



BIG IDEAS. SMALL-BUSINESS SENSE.

SERVICES & PRICING

Your next move starts here.

Marketing support that meets you where you are.
FREE initial marketing consultation. Personal guidance throughout.

Ready, Set, Launch! \$1,495

A custom mobile-friendly five-page website, strategy session, foundational SEO, contact forms, testing and launch. Includes first-year domain registration, up to a \$20 value.

Required Website Hosting & Care: \$49/month. Billing begins with domain registration, hosting and email setup. Includes hosting, maintenance, backups and up to **five (5) business email addresses**. Additional addresses: **\$5/month each**. Annual domain renewals are separate. eCommerce hosting is covered at the same monthly rate; store setup, platform and transaction fees are additional. *50% deposit; remaining balance split between design approval and launch.*

Discovery by Design \$1,195

For existing websites needing clearer messaging and stronger search visibility. Includes strategy session, website and local-presence review, keyword research, content recommendations and on-page SEO for up to five core pages, GBP recommendations when applicable, and a next-step action plan. *50% deposit; balance due upon completion.*

Marketing in Motion \$1,995/month

Monthly planning, graphic design, website content, promotional campaigns, print/digital coordination and GBP support when applicable. Includes **two website content update batches per month, up to one hour each**, at no additional charge. *Six-month initial commitment. Monthly priorities and deliverables are defined in your proposal.*



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PURPOSEFUL DESIGN

Beautiful by design.

A coordinated look that helps your business show up with confidence.

Existing logo refresh	\$125
New logo design	\$325
Business card design - two sides, one person	\$95
Additional person using approved business card design	\$25 each
Flyer, postcard, rack card or poster - one size	\$145
Trifold brochure	\$345
Banner or sign design - one size	\$245
Website banner or digital promotional graphic	\$145
Social promotion + copy: one coordinated promotion, timeline and story versions for up to three platforms	\$245
Additional size of an approved graphic	\$35 each

Includes one creative direction and two revision rounds. Printing is quoted separately.



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PROMOTIONAL DESIGN PACKAGES

Beautifully coordinated.

Give your promotion a consistent, recognizable look across email, your website, social media and print - with coordinated designs that reinforce your brand.

Promotion Trio \$345

Three coordinated designs: promotional email, website banner and one social post.

Promotion Plus \$495

Six coordinated designs: everything in Trio, plus a mobile website banner, social story and Facebook ad design.

Promotion Complete \$695

Nine coordinated designs: everything in Plus, plus one flyer, postcard or rack card design, a follow-up email design and a second social post design.

Included: supporting promotional copy for one offer or event, one creative direction and two revision rounds. Final files are supplied ready for use.

Implementation is separate: email platform setup and sending, website placement, social posting, ad management and printing are quoted separately.

Need help putting your promotion into action? Implementation is available.



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STRATEGIC DEVELOPMENT

Build your connections.

Practical website improvements, email marketing and digital delivery.

Website Content Updates - one batch of text and image changes to existing pages, up to one hour	\$125
Additional Website Page - existing design, supplied text and images	\$195
Email Marketing Setup - platform configuration, branded template, signup form and page, one automated welcome email and testing	\$395
Additional Automated Email - copy, design, setup and testing of another email in your automated follow-up series	\$145 each
Email Campaign - copy, design, testing and scheduling of one promotional email	\$245
Ongoing Email Marketing - one campaign monthly and results review	\$245/month
Ongoing Email Marketing - two campaigns monthly and results review	\$445/month
Protected Digital Download Setup - Email Marketing Setup plus subscriber-specific expiring access to one resource	\$545
Additional Protected Download - one resource and delivery email using existing setup	\$245
Website rebuilds, online stores, integrations and custom functionality	Custom quote

Marketing in Motion includes two website update batches monthly, up to one hour each.

Setup requires compatible platforms. Ongoing email services assume completed setup and client-supplied offers, details and images. Platform fees and paid plugins are additional.



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POWERFUL PROMOTION

Plan. Position. Promote.

Focused direction and improvements that help customers find and choose you.

Campaign Strategy & Action Plan \$295

Consultation and a written PDF roadmap for one promotion: goal and audience, messaging direction, recommended channels, materials checklist, campaign calendar and success measures. Design, development and implementation are additional.

Coordinated Promotional Designs See packages

Choose Promotion Trio, Plus or Complete. Campaign implementation is quoted separately.

Additional-Page On-Page SEO \$175/page

For one page within an established keyword strategy: page title, meta description, headings, internal links and light copy refinement.

