

2017 / 2018

A top-down view of a wooden desk. On the left is a green notebook. On the right is a portion of a keyboard with light-colored keys. In the center is a pinecone. At the bottom left are black-rimmed glasses. At the bottom center is a small white card with a circular logo containing a pine branch and the text 'in the pines creative' on a banner below it.

in the pines creative

Marketing Services Pricelist

Email Marketing



Email is one of the most effective and widely used tools in Internet marketing. An effective email marketing campaign can quickly provide your potential and current customers with information such as updates and offers. Email Marketing has been proven more successful than direct mailing and is affordable. The Email Marketing services available are as follows:

CUSTOM TEMPLATE DESIGNS

- + Customized email template designs that utilize your company branding
- + Created templates optimized for mobile viewing
- + Integrated links to your website to drive traffic
- + Links to social media platforms

Types of Email Templates:

Email Newsletter Template
for providing updates to your subscribers and creating brand awareness

Category Follow-Up Template (eCom)
promote related items when someone buys from a specific category (only available in Plus and Premium)

First Purchase (eCom)
send a welcome series to new customers when they make their first purchase (this template only available in Premium)

Dedicated Email Template
contain information for stand-alone topics, offers and event invites

Best Customers Template (eCom)
reward your best customers with sale announcements or special coupons (only available in Plus and Premium)

Abandoned Cart (eCom)
encourage customers to complete their purchase if they leave items in their cart (this template only available in Premium)

Customized Email Template
customized to fit your specific business needs and email marketing campaign

We Miss You Template (eCom)
win back customers who haven't purchased from your store in a specific timeframe (this template only available in Premium)

**number of templates created dependent on your package purchase*

Welcome Template
for new newsletter subscribers

GRAPHIC ELEMENTS CREATION

- + Customized artwork for template headers with your logo and other important aspects
- + Graphics and photo editing for templates and specific campaigns
- + Customized footer
- + Cohesive design that reflects your brand

ACCOUNT MANAGEMENT

- + Additional client list imports, list cleansing, extensive reporting and recommendations

EMAIL CREATION AND BLASTING

- + Design and layout of campaigns within custom templates
- + Formatting of copy and other content provided by client
- + Image placement and linking
- + Schedule and send (includes posting to social media platforms)

STRATEGY DEVELOPMENT

- + Develop calendar of topics to be covered in campaigns (throughout monthly commitment)
- + Determine objectives, frequency and basic content
- + Make campaign suggestions and schedules

COORDINATING CAMPAIGN CREATION

- + Create campaigns that complement your main content such as special announcements and promotions (holiday messages, changes in the business, etc.)

A/B TESTING

- + Test subject lines, layouts and other settings to optimize email performance
- + Creation of sample groups

MARKETING AUTOMATION

- + Create automatic customer follow-up and drip campaigns
- + Automatically trigger emails for certain customer behavior to maximize sales/engagement
- + Integrate apps to track website visitors

Find the right package that fits your needs

Each package includes a Discovery Meeting to determine objectives and account set-up. You can cancel your monthly subscription at any time.

	BASIC \$460 initial investment		MOST POPULAR PLUS \$1,200 initial investment		GREAT FOR ECOMMERCE PREMIUM \$1,800 initial investment <small>requires Paid Version of Mailchimp</small>	
	\$250/mo monthly email	\$500/mo bi-weekly emails	\$450/mo monthly email	\$900/mo bi-weekly emails	\$650/mo monthly email	\$1,300/mo bi-weekly emails
Custom Template Designs	✓ includes two custom template designs		✓ includes five custom template designs		✓ includes eight custom template designs	
Graphic Elements Creation	✓		✓		✓	
Account Management	✓		✓		✓	
Email Creation and Blasting	✓		✓		✓	
Strategy Development			✓		✓	
Coordinating Campaign Creation			✓		✓	
A/B Testing					✓	
Marketing Automation					✓	

*does not include Mailchimp account purchase. Please visit the [Mailchimp pricing page](#) to determine what level of account you need for your business. Good news is Mailchimp grows with you!

Jump Start Package
Prefer to just get the basics and go forward DIY style? [Ask us about our Jump Start Package.](#)

Add Ons
Content Creation

Photos/Stock Image Gathering

Social Media Platform Management



Our Social Media Platform Management service ensures that you are regularly publishing content, engaging prospective customers on social media and driving people to your site. Social media is essential for all types of business, big and small. It helps them increase brand awareness, get new customers and gain repeat business from current customers. We offer this service for Facebook, Linked In, Instagram, Pinterest and Google+.

Before you look at the different packages for the five social media platforms, here are some detail descriptions of the services offered.

