



THE MARKETING MAVEN SERVICES & PRICING GUIDE

LOGO DESIGN

A well-designed logo builds trust and gives people an immediate impression of your business. It can communicate a lot more than you might think - what industry you are in, what your culture is like, and what customers can expect about their experience doing business with you. A logo is the face of your brand. Our design fee includes creating three concepts, and then perfecting one of them with up to two rounds of revisions. The final approved version will be provided in multiple file formats and color variations for use on the web, in print, and on apparel or advertising.

\$495 □

GRAPHIC DESIGN

Quality graphic design gives your business credibility. Stand out from your competition and earn your customers' trust with materials that look good and function well. Anything you need designed on a computer, our team can handle it. All pricing includes up to two rounds of revisions. We can even help you order your print materials once they're approved. *Cost of print materials not included.*



- Advertising
- Flyer / Poster
- Business Card
- Banner / Signage
- Letterhead Template

\$250 □



- Brochures
- Sales Materials
- Invitations
- Direct Mailers
- PowerPoint Template

\$400 □



- Magazines
- Booklets
- Catalogs
- Proposal Packets
- Conference Packets

**WE'LL QUOTE
YOUR PROJECT** □

PHOTOGRAPHY

CORPORATE PHOTOGRAPHY

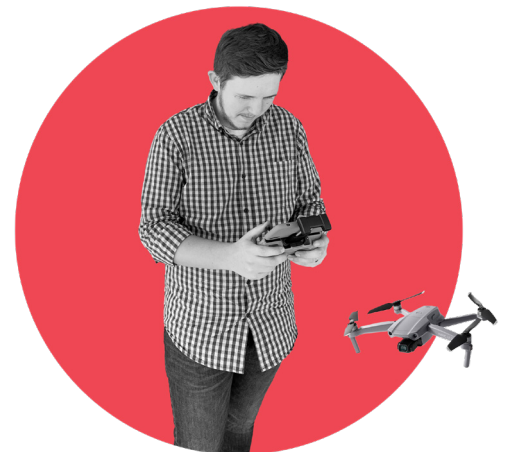
Our team will spend up to two hours on location, photographing your products, facilities, team members, projects, events, or whatever you need. Afterward, we will provide edited photos within 2-3 weeks through a cloud sharing link for viewing and/or downloading. We give clients an unlimited copyright release for print, digital, web, and social media usage.

- Includes equipment delivery, setup, and usage
- Includes up to 2 hours on location
- Includes editing up to 50 photos within a few weeks
- Includes thorough communication before and after the shoot

\$250 ☐
PER 2 HOUR SESSION

DRONE PHOTOS & VIDEOS

Our team can provide aerial photography for real estate, construction projects, facility b-roll, outdoor events, community promotional footage, or whatever you might need! Afterward, we will provide edited photos within 2-3 weeks through a cloud sharing link for viewing and/or downloading. We give clients an unlimited copyright release for print, digital, web, and social media usage. *Ask us about expedited timelines. Rush delivery fee of \$100.*



\$350 ☐
PER HALF HOUR SESSION

- Includes equipment delivery, setup & usage
- Includes up to 25 min. of flying time capturing still images
- Up to 50 edited images to be provided within a few weeks

\$450 ☐
PER HALF HOUR SESSION

- Includes equipment delivery, setup & usage
- Includes up to 25 min. of flying time capturing raw HD video clips
- Unedited video files to be provided within a few weeks

\$900 ☐
PER HALF HOUR SESSION

- Includes all the items in the lower two levels
- Also includes producing a 30-60 second video utilizing the footage we shoot with up to two rounds of revisions

NOTE: Travel time and mileage may be added based on location. Drone photography is subject to weather conditions, and cannot fly at wind speeds greater than 20 mph. Drone cannot be flown within 5 miles of an airport. No hazardous flying conditions. Pilot must stay on the ground.

VIDEO PRODUCTION

TIME LAPSE VIDEOS

Time lapse videos are a great way to grab attention on social media, and work great for construction projects, special events and festivals, mural artists, landscapers, retail stores, restaurants, bars, and more! Pricing depends on location, number of days being recorded, and editing time required to produce finished video. Once produced, we will provide finished product within 2-3 weeks through a cloud sharing link for viewing and/or downloading. We give clients an unlimited copyright release for web and social media usage. *Ask us about expedited timelines. Rush delivery fee of \$100.*

\$500+ ☐

BID BY THE PROJECT

ANIMATED EXPLAINER VIDEOS

Kinetic typography, stock footage, or using client-provided images to produce an eye catching video. These videos work great for drawing attention to big announcements or upcoming events, or as an introduction at a conference. *Ask us about expedited timelines.*

\$975 ☐

PER 30-SEC VIDEO

- Includes phone interview + organizing files provided + content writing as needed
- Pace, music, style, wording, and colors can all be customized to meet client preferences
- Includes up to 2 rounds of revisions
- Includes one 30-45 second produced video provided within a few weeks via cloud sharing link
- *Does not include stop motion or white board videos*



NOTE: We do not offer wedding videography at this time.
Travel time and mileage may be added based on location.

