fastest, most cost-effective way to raise awareness for a budding business and can be extremely profitable all by themselves. From concept to launch our Podcast Pros are here to help you develop and implement your strategy to get the conversation out of your head and “on the air”! The market has never been more ripe or ready for new broadcasts than it is today. It starts with a consultation where we map out all that is possible and decide the right course of action and equipment for your unique show. Don’t put it off, get expert guidance NOW!

<b>Podcast Consultation</b>	<b>\$99*</b>   <b>Via Zoom</b> ( <i>limited offer</i> )
<b>Podcast Management</b>	<b>*FROM \$1000</b> per channel
<b>Podcast Marketing</b>	<b>*SEE OUR CURRENT RATES ABOVE</b>

## **ECOMMERCE/MERCH STORE SERVICES**

Are you thinking about offering your physical products or FanMerch on Etsy, Shopify, Red Bubble, or Square? Our experts can help you determine what products for your audience, create a launch and/or marketing strategy, set up your storefront, and create the products your unique audience will love! We will optimize your store front, your listings, and research tags and keywords to help your store show up in search.

<b>Ecommerce Consultation</b>	<b>\$99*</b>   <b>Via Zoom</b> ( <i>limited offer</i> )
<b>Ecommerce Store Set Up/Optimization</b>	<b>FROM \$1200 + platform fees</b> *UP TO 10 PRODUCTS. You provide your images and details for your existing products. We set up the store and optimize your listings – you take over from there.
<b>POD Ecommerce Store Set Up/Design/Strategy</b>	<b>FROM \$2000 + platform fees</b> *DONE FOR YOU. Ready to get started with your very own Print-On-Demand ecomm shop?

We'll set it up, optimize it, design, and list your first 10 products, set up automations, and give you a marketing strategy for the launch and promotion of your store. You take over from there.  
*(OR choose to have us manage/market it for you for \$1000 per mo!)*

**Ecommerce Marketing & Management ONLY**

**FROM \$1200 per mo + platform fees**

\*You already have an established store and don't have the time to make it profitable. Let our team step in and grow your store into a profit center! We'll optimize your existing storefront and your listings and build visibility on exactly the right platforms for your offers!

**SUBSCRIPTION BOX LAUNCH SERVICES**

Got a great idea for a subscription box offer? Our experts can help you determine what products for your audience, create a launch and/or marketing strategy, set up your subscription page! We will optimize your store front, your listings, and research tags and keywords to help your store show up in search.

**Subscription Box Consultation**

**\$99\* | Via Zoom (limited offer)**

**Subscription Box Site Set Up/Optimization**

**FROM \$1200 + platform fees**

\*CrateJoy, Etsy, or Shopify. You provide your product images and listing details. Once your storefront and offer are complete, you take over from there!

**DFY Subscription Box Site Set Up/Optimization**

**FROM \$2500 + platform fees**

\*DONE FOR YOU. We set it up, optimize it, set up automations, integrate it with your social platforms, and give you a customized marketing strategy for the launch and promotion of your store.

**Subscription Box Marketing Service**

**FROM \$1200/mo + platform fees**

\*You already have a subscription box offer and don't have the time or know how to make it profitable. Our team will work with you to create a marketing strategy, optimize your site, and market your offer on all the relevant platforms. All you'll have to do is assemble your boxes and ship them out on time!

**TEXT/SMS MARKETING SERVICES**

Ready to grow your customer loyalty via text messaging (Community, Podium, TextMagic, etc.)? Our experts can help you determine which services is right for your audience, create a launch and/or marketing strategy, and set up your Text/SMS account.

**Text/SMS Marketing Consultation**

**\$99\* | Via Zoom (limited offer)**

**Text/SMS Marketing Set Up/Optimization**

**FROM \$2500 + platform fees**

\*DONE FOR YOU. We set it up, optimize it, set up automations, integrate it with your social platforms, and give you a customized strategy for Text/SMS marketing for your first 30 days! You take over from there. *(OR choose to have us manage/market it for you for \$1000 per mo!)*

**DFY Text/SMS Marketing Service**

**FROM \$1200/mo + platform fees**

\*You already have a Text/SMS account but don't have the time or knowledge to make it

profitable. Our team will work with you to optimize your marketing strategy and manage your subscribers.

## **ADROLL MARKETING SERVICES**

Reach more customers online, ramp up revenue, increase brand awareness, and build customer retention by 91%. Our experts will help you reach customers as they browse the web, use social media, and open their inbox. We'll help you retarget and recover lost shoppers and deliver personalized experiences that keep customers coming back.

### **AdRoll Marketing Consultation**

**\$99\* | Via Zoom** *(limited offer)*

### **AdRoll Marketing Set Up/Optimization**

**FROM \$2500 + platform fees**

*\*DONE FOR YOU. We set it up, optimize it, set up automations, integrate it with your existing platforms, and give you a customized strategy for your first 30 days! You take over from there. (OR choose to have us manage/market it for you for \$1000 per mo!)*

### **DFY AdRoll Marketing Service**

**FROM \$1200/mo + platform fees**

*\*You already have an AdRoll account but don't have the time or knowledge to make it profitable. Our team will work with you to optimize and manage your AdRoll account.*

**[www.rebekahandco.com](http://www.rebekahandco.com)**

*\*All pricing subject to change without notice.*

*\*Ad spend is not included in pricing.*

*\*Revised August 2021*