



# BADASS DIGITAL MARKETING AGENCY

LOCATIONS IN NORWALK, HURON, & AVON LAKE  
MEG@EXCLUSIVELYBA.COM • (419) 656-2770

# STRATEGIC PLANNING FOR MAXIMUM CONVERSIONS

## EXCLUSIVE PARTNERSHIPS & BENEFITS



### VIP get started | \$700 mth

*admin*

- Annual Strategy Session
- Local Search Audit Reporting
- Google Drive Management
- File Management
- Account Management
- Employee Recruiting

*social*

- 15 Posts Per Month
- Facebook, Instagram
- Follower Engagement
- Event Promotion
- Project Promotion
- Branded Content

*public relations*

- Partner Management
- Donation Management

+

- Reputation Management
- Quarterly Photo Sessions
- Annual Press Release



### VIP to the top | \$1375 mth

*admin*

- Annual Strategy Session
- Google Drive Management
- File Management
- Account Management
- Employee Recruiting

+

*public relations*

- Reputation Management
- Quarterly Photo Sessions
- Annual Press Release
- Partner Management
- Donation Management

*social*

- 30 Posts Per Month
- Facebook, Instagram
- Follower Engagement
- Event & Project Promotion
- Branded Content

+

*local search*

- Monthly Reporting
- Google Business Listing
- Citation Management
- Advanced Website Performance
- One Branded Article Per Quarter

ADD ONS:  
PAYMENTS:

Website Design, Promotional Products, Event Planning, Automation, Digital Advertising  
VIP Service with Exclusive Partnerships Require 12 Month Commitment & Client Participation.

# STRATEGIC, PROFESSIONAL, & USER FRIENDLY BADASS WEBSITE DESIGN PLANS



## DO-IT-YOURSELF

*website design*

Fully Custom Landing Page  
Mobile & Tablet Responsive  
1 Round of Revisions  
Stock Imagery Selection  
Website Copy Guide

**\$800**

*setup + launch*

Domain Transfer & Connection  
Email & Social Connection  
Newsletter & Scheduler Integration  
Website Welcome Session

1-2 MONTH TIMELINE

## GET STARTED

*website design*

Fully Custom 4-Page Design  
Mobile & Tablet Responsive  
1 Round of Revisions  
Stock Imagery Selection  
Website Copy Guide

**\$1700**

*setup + launch*

Domain Transfer & Connection  
Email & Social Connection  
Newsletter & Scheduler Integration  
Basic SEO Essentials  
Website Welcome Session

2-3 MONTH TIMELINE

## TO THE TOP

*website design*

Fully Custom 8-Page Design  
Mobile & Tablet Responsive  
2 Rounds of Revisions  
Stock Imagery Selection  
Website Copy Guide