Google Business Profile Optimization \$295/location

One existing, verified profile. Review and improve business information, hours, links, categories, service areas, services and description; upload supplied logo/photos; provide a review-request link and recommendations. Ongoing posting, review responses, suspension recovery and extensive product listings are separate.

News Release & Distribution Coordination \$345

One news release, two revision rounds and submission to up to five agreed outlets. Paid distribution fees are additional. Media coverage is not guaranteed.



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PUBLISHING & PRINT

Your expertise, in print.

Complete eBook packages, from a finished manuscript to design, publishing and promotion.

eBook Design \$395

Custom front cover and coordinated interior for up to 40 finished pages, linked table of contents, two revision rounds, finished PDF and separate cover image.

eBook Publish \$545

Everything in eBook Design, plus platform-ready files, sales description, listing setup and upload/submission to one selected publishing platform.

eBook Publish & Promote \$845

Everything in eBook Publish, plus Promotion Trio: coordinated promotional email, website banner and social post designs with supporting copy. **Save \$45** compared with purchasing separately. Sending, posting and placement are separate.

Package scope: one book using your final manuscript and supplied images. Format, platform and size are selected before design begins. The 40-page limit applies to the agreed PDF or print layout; Kindle pagination varies. Complex conversions, writing, substantive editing and extensive illustration are quoted separately.

Publishing participation: clients own their accounts and complete security verification, tax/banking information and final approval. One scheduled publishing session is included; additional account-troubleshooting sessions are quoted separately. Platform acceptance and timing are outside Kelly Marketing's control.

Publishing options & helpful links

Amazon KDP: [Create account](#) | [How to](#)

Barnes & Noble Press: [Create account](#) | [How to](#)

Draft2Digital: [Create account](#) | [How to](#)

Etsy: [Create account](#) | [How to](#)

Compatible existing websites/stores are also available. Draft2Digital counts as one setup. KDP Select is optional and requires digital exclusivity during enrollment.



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PUBLISHING ADD-ONS & PRINTING

Choose your finishing touches.

Select formats and extras during consultation so the design fits your goals from the start.

Additional Publishing Platform - same book, standard file adaptation, listing and upload	\$95 each
Phone-Friendly PDF Edition - layout and graphics may be resized, simplified, repositioned or omitted for readability; content and overall branding are preserved	\$145
Paperback Edition - one agreed trim size, print-ready interior and full wraparound cover; two revision rounds	\$195
Custom Worksheet / Workbook Page - supplied content arranged into prompts, writing spaces, checklists or tables	\$25 / unique page
Five-Page Worksheet Set - five coordinated custom pages	\$110
Fillable PDF Fields - text fields and checkboxes	\$15/page extra
Document Layout - up to five standard pages	\$145

Sizes selected upfront: 6 x 9 inches is a recommended starting point for text-focused PDFs; 8.5 x 11 for printable workbooks. Paperback options include 5 x 8, 5.5 x 8.5, 6 x 9, 7 x 10 and 8.5 x 11 inches, subject to printer specifications and page requirements. Size/format changes after design begins are additional.

Paperback platform upload: \$95 additional. Proof copies and printing are separate. Repeated copies of an identical worksheet do not incur another design fee. Exercise writing and complex worksheets are custom quoted.

PRINTING SERVICES

Business cards, brochures, note cards, bookmarks, table tents, rack cards, door hangers, posters, flyers, vinyl banners and retractable banners.

Quoted by specifications and quantity. Design is separate.



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THE DESIGN PROCESS

From idea to final files.

One clear process for all design work.

1. Plan your project

A consultation establishes your goals, message, brand, formats and scope.

2. Get started

A 50% deposit secures your project and begins design work.

3. Review your proof

Review the proposed design and copy, with two rounds of edits included.

4. Approve the design

Once approved, the core design is adapted across the formats in your package.

5. Receive your files

The remaining 50% is due before delivery of your complete, ready-to-use design files.

A FEW HELPFUL DETAILS

Flat prices apply to the stated scope. Your written proposal confirms deliverables, timing and total cost. Additional concepts, revisions, approved-design changes or deliverables are quoted separately. Printing, postage, paid asset licenses, platform fees, advertising spend and paid distribution are additional unless specified.

Project timing is confirmed after scope, required materials and access are reviewed. Website package payment terms are listed with the package. Hosting is available with Ready, Set, Launch! and separately scoped full website rebuilds.