

CONTENT MARKETING PACKAGES



MENTOR CONSULTANT	BASIC	STANDARD	PROFESSIONAL
Account manager with 10+ years marketing experience for start-ups to industry leaders in retail/ecommerce, professional services, high tech, education, travel and tourism, restaurant and business services. Certified in Inbound Marketing, Email Marketing and Content Marketing by Hubspot.	Account manager with 10+ years marketing experience for start-ups to industry leaders in retail/ecommerce, professional services, high tech, education, travel and tourism, restaurant and business services. Certified in Inbound Marketing, Email Marketing and Content Marketing by Hubspot.	Account manager with 10+ years marketing experience for start-ups to industry leaders in retail/ecommerce, professional services, high tech, education, travel and tourism, restaurant and business services. Certified in Inbound Marketing, Email Marketing and Content Marketing by Hubspot.	Account manager with 10+ years marketing experience for start-ups to industry leaders in retail/ecommerce, professional services, high tech, education, travel and tourism, restaurant and business services. Certified in Inbound Marketing, Email Marketing and Content Marketing by Hubspot.
Strategic consultation (monthly)	Strategic consultation (monthly)	Strategic consultation (monthly)	Strategic consultation (monthly)
	Strategic Planning	Strategic Planning	Strategic Planning
	Copywriting, proofreading and editing	Copywriting, proofreading and editing	Copywriting, proofreading and editing
Email Marketing: Evaluation of current campaigns	Email Marketing: 1 eNewsletter per month OR 1 Promotional email per month	Email Marketing: 2 eNewsletters AND 2 Promotional emails per month	Email Marketing: 4 eNewsletters AND 4 Promotional emails per month
Blog: Evaluation of blog strategy and recent posts	Blog: 1 post per month 500+ words including stock image recommendations	Blog: 2 posts per month 500+ words including stock image recommendations	Blog: 4 posts per month 500+ words including stock image recommendations
Social media campaigns and monitoring: Evaluation of social media strategy and recent campaigns (Facebook and Twitter)	Social media campaigns and monitoring: Evaluation of social media strategy and recent campaigns (Facebook and Twitter)	Social media campaigns and monitoring: Distribution of blog posts 2 promotional posts per month with images PLUS Monitoring of comments with report. (Facebook and Twitter)	Social media campaigns and monitoring: Distribution of blog posts 4 promotional posts per month with images PLUS Monitoring of comments with report. (Facebook and Twitter)
Landing Pages: Evaluation of current landing pages	Landing Pages: Evaluation of current landing pages	Landing Pages: Create/Design Copywriting, proofreading and editing Lead Capture Form for 1 Landing Page per month	Landing Pages: Create/Design, copywriting, proofreading and editing for 1 Landing Page per month PLUS 1 A/B Test per Quarter
Content Creation: Evaluation of current content	Content Creation: Evaluation of current content PLUS 1 Piece Monthly Checklist, Tip Sheet, testimonial, product fact sheet (1-2 pages in length)	Content Creation: 1 Piece Monthly Checklist, Tip Sheet, testimonial, product fact sheet (1-2 pages in length) 1 premium content deliverables per quarter (online quiz, infographic, eBook, white paper, case study)	Content Creation: 2 Piece Monthly Checklist, Tip Sheet, testimonial, product fact sheet (1-2 pages in length) PLUS 2 premium content deliverables per quarter (online quiz, infographic, eBook, white paper, case study)
\$699 per month	\$1,999 per month	\$2,499 per month	\$3,699 per month