**\$3200**

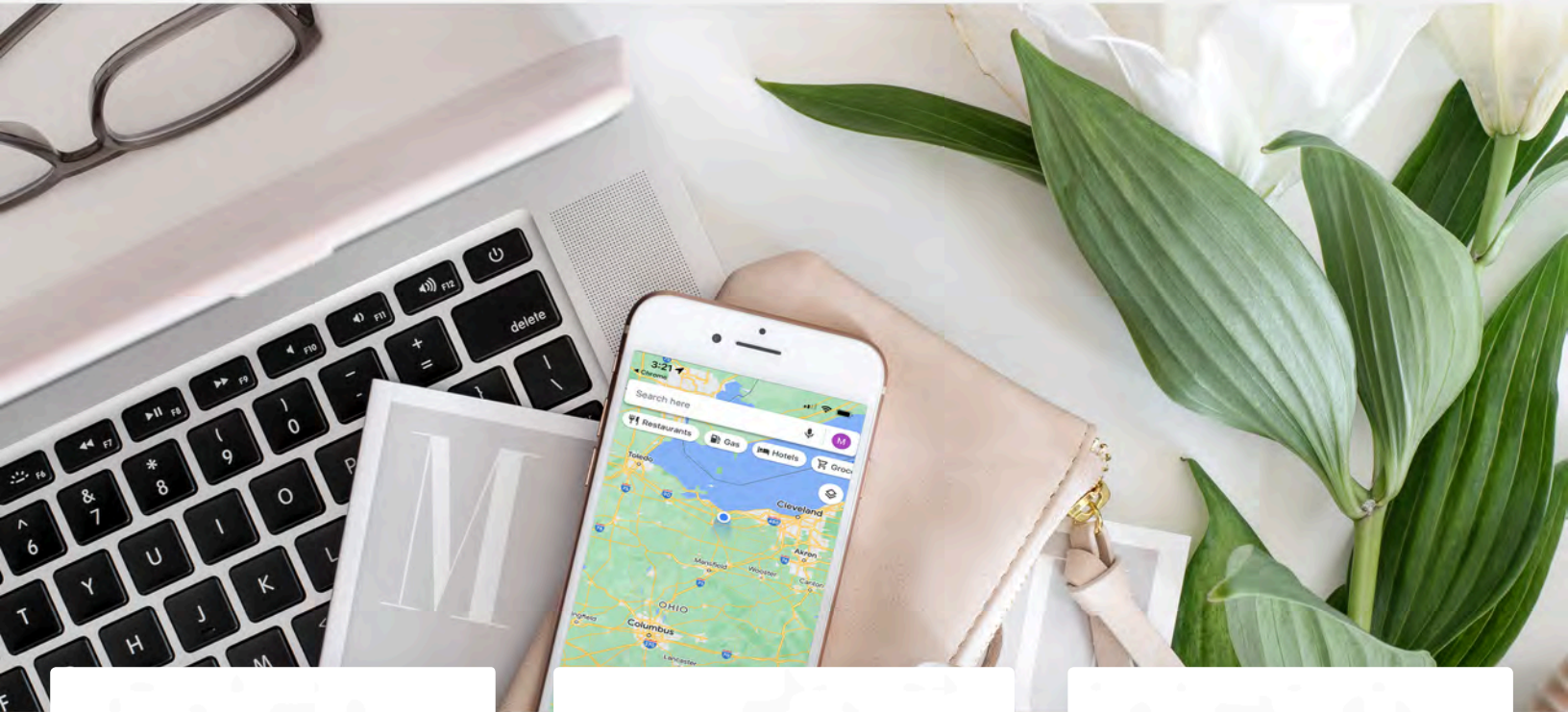
*setup + launch*

Domain Transfer & Connection  
Email & Social Connection  
Newsletter & Scheduler Integration  
Google Analytics Connection  
Basic SEO Essentials  
Website Welcome Session

3-4 MONTH TIMELINE

**ADD ONS:** Photo Session | \$325, Additional Pages | \$300, eCommerce Setup | \$450, Advanced SEO | \$75 hr  
**PAYMENTS:** Installment plans available: 50% down, 25% per month until balance is paid. Third party fees are separate.

# LOCAL SEARCH



## STARTER

\$525/month

SEO services include 5 hours of dedicated SEO work, local search reporting, strategic implementation, maintenance, analyzing, & consulting.

12 MONTH PROJECT

## TO THE TOP

\$750/month

Monthly SEO services include 10 hours of dedicated SEO work, local search reporting, strategic implementation, maintenance, analyzing, & consulting.

12 MONTH PROJECT

## CORPORATE

\$900/month

Monthly SEO services include 10 hours of dedicated SEO work, local search reporting, strategic implementation, maintenance, analyzing, & consulting.

+ MONTHLY TRAINING SESSIONS  
6 MONTH PROJECT

## ADD ONS: PAYMENTS:

Brand Management, Marketing & Promotional Products, Event Planning & Fundraising Services  
Annual Investment. Additional Services are subject to \$75 hr. Third party fees are not included.

# TEAMWORK MAKES THE DREAMWORK

ANNUAL MANAGERS & ORGANIZATION CONSULTING \$2250

*planning*

STRATEGY  
SESSION

BRAND IDENTITY

GOAL SETTING

BUSINESS AUDIT

RESEARCH & PRIORITIZE

*organize*

AUTOMATION

CONTENT  
CALENDAR

SOFTWARE  
INTEGRATION

FILE  
ORGANIZATION

LOCAL SUPPORT

*implement*

QUARTERLY  
MEETINGS

QUARTERLY  
CONTENT SESSION

QUARTERLY  
TRAINING

ANALYZE & REPORT



ADD ONS:  
PAYMENTS:

Brand Management, Marketing & Promotional Products, Event Planning & Fundraising Services  
Annual Investment. Additional Services are subject to \$75 hr. Third party fees are not included.

ONE-TIME AND MONTHLY INVESTMENTS  
BADASS À LA CARTE SERVICES



BRANDING

*logo + design*

Logo Design  
Brand Identity  
Brand Guidelines  
Website Elements

**\$895**

1 REVISION, 2 MONTH TIMELINE

ADVERTISING

Email Campaigns . . . . \$275 per  
Google Adwords . . . . \$275 mth  
Social Media Ads . . . . \$275 mth  
Networking Events . . . \$375 per  
Press Releases . . . . \$375 per  
CO-OP Management . . . \$75 hr  
Ad Design . . . . \$300+

7-10 BUSINESS DAY TIMELINE

EVENT PLANNING

*stress-free*

Promo & Event Marketing  
Vendor & Site Management  
Registration, Coordination  
Execution & Analysis

**\$1500+**

LIMITED DATES & AVAILABILITY

DESIGN

Flyers & Brochures  
Business Cards  
Promo Products  
Signage & Vinyl Lettering  
Labels & Packaging

LOCAL SEARCH

Google Business . . . \$325 mth  
Monthly Local Search . . . \$525+  
Local Search Audit . . . \$375 per

*request a quote*

WEBSITES

Domain Management . . \$100  
Additional Pages . . . \$375  
Analytic Reporting  
eCommerce  
Email Creation & