



BIG IDEAS.
SMALL-BUSINESS SENSE.

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Find your next move.

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BIG IDEAS. SMALL-BUSINESS SENSE.

Personal marketing guidance. Practical next steps.



BIG IDEAS. SMALL-BUSINESS SENSE.

MARKETING PACKAGES

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.

Your next move starts with a conversation.

Let's find the right starting point.

LET'S TALK ABOUT YOUR PROJECT



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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

Design scope

One creative direction and two revision rounds are included. Printing is quoted separately.

Give your business a look worth remembering.

Let's plan your next design project.



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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

Included

Supporting promotional copy for one offer or event, one creative direction, two revision rounds and ready-to-use final files.

Putting it into action

Email setup and sending, website placement, social posting, ad management and printing are quoted separately. Implementation is available.

One promotion. A coordinated impression.

Let's bring your next offer to life.

LET'S TALK ABOUT YOUR PROJECT



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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. Compatible platforms and completed email setup are required. Ongoing email assumes client-supplied offers, details and images. Platform fees and paid plugins are additional.

Let's build your next connection. Get in touch →



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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.

Turn your next promotion into action.

Start with personal marketing guidance.

LET'S TALK ABOUT YOUR PROJECT



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PUBLISHING & PRINT

Published With Purpose

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

\$995

Bring your eBook to market with a coordinated launch campaign. Everything included in Design + Publish, plus custom launch campaign design featuring email blast graphics, one website banner graphic and three social media

Your manuscript and formats

One book using your final manuscript and supplied images. Select format, platform and size before design. 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 together

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

Publishing options

Amazon KDP | How to
Barnes & Noble Press | How to
Draft2Digital | How to
Etsy | How to
Compatible existing websites/stores are also available.
Draft2Digital counts as one setup. KDP Select is optional and requires digital exclusivity during enrollment.

Your expertise deserves to be shared.

Let's plan your eBook.



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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

Choose formats first

6 x 9 inches is a starting point for text-focused PDFs; 8.5 x 11 for printable workbooks. Paperback sizes: 5 x 8, 5.5 x 8.5, 6 x 9, 7 x 10 and 8.5 x 11, subject to printer specifications and page requirements. Later size or format changes are additional.

Printing services

Business cards, brochures, note cards, bookmarks, table tents, rack cards, door hangers, posters, flyers, vinyl and retractable banners. Quoted by specifications and quantity; design is separate.

Finishing and printing

Paperback platform upload: \$95 additional. Proof copies and printing are separate. Identical repeated worksheet pages incur no extra design fee. Exercise writing and complex worksheets are custom quoted.

Make the most of your finished book.

Let's choose the right formats and finishing touches.



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EVENT DISPLAYS & BRANDED MERCHANDISE

Show up ready to do business.

Coordinated displays and print materials for a confident business introduction.

Event Essentials

\$589

250 premium matte business cards, printed on both sides; 100 double-sided 4 x 9-inch rack cards; and one 33 x 81-inch retractable banner with standard silver base, support pole and carrying case.

Trade Show Ready

\$995

Everything in Event Essentials, plus one custom 6-foot, three-sided open-back tablecloth with front-area printing and one 8 x 8-inch rigid plastic tabletop sign with clear acrylic stand.

Outdoor Event Ready

\$1,495

Everything in Event Essentials, plus one 6 x 2-foot single-sided outdoor vinyl banner with reinforced edges and grommets; banner rope; one 7.5-foot double-sided feather flag with pole, ground stake and carrying bags; one custom 6-foot, three-sided open-back tablecloth with front-area printing; and four tablecloth clamps.

Full payment is required when ordering. Final artwork is approved before printing.

Included in every package

Consultation, coordinated custom design, two revision rounds, final proof approval, print preparation, ordering, delivery coordination and free standard shipping.

Delivery and upgrades

Expedited delivery and upgrades are available by request. Applicable tax is additional.

Plan for your setting

Use retractable banners indoors or sheltered. Flag stakes need suitable ground; other bases are quoted separately. Tablecloth suitability is confirmed for your setting. Tables, tents, installation and on-site setup are not included.

You meet the customers. I handle the materials.

Let's plan your event.



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BRANDED MERCHANDISE & TEAM WEAR

Keep your brand in their hands.

Every item is custom-branded for your business, with coordinated design, proofs and ordering included.

Everyday Giveaways

\$245

100 pens with full-color wraparound printing.

Coffee & Thanks

\$245

10 white 11-ounce mugs with two-sided designs + 10 folded thank-you cards with matching white envelopes.

Desk Essentials

\$245

10 spiral notebooks, 5.5 x 8.5 inches with glossy covers and college-ruled pages, + 10 full-color pens.

Event Team Wear

\$545

10 cotton T-shirts with left-chest and back printing + 10 printed cotton baseball caps. Available cotton shirt colors, sizes and additional size charges are confirmed with your quote.

Carry Your Brand

\$395 nonwoven / \$795 cotton

50 tote bags + 50 full-color pens. Choose nonwoven polypropylene totes with a one-color imprint, or 100% cotton canvas totes with full-color front printing and a blank back.

Make it yours

Available with an event package or separately. Uses your existing logo and branding; new logo design is separate. Full payment is required when ordering.

Delivery and upgrades

Free standard shipping is included. Applicable tax, upgrades and expedited shipping are additional.

Give them something to remember you by.

Let's choose your merchandise.



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WORKING TOGETHER

From first conversation to next steps.

Personal guidance from planning through completion.

1. Plan your project

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

2. Get started

A 50% deposit begins most design projects. Event display and branded merchandise packages require full payment when ordering.

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

For deposit-based projects, the remaining 50% is due before delivery of final design files.

Clear scope

Flat prices apply to the stated scope. Your proposal confirms deliverables, timing and total cost. Extra 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.

Timing and hosting

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

YOUR NEXT MOVE STARTS HERE.

Tell me your goal. Let's make a practical plan to get there.

BOOK YOUR FREE INITIAL CONSULTATION

Prepared October 2026. Prices are subject to change without notice. If this guide and the website differ, the current prices published on KellyDigitalMarketing.com will be honored.