

CHAMELEON

MARKETING AND COMMUNICATIONS

Schedule of Fees

Marketing Services

Content Marketing

1. **Blog Posts** - \$.75 a word
2. **Designing Email Blast** - \$60 per hour
3. **Email Blast Distribution** - \$50 (You provide list)
4. **Newsletter Design (only)** - \$60 per hour avg. 8 hours for 4 pages
5. **Newsletter Content Writing** - \$60 per hour avg. 3-4 hours
6. **Content Calendar Development** - \$60/hour avg. 3-4 hours
7. **Website Updates** - \$60 per hour
8. **Marketing Plan Development** - \$1500
9. **4-page Website Design with online provider** - \$700
10. **Social Media Management** – \$350 a month – 3 posts per week on Instagram, Twitter, and Facebook. Ad Analytics and Placements, Reputation Management
11. **Flyer and Marketing Collateral Design** - \$60 per hour – avg. 3-4 hours per page

Branding

1. **Logo Design** - \$500 minimum for first design \$60 per hour for revisions
2. **Branding Consulting** - \$150 per hour
3. **Style Guide Development** - \$60 per hour including set up and consulting.
4. **Brand Audit** - \$150 per hour

Public Relations

1. **Consultation:** \$125 per hour
2. **Press release writing:** \$1.50 per word, \$100 for every next 100 words (includes two rounds of edits)
3. **Pitching: targeted, personalized pitches:** \$75 each or \$125 per hour
4. **Wire service fee:** Starting at \$400
5. **Media alert writing:** \$200 (writing only, does not included distribution)
6. **Media alert/press release distribution:** Starts at \$300 (includes media list creation, 7. preparation and distribution)
7. **Targeted media list delivered as an Excel document:** \$350 for every 50 contacts
8. **Byline trade article writing:** \$1 per word (300-word minimum, research, interview billed separately)
9. **Thought leader article writing:** \$3 per word (300-word minimum, research, interview billed separately)
10. **Custom crisis communications plan:** Starting at \$2,500
11. **Custom strategic communications plan and 6-month editorial calendar:** \$1500
12. **Media coaching:** \$200 per hour (2-hour minimum)
13. **Infographics:** Starting at \$1000
14. **Online press kit (EPK):** Starting at \$1,000

Specialized campaigns can include:

Event Marketing - \$60 per hour

Sponsorships - \$60 per hour

Monthly Subscription Packages – All require a six-month retainer

1. **Small Business Package** – 2 Weekly Blog Posts, 3 Weekly Social Media Posts on 3 Social Media Sites, 6-month Content Calendar Development, Press Release Creation and Distribution 1 per month, Online Reputation Management on Yelp and Social Media, 4-page Website Design and Monthly Updates, Marketing Promotional items budget management and ordering, Marketing Flyer Design of one page per month - **\$3000 a month**
2. **Medium Business Package** – 4 Weekly Blog Posts, 6 Social Media Posts per week on 3 Social Media Posts, 6-month Content Calendar Development, Press Release

Creation and Distribution 2 per month, Online Reputation Management on Help and Social Media, 4-page Website Design and Monthly Updates, Marketing and Promotional items budget management and ordering, Marketing Flyer Design of 3 pages per month. **\$4500**

3. **Sales Team Management** – CRM Management and Sales Team Territory Design and Management, Sales Team Quota Accountability, Monthly Sales Tools Assessments, Sales Tool Design 2 per month. **\$4000 a month**
4. **Custom Packages** – Request a Quote
5. **Public Relations Package** – Request a Quote

Free Estimate (Meeting must take place at our office) – Includes estimate based of your selection the services you feel you need.

Full Discovery Session (Can be done onsite or offsite) – Includes complete diagnosis of what you need to do to reach your goals . This is not a marketing plan but a list of recommendations and what we will do to help. You will leave with our recommendations and are not obligated to use us for the implementation. Onsite charge is **\$75** per hour and Offsite charge of **\$90** per hour plus mileage and travel fees.

Mini Discovery Session (Onsite at our office only) – Includes Summary of what is needed based on a generalized overview of our what is needed to achieve your goals. **\$200 Flat Fee**

