

INTENTIONAL MARKETING FOR RESILIENT BUSINESSES

MARKETING SERVICES PRICE LIST



ILLUMINATED MARKETING AGENCY
ALLIE JONES, OWNER & CMO
ILLUMINATEYOURMARKETING.COM



HEY THERE BOSS. FEELING S P R E A D T H I N ?

You got into business because you're passionate about helping your clients. It's what gets you up in the morning—but running a business also requires you to wear a million hats. If the million and one things on your to do list has you feeling spread thin, you're not alone.

My guess is that marketing is one of those things on your to-do list. You can't afford to ignore it, but your efforts are haphazard and inconsistent. You need help to execute on your ideas and better connect with your audience.

IT'S TIME TO TAKE YOUR MARKETING OFF THE BACK BURNER.

Good marketing requires intentional strategy, a well-crafted message, and time. However, you've been feeling stuck and overwhelmed at the barriers to a marketing plan that actually works.

- You know the potential for your business to grow, but you're unsure of how to implement a marketing strategy to get you there.
- You're passionate about what you do, but when it comes to putting your brand into words, you feel tongue-tied.
- You want to connect with your audience and show them value, but lack the time to share that message consistently.

HOW CAN ILLUMINATED MARKETING HELP?

ILLUMINATED Marketing is a boutique marketing agency based in Eureka, California. We are driven by a passion to help businesses, organizations, and communities thrive through intentional marketing strategy. Led by marketing consultant Allie Jones, we use a variety of marketing tools and community resources to connect people and help visions come to life. We provide tailored marketing services, including:

BRAND
DEVELOPMENT



MARKETING
STRATEGY



COPYWRITING



GRAPHIC
DESIGN



COACHING &
WORKSHOPS



WEB
DEVELOPMENT



SOCIAL MEDIA
MANAGEMENT



CORE MARKETING SERVICES

We believe that marketing is EVERYTHING you do to draw people to your business. We utilize a StoryBrand framework and a holistic approach to help attract the right people to your business, and craft effective messages to help you AND your clients thrive. Here are the components to a healthy marketing system. You can collaborate with us to implement or improve single components or develop the entire sales funnel. You can also hire us to create the content only, or include design and implementation as well.

DELIVERABLE	CONTENT ONLY	+ DESIGN
<p>MARKETING PLAN</p> <p>Get clarity on your brand, your ideal audience, and a clear roadmap to implement a marketing strategy that actually works.</p>	<p>\$2,000</p> <ul style="list-style-type: none">• Brand messaging• Taglines & Mission Statement• Ideal Audience Profiles• Sales Funnel Outline & Recommendations	<p>\$5,000</p> <p>All content deliverables, plus</p> <ul style="list-style-type: none">• Logo Design• Style Guide
<p>WEBSITE</p> <p>We'll help you create or revamp an effective website that draws in your ideal clients and converts leads into sales.</p>	<p>STARTING AT \$3,000</p> <ul style="list-style-type: none">• Wireframe of website• Content for all pages• Suggestions for layout• Suggestions for keywords & SEO	<p>STARTING AT \$6,000</p> <p>All content deliverables, plus</p> <ul style="list-style-type: none">• Web Design• Photo Curation• Search Engine Optimization
<p>LEAD GENERATOR</p> <p>Build the essential resource, workshop, or tool that will qualify your leads and get you in contact with them.</p>	<p>STARTING AT \$1,500</p> <p>We'll write or develop an outline for a downloadable resource, workshop, or valuable content you can use to attract leads.</p>	<p>STARTING AT \$4,000</p> <p>We'll also design and implement it into your website and email marketing platform.</p>
<p>EMAIL CAMPAIGN</p> <p>Build the essential resource, workshop, or tool that will qualify your leads and get you in contact with them.</p>	<p>\$2,000</p> <p>We'll write the content for 4 nurturing emails that build trust, followed by a sales email the calls your leads to action.</p>	<p>STARTING AT \$3,000</p> <p>We'll also set up and implement an automation workflow for those emails within an email marketing system.</p>
<p>TOTAL SALES FUNNEL:</p>	<p>= \$8,500+</p>	<p>= \$18,000+</p>



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ADDITIONAL MARKETING SERVICES

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DELIVERABLE

PRICE (STARTING AT)

ONE PAGE MARKETING PLAN

\$350

Start simple and get clear on your marketing strategy with our condensed, yet effective marketing plan

BRAND AUDIT

\$450

Get a clear picture of how your current marketing is working, and where you can focus your efforts to improve

PRESS RELEASE

\$500

Share your news and get media to cover your business with captivating content shared with news outlets

BLOG POST/NEWSLETTER

\$500*

Connect with your audience base, stay top of mind, and share valuable content with a well-written content

BIO

\$350*

The most difficult subject to write about is yourself. Let our writers capture who you are and how you can help your clients with a tailored bio.