VIDEO PRODUCTION

SOCIAL STARTER VIDEO

\$775 □

These shorter, to-the-point videos work great for announcing a new product or service, showcasing a customer testimonial, or providing an upbeat overview of your business. These also work great for hero image banners on your website to give an extra wow factor and keep people on your site longer.

- Includes phone interview + drafting outline of video
- Includes up to 2 hours of filming (1 camera)
- Animated titles and custom graphics included
- Includes professional editing, with up to 2 rounds of revisions
- 30-60 second video will be provided within 2-4 weeks via cloud sharing link

CORPORATE PROFILE VIDEO

\$1,450 □

These 2-3 minute videos provide a more comprehensive overview of your business, explain processes, or provide educational resources to your customers. These are ideal for YouTube content or providing video content on your website to engage potential customers.

- Includes phone interview + drafting outline of video
- Includes up to 3 hours of filming (1-2 cameras), split between b-roll footage and 1 or 2 interviews
- Animated titles and custom graphics included
- Includes professional editing, with up to 2 rounds of revisions
- Final video will be provided within 3-4 weeks via cloud sharing link

COMMUNITY SPOTLIGHT VIDEO

\$3,000 □

These 1-2 minute videos are the perfect way to showcase your community festival, fundraisers, entertainers, or municipal branding initiatives. These videos allow us to really take our time capturing the essence of your community!

- Includes phone interview + drafting outline of video
- Includes up to 14 hours of filming (2 cameras)
These videos traditionally use b-roll footage paired with upbeat music, but we can incorporate a voiceover or on-camera interview if need be. We can visit with you about the goals for the video and whether an interview is recommended or not.
- Animated titles and custom graphics included
- Includes professional editing, with up to 2 rounds of revisions
- Final video will be provided within 4 weeks via cloud sharing link

WANT TO REALLY BLOW YOUR CUSTOMERS' MINDS?

Need multiple videos? We offer discounts for larger video series projects. We can also bid videos for corporate awards, event promotions, virtual training purposes, advertising, social media content, and more.

WEBSITE DESIGN

Let our team of experts build your business a stunning and mobile friendly website that will make a great first impression. We have crafted an easy-to-follow process that takes 6-8 weeks from start to finish, and we hold your hand every step of the way, providing exceptional communication and working diligently to exceed your expectations.

THE PROCESS

- 1. We learn about your business.** We meet with your team to conduct an in-depth interview to learn about products and services, your team, and your business model. It also helps us learn about your style preferences and any functions you want the website to offer.
- 2. We develop a site map.** Before delving into the design of the website, we first prepare a site map for you to review. A site map is like an outline, showing how the website will be organized and what bells and whistles will be in what sections. This helps us avoid delays later in the project.
- 3. We build the first draft.** Taking all your color, font, and design preferences into account, we get to work building the first draft of your new responsive website. *This is the step where most of the time is put in.*
- 4. We send it to YOU for review.** Our designers will send your team a preview link so that you can experience the new website from a desktop computer and take notes on what you like and what you want to change.
- 5. We make changes to get it just right.** Your team will have up to 3 rounds of edits to the new website. On the first round, we ask you to look at the way things are organized, the theme of fonts and colors, and overall flow of the website. On the second round, this is your chance to swap out an image, add missing text, or make basic changes to the design. In the final round, this is really just a final check of the spelling, content, and polishing details before the new site goes live.
- 6. We create the mobile version and maximize SEO.** Before we launch, we go through page by page and image by image to maximize your website's searchability and performance on all devices and browsers.
- 7. Launch the new website.** Using a domain name you already own, or a new domain we can purchase for you, we set up your annual hosting plan and point your domain to the new site once the new website is completed and approved.
- 8. Training on website maintenance.** We can train your staff how to make updates through the online editor, OR we can help you make updates as needed, charged on an hourly basis. Whatever works best for your team!



WEBSITE DESIGN

Depending on the complexity of your project and how much you need your website to do, we can help you select among the following options. The simpler 1-3 page websites work great for startups and can always be expanded in the future as your business continues to grow! We prefer to build Wix websites so that clients can hypothetically learn to make edits themselves if they would like to. No special software needed, and you'll have ultimate flexibility to edit and expand as you grow!

