

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:

- \$3,500 to build your marketing foundation and \$795 per month for your complete marketing package

Includes:

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

Ongoing monthly benefits:

- One custom-written article each month or custom video (additional article/video \$300 each)
- 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. We just require 30 days' notice of canceling your services.

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 \$3,000 upfront, then \$795 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. Website design changes will incur separate charges.

Will there be any additional costs I should be aware of?

We post to 3 social media pages of your choice. Using more than 3 pages will require an upgraded social media scheduling platform. Indigo utilizes Mailchimp or Constant Contact for deploying emails. If you'd like to use a different platform, there is an additional fee. Also, some clients will need an upgraded account depending on the quantity of their distribution list and functionality needed. Additional written bios beyond the 3 included are \$200 each.

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 key areas - such as your mission statement, introducing team members, services your offer, etc., and rotate blogs from your site.