DISCOVERY

- + Review current marketing materials
- + Gather information about the business
- + Define social goals and analyze competition

PAGE/PROFILE SETUP

- + Integration of business logo and branding
- + Profile picture creation and custom cover image
- + Setup page settings, info, etc. based on client input

PAGE MANAGEMENT AND POSTING

- + Respond to comments
- + Remove SPAM
- + Relay important messages to client
- + Provide insight reports
- + Community management and networking (likes)
- + Post relevant, visual content
- + Post relevant links (blog posts, press releases, etc.)
- + Redesign covers when appropriate

CONTENT CREATION

- + Create content posting schedule
- + Create target-specific content (graphics/photos)
- + Develop contests and promotions

Add Ons

- Photos/Stock Image Gathering
- Additional Post per week
- LinkedIn Additional Employee Profiles
- Google Analytics Setup

Bundle and Save

Save on the total social media management cost by having us manage multiple platforms for you at one time! [Contact us for a custom proposal.](#)

Jump Start Package

Prefer to just get the basics and go forward DIY style? [Ask us about our Jump Start Package.](#)

[Additional Platforms](#)

Choose your Facebook management package.

BASIC	PLUS	PREMIUM
\$250/mo \$150 initial investment	\$550/mo \$200 initial investment	\$850/mo \$200 initial investment
Discovery	Discovery	Discovery
Page/Profile Setup	Page/Profile Setup	Page/Profile Setup
Page Management	Page Management	Page Management
1 - 2 Posts a Week	Content Creation	Content Creation
Respond to comments once a week	3 - 4 Posts a Week	Unlimited Posts
<i>*Client provides all content to be posted</i>	Respond to comments twice a week	Regularly responds to comments

Choose your LinkedIn management package.

BASIC	PLUS	PREMIUM
\$250/mo \$150 initial investment	\$600/mo \$200 initial investment	\$900/mo \$200 initial investment
Discovery	Discovery	Discovery
Client Page/Profile Setup	Client Page/Profile Setup	Client or Business Page/Profile Setup
Page Management	Page Management	Page Management
1 - 2 Posts a Week	Content Creation	Content Creation
Respond to comments once a week	3 - 4 Posts a Week	Unlimited Posts
<i>*Client provides all content to be posted</i>	Respond to comments twice a week	Regularly responds to comments

Choose your Instagram management package.

BASIC	PLUS	PREMIUM
\$250/mo \$150 initial investment	\$950/mo \$200 initial investment	\$1,200/mo \$200 initial investment
Discovery	Discovery	Discovery
Profile Setup	Profile Setup	Profile Setup
Page/Hashtag Management	Page/Hashtag Management	Page/Hashtag Management
1 - 2 Posts a Week	Content Creation	Content Creation
Comment and following once a week	3 - 4 Posts a Week	Unlimited Posts
<i>*Client provides all content to be posted</i>	Commenting and following twice a week	Regularly comments and follows

Social Media Platform Management



Choose your Pinterest management package.

BASIC	PLUS	PREMIUM
\$150/mo \$150 initial investment	\$550/mo \$200 initial investment	\$900/mo \$200 initial investment
Discovery	Discovery	Discovery
Profile Setup (1-2 boards)	Profile Setup (2-3 boards)	Profile Setup (unlimited boards)
Board Management	Board Management	Board Management
1 - 2 Pins a Month	Content Creation	Content Creation
Commenting and following once a week	3 - 4 Pins a Month	5 - 6 Pins
	Commenting and following twice a week	Regularly comments and follows

**Client provides all content to be posted*

Choose your Google+ management package.

BASIC	PLUS	PREMIUM
\$250/mo \$150 initial investment	\$500/mo \$200 initial investment	\$750/mo \$200 initial investment
Discovery	Discovery	Discovery
Page/Profile Setup	Page/Profile Setup	Page/Profile Setup
Page Management	Page Management	Page Management
1 - 2 Posts a Week	Content Creation	Content Creation
Respond to comments once a week	3 - 4 Posts a Week	Unlimited Posts
	Respond to comments twice a week	Regularly responds to comments

**Client provides all content to be posted*

*please contact us
with any questions*

Thank you so much for considering In The Pines Creative!

If you are interested in purchasing any of these packages, [shoot us an email](#) that includes the following information:

- + Your name and a brief introduction to your business
- + The service you are interested in
- + The package level (please specify if you would like the monthly email or bi-weekly email package for the Email Marketing Service)
- + Any questions or concerns you may have

In The Pines Creative is a small business and understands small business struggles; we are flexible and want to work with you and your budget so please don't be afraid to ask for a customized quote.

Talk to you soon!

For other services information, please visit www.inthepinescreative.com/services