CONTENT REFRESH

\$120/HOUR*

Not looking to reinvent the wheel, but need to edit some existing content? We'll edit and refresh your current marketing content so it's ready to reuse!

WEBSITE REFRESH

\$120/HOUR*

Does your website need a little zhuzh? Let us help you update content, switching out photos, or other maintenance needs.

**Ask about discount package rates.*



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COACHING PACKAGES

As a business owner, it's easy to feel isolated and stuck in your own head. Maybe you're needing some help defining your brand identity, pivoting your business, or need help unifying your team around your mission and vision. Get the clarity you're craving through some individualized coaching with me. Through intuitive listening, collaborative brainstorming, and research-based exercises, we'll help you get un-stuck and move forward with confidence. I have several time-centered packages to determine how deep we want to go.

CATALYST | ONE, 90-MINUTE SESSION | \$200

In this power-packed session, we'll get to the root of where you're feeling stuck, and we'll create a roadmap to help you figure out what steps to take next.

WAYFINDING | THREE 60-MINUTE SESSIONS | \$450

This shorter coaching package is designed to help you tap into your intuition and gain some tools to help you navigate through a challenging issue or marketing roadblock. We'll identify the main problem, brainstorm solutions, and create some tangible experiments to help you wayfind your way towards where you want to head.

CLARITY | SIX 60-MINUTE SESSIONS | \$850

Over the course of six weeks, we'll focus on getting clear on who you are (your brand identity), who you're trying to help (your audience), and how to connect the two (your marketing strategy). This is ideal for business owners or organizations wanting to clarify their brand messaging and strategy, or for individuals looking to develop a clear life plan.

DEEP DIVE | TWELVE 60-MINUTE SESSIONS | \$1500

Many of the leaders I work with need extra support to execute on the clarity and goals that come from our initial sessions. This three-month package allows us to dive deeper into the roadblocks that can get in the way of following through on what needs to happen. This package works well with larger organizations or teams.

FULL MARKETING REFRESH | 90-DAY INTENSIVE | \$15,000

Geared towards businesses looking to up-level their marketing game, this hybrid package combines my coaching guidance and support with creating and implementing a full sales funnel to align all components of your business and personal goals. Includes deliverables of a marketing plan, website wireframe, lead generator, and five-part email campaign.



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RETAINER PACKAGE OPTIONS

For ongoing marketing needs, you need a team of experts who can develop, execute, and monitor your strategy. The Illuminated Marketing team can partner with you to help you connect with your ideal clients and grow your business. We'll operate as your "marketing department" and develop a plan that fits your budget and your goals.

FLASHLIGHT PACKAGE | \$900/MONTH

Get the essential components of your marketing strategy taken care of, so you can stay in touch with your ideal clients.

- Direct communication with marketing assistant to discuss marketing goals
- Up to 15 social media posts a month for social media (images and captions only)
- Up to 3 additional hours of marketing admin support (i.e., website updates, editing, requesting testimonials, email campaigns, etc.)
- Monthly Analytics Report

SUNLIGHT PACKAGE | \$1,500/MONTH

Let me lead your marketing department and implement a marketing strategy that will help you thrive.

- One monthly meeting with marketing assistant to discuss marketing goals
- Monthly marketing package includes newsletter/blog post, 15 social media posts for up to 3 platforms
- Up to 3 additional hours of marketing admin support (i.e., website updates, editing, requesting testimonials, email campaigns, etc.)
- Monthly Analytics Report

FLOODLIGHT PACKAGE | \$2,100/MONTH

Let me lead your marketing department and implement a marketing strategy that will help you thrive.

- One monthly meeting to discuss marketing goals, plus one coaching session
- Monthly marketing package includes newsletter/blog post, 20 social media posts for up to 3 platforms (content creation, scheduling, and monitoring)
- One larger marketing deliverable per month (i.e., brochure design, website page revamp, etc.)
- Monthly Analytics Report & Quarterly Marketing Strategy Plan

LIGHTHOUSE PACKAGE | \$3,000+/MONTH

All Elements of The Floodlight Package, plus a more robust marketing strategy and implementation, aimed at scalable growth of the company.

- Public Relations Management (actively seek positive press opportunities in related field)
- Additional marketing training for team members on a monthly basis
- Quarterly Lead magnet development with integrated CRM



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WHAT TO EXPECT WHEN YOU WORK WITH ILLUMINATED MARKETING...

We're passionate about serving our clients and helping you succeed. The ways we operate are intentionally designed to ensure your investment with us is worth every penny.