1-3 PAGES

- Scrolling, parallax website with 1-3 pages
- Includes 1 hour of photography
- Includes interview, developing site map, and content writing
- Includes photo editing and graphic design as necessary
- Includes up to 2 rounds of revisions
- Includes SEO optimization
- Includes mobile friendly version as well as desktop version
- Includes instruction on setting up and improving your Google listing

\$1,500 ☐

4-6 PAGES

- Scrolling, parallax website with 4-6 pages
- Includes up to 2 hours of photography
- Includes interview, developing site map, and content writing
- Includes photo editing and graphic design as necessary
- Includes up to 2 rounds of revisions
- Includes SEO optimization
- Includes mobile friendly version as well as desktop version
- Includes instruction on setting up and improving your Google listing

\$2,995 ☐

7+ PAGES

- Scrolling, parallax website with 7+ pages and more complex features like job applications, private login area
- Includes up to 2 hours of photography
- Includes interview, developing site map, and content writing
- Includes graphic design as necessary
- Includes up to 2 rounds of revisions
- Includes SEO optimization
- Includes mobile friendly version
- Includes instruction on setting up and improving your Google listing

**WE'LL QUOTE
YOUR PROJECT** ☐

WEBSITE DESIGN

Depending on your project, we can talk about potential add-ons you might need to best serve your customers and your team. We can add just about anything you might need, from custom email addresses to secure job applications. During the interview, we will go over all of the stakeholders who may use your website and what you want the website to do to compel potential customers and streamline internal operations as much as possible.

ADD-ON OPTIONS:

- ☐ Secure Job Application - \$450
- ☐ Private Login Area - \$700
- ☐ Store / eCommerce - \$1,200
- ☐ Additional Pages - \$250 each
- ☐ Email Addresses - \$200 setup fee (one-time), plus \$80 per user per year.

PAYMENT PLANS:

Our standard contract is written for a 50% deposit up front, and then the remaining 50% balance is billed upon project completion. However, for select clients, we can also offer 6-month or 12-month payment plans. *Ask us about payment plans.*

OTHER COSTS TO BUDGET FOR:

- **Registering a Domain Name** - You may already have one. If not, we can buy one for approximately \$15 per year per URL. This can be pre-paid for up to 3 years to reduce the number of invoices you receive.
 - ☐ I already own my domain name(s) ☐ I need to get a new domain name
- **Annual Hosting Fees** - Every website needs a hosting plan to make it visible online. Think of this like rent for server space. This usually costs \$200-350 per year depending on your site's functionality. This can also be pre-paid for 2-3 years at a discounted rate. We will discuss options with you when we meet.
- **Custom Email Addresses** - If you need a custom email address (johndoe@yourdomain.com), you should budget \$80 per user per year through Google's G-Suite services, plus \$200 service fee.
 - ☐ Yes, I need custom emails from G-Suite
 - ☐ No, I do not need custom email addresses from G-Suite
- **Admin Fee** - Marketing Maven charges a \$100 administrative fee* per renewal, typically annually or biannually. Every time your hosting, domain, and other website related charges hit our credit card statement, we will invoice you for reimbursement, along with the \$100 administrative fee. This is why a lot of clients choose to pre-pay for their domain and hosting fees 2-3 years at a time to avoid extra administrative costs. **Ask us about avoiding administrative fees.*

BRAND DEVELOPMENT STARTER KIT

DO MORE AND SAVE:

For startups needing to get off on the right foot, or established businesses wanting to overhaul their brand, our Brand Development Starter Kit can be a great option to tackle numerous projects at a reduced rate.



- **Logo Design** - We will create two logo designs for you to choose from, and then work to perfect one of the two designs to suit your preferences. Final approved file will be provided to you in numerous file formats for use in print, online, and on apparel.
- **Business Card Template** - We'll create a template for your team's business cards, starting with up to two files for two different people. From there, we can create files for additional team members for \$30 per person. Once finalized, these files can be provided to your team so that you can order cards, or we can order cards on your behalf and bill you for reimbursement.
- **Rack Card** - We'll design a snazzy handout piece to give out at trade shows or include in customer mailings. This can be a door-hanger or a static, 2-sided rack card. Includes up to two rounds of revisions. Once finalized, we can give you a print-ready file to order from, or we can order cards on your behalf and bill you for reimbursement.
- **Mobile Friendly Website** - The Brand Development Kit includes a mobile-friendly website with 4-6 pages. Includes photography, graphic design, content writing, and SEO. Learn more about our website process and how it works on page 7 of the pricing guide. *Add-ons not included. Hosting and domain fees not included.*
- **Social Cover Photo** - To coordinate with your new branding, we'll provide you with a matching cover photo to upload to Facebook, Twitter, LinkedIn, Google, Yelp, or wherever your customers find you.
- **Google My Business Listing** - To make sure customers can find you online, we'll give you instructions on how to spruce up your Google My Business listing, add searchable text, upload photos, etc.

\$4,400

SAVINGS OF \$600+

OUR CORE *Values*

QUALITY

A listening ear, an uncanny attention to detail, and excellence in execution. We promise to give you our best work, and remain committed to a quality finished product.

EFFICIENCY

Time is money, and we promise to deliver on every commitment and to communicate effectively. We will treat your business like our own, and will deliver services that you can rely on.

TRUSTWORTHINESS

Your brand is your baby, and we promise to do everything we can to protect and enhance it. We take responsibility for our successes and our failures, while maintaining confidentiality and personal transparency.

TIMELINESS

Every client should feel like they are a top priority. We promise to meet or exceed expectations, and to always treat you and your people with respect.

