

Individual Assessments	Price	Notes	Deliverable
User Experience & Conversion	\$1,950	Per Platform	Detailed written and visual report of platform user experience focused on three primary actions or objectives includes outline of current reality and best practices.
SEO & Organic Search	\$1,950	Technical SEO & Search	Detailed written report of current SEO optimization of website both technical and organic search focused. Assesses current reality and provides measurement against best practices.
CRM Workflows & Pipelines	\$2,500	Two Pipelines Maximum	Detailed written report of workflow and pipeline usage within CRM platform or system measured against primary usage of pipeline goal includes best practices and recommendations.
CRM Platform & Systems	\$500		Detailed assessment & report on CRM platform or system of choice measured against primary goals & needs.
Advertising Funnel & Demand Generation	\$2,500	Per 3 Ad Platforms	Detailed report covering campaign structure, platform usage, ad creative, landing page, and conversion messaging. Includes assessment of current reality and best practices. Provides guidance on how to achieve best practices.
Marketing Funnel	\$2,500		Detailed written report and assessment of your marketing funnel measured against primary goals and objectives, including marketing and sales alignment, workflow tool usage, and overall consistency within the marketing function. The report includes current reality and best practices recommendations.
Referral Generation	\$600		Detailed assessment and report on referral generation, best practices, and current reality.
Content: Articles, Videos & Images	\$1,250		Detailed written and visual report of content creation practices and outcomes, including social media content, video content, audio content, & written content. Make recommendations for best practices in process & tools.
Messaging & Brand	\$1,950		Detailed written and visual report on your messaging and brand posture, including iconography, logo, typography, and color choice, measured and assessed against key competitors and industry norms.
Total of Stand Alone Pricing	\$15,700		

The 9-Point Assessment	Price	Deliverable
Bundled: All Individual Assessments	\$12,000	A 15 to 25 page report summarizing key findings within each discipline notes on best practices in each discipline key recommendations for each discipline a synopsis of the entire marketing function order of priorities for action items aligned around singular goal focus and three strategy sessions totaling 120 minutes with your team.
Add On: Goal Alignment Sessions	\$850	
Add On: Gantt Chart (12m & 90 day)	\$850	
Total of Bundled Pricing	\$13,700	

STRATEGY
REPORTS

Lowers missed execution waste, improves consistency across campaign performance, improves outcome performance of campaigns, removes guesswork from internal or agency teams, much more detailed than 99% of agency strategies.

Multi Channel Campaign Strategy	Price	Deliverable
Up to 5 Channels	\$5,450	5-8 page report detailing campaign and asset structure. Fully hand-off-ready document that can be given to any agency or internal team for execution.
Up to 3 Campaigns		

Omni Channel Campaign Strategy	Price	Deliverable
Up to 10 Channels	\$8,900	8-16 page report detailing campaign and asset structure. Fully hand-off-ready document that can be given to any agency or internal team for execution.
Up to 3 Campaigns		

SEO Strategy	Price	Deliverable
1 Website	\$6,200	5-8 page report detailing campaign and asset structure and keyword research. Fully hand-off-ready document that can be given to any agency or internal team for execution.
Up to 5 Geo Locations		
Up to 4 Services		