1

WE'RE INTENTIONALLY CLIENT-CENTERED IN EVERYTHING WE DO. Your success is our success. Every word we write, every design we draft, every campaign we launch is geared towards helping your business thrive. Similarly, the marketing we develop for your business will be centered on helping *your* clients thrive. We believe in the power of intentional marketing to help make people's lives better, and only partner with businesses with the same philosophy.

2

WE VALUE COLLABORATION & CLEAR EXPECTATIONS. We're here to help make your life easier, but effective marketing requires collaboration. That's why we'll spend some extra time upfront getting clear on how to best partner with you. We ask our clients to be fully present, respond with honest feedback in a timely manner, and to be specific about what success would look like for you.

3

WE EMBRACE CLARITY ABOVE ALL ELSE. If you find yourself tongue-tied when trying to describe your business, or getting zero response to your jargon-filled copy, we're here to help. Here's the thing—no one likes to move towards something confusing. We ask our clients to trust us to find simple, effective, and compelling ways to talk about your services in a way that actually draws people in and converts leads into sales.

4

WE KNOW THIS IS SO MUCH MORE THAN MARKETING. Brand development and implementing a marketing strategy can be a surprisingly vulnerable process. We're partnering with you to articulate and amplify the gifts you want to bring into the world. And that requires some moxie! Sure, you think you're just getting a website or a new logo, but you'll leave with deeper clarity on who you are. And if that excites you, then you're a good fit for us.

SOME THINGS ARE CHANGING...
SOME THINGS WILL ALWAYS BE THE SAME!

CHANGE #1



MY BUSINESS

When we started working together, I was "Allie Illuminates" mostly working alone to help businesses with their marketing needs. In June, I re-branded as **Illuminated Marketing**, with intentions to grow a boutique marketing agency. As I grow, I'll bring more team members on to help implement even more amazing marketing strategy to help businesses and organizations thrive.

WHAT WON'T CHANGE

I'LL KEEP SHOWING UP FOR MY CLIENTS, AUTHENTICALLY CONNECTING AND CREATING EFFECTIVE MARKETING CONTENT.

CHANGE #2



MY CERTIFICATION

In May, I had the opportunity to become a **StoryBrand Certified Guide**. I have found the training and framework StoryBrand provides to be the very best approach to clear, effective marketing out there. I now have access to an incredible community of other marketing experts throughout the world and training to implement even better marketing content for my clients!

WHAT WON'T CHANGE

I'LL CONTINUE GROWING, AND DEVELOPING MARKETING STRATEGY THAT HELPS YOU CONNECT WITH YOUR CLIENTS & THRIVE.

CHANGE #3



MY WORKFLOW

Like most business owners, I started out saying "yes" to just about anything and everyone. My client load continued to increase, a fantastic problem to have, but it led to feeling spread thin. As I continue to scale and grow, I will be **paring down on the number of projects and clients** I take on at a time, so that my team can devote more time and energy to our clients.

WHAT WON'T CHANGE

I'LL KEEP MAKING INTENTIONAL CHOICES TO GROW MY BUSINESS & SERVE MY CLIENTS WITH EXCELLENCE.

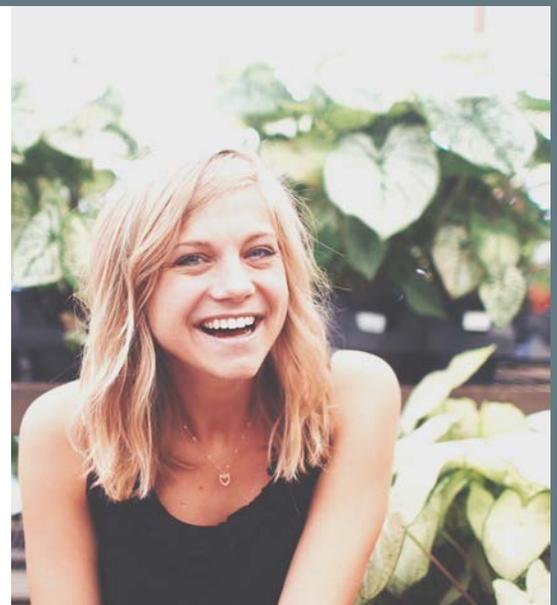
WHAT'S NEXT?

Step 1: Decide which retainer package works best for you. Don't hesitate to reach out if you have questions!

Step 2: Starting August 1st, we'll switch to the new retainer rate, and workflow.

Step 3: Trust Illuminated Marketing to take care of your marketing needs so you can focus on running your business!

Allie Jones



TEAM MEMBERS ON THIS PROJECT



ALLIE JONES

Lead Marketer
& Content Writer



MELISSA BLANFORD

Marketing Assistant
& Social Media Scheduler