

TOTAL MARKETING PACKAGE

OUR MOST POPULAR SERVICE FOR INDEPENDENT FINANCIAL ADVISORS!

We've taken everything that we know works for advisors and condensed it into one affordable package designed to take marketing off your plate and generate more referrals and leads.

Pricing:

- \$3,250 to build your marketing foundation and \$695 per month for your complete marketing package

Includes:

- Social media set up and optimization (LinkedIn, Facebook, Twitter, YouTube)
- Our top-rated search engine optimization package (\$1,499 value)
- Email marketing setup and custom email design
- 12-month personalized marketing calendar
- Website audit to increase conversion rate of your site
- "Get Started Now" landing page with online calendar to convert leads

Ongoing monthly benefits:

- One custom-written article each month or custom video
- 3 social media posts per week (LinkedIn, Facebook, Twitter)
- Monthly metrics from Databox to show how your marketing is working
- One hour of website management each month

FREQUENTLY ASKED QUESTIONS

Am I locked into a contract with the Total Marketing Package?

We don't require contracts or commitments. You can cancel at any time and you retain ownership of all of the content we've produced for you.

What if I don't need the SEO portion of the Total Marketing Package? Can I get a discount?

Sure, we'll take \$500 off the upfront cost of the Total Marketing Package if your website is already optimized. This means you'll pay \$2,750 upfront, then \$695 a month after that.

Can you make updates on my website for me?

Yes, if you need to update text or add a team member to your website, we can do that for you. Our Total Marketing Package includes one hour of website maintenance per month. If you need a design change, we can do that at our hourly rate.

Why do you post to social media three times a week?

Social media moves quickly. If we didn't post to your channels three times a week, your content would get buried in your audience's news feed and no one would see it.

Do you post the same content to social media?

We schedule unique social posts that don't repeat within a 30-day period. We share anything on your website, including key pages about your story, your process, what makes you different, along with any custom content we create for you.

What types of posts do you create for my social media pages?

The first 10 social media posts are scheduled around our "Welcome to the World" posting schedule. Following that, we post these key areas and rotate blogs from your site:

1. Our mission statement
2. Why I started my firm
3. Get started now online
4. Our main services
5. Introducing our team
6. Our firm values
7. How to work with us
8. Other services we offer
9. What's new at our firm
10. Why I became a financial advisor