

# MARKETING

## Email Marketing

Email marketing helps you stay connected with customers through consistent, strategic communication. It builds engagement, strengthens relationships, and supports long term business growth.

### Why Email Marketing Matters for Small to Mid-Size Businesses:



#### Reach your audience directly

Your message goes straight to customers and prospects without relying on social media algorithms.



#### Support lead nurturing and sales cycles

Regular emails keep your business visible between purchases or inquiries.



#### Drive measurable engagement and website traffic

Email encourages clicks, event sign-ups, promotions, and next steps.



#### Encourage repeat business and loyalty

Consistent communication keeps customers engaged over time.

### The Challenge?

Consistent email marketing requires planning, content creation, and ongoing execution to be effective.

**That's where we come in.**

### All Packages Include:

- Initial consult and onboarding
- Strategy aligned to business goals and audience
- Professional email copywriting
- Branded layout and formatting
- Stock image sourcing when needed
- Deployment through client email platform
- Client review and approval prior to sending
- Monthly performance insights

### Optional Add-Ons

Available with any package:

- **Additional email campaigns**
- **Custom email template design**
- **Automated nurture or drip campaign setup**
- **List cleanup or formatting assistance**
- **Advanced segmentation strategy**

Pricing varies based on scope and complexity. Add-ons can be added at any time during your service term.

# Package Options

## Essentials

Starting at: \$650/mo

- > 1 email campaign per month
- > Basic layout and formatting
- > Subject line optimization
- > One round of revisions
- > Monthly performance summary

*Best for: Businesses needing consistent communication and basic brand touchpoints.*

## Professional

Starting at: \$2,400/mo

- > 3-4 email campaigns per month
- > Dedicated email marketing strategist
- > Fully customized branded templates
- > Up to 4 custom images per month
- > Subject line optimization & testing guidance
- > Audience segmentation support
- > Up to two rounds of revisions per email
- > Advanced performance reporting and strategic recommendations

*Best for: Brands focused on lead nurturing, performance, and optimization.*

## Growth

Starting at: \$1,300/mo

- > 2 email campaigns per month
- > Custom-branded email layout
- > Up to 2 custom images per month
- > Subject line testing recommendations
- > CTA strategy and link tracking
- > Up to two rounds of revisions
- > Monthly performance insights with recommendations

*Best for: Businesses focused on promotions, campaigns, and ongoing engagement.*

Stay  
Connected  
With Your  
Audience!



*Email performance varies based on audience size, content strategy, and engagement history. Consistent communication supports stronger results over time.*

*\*\*Minimum Service Term of 6 Months*

## Prefer a Custom Solution?

Some organizations need something more tailored. We can build a plan based on your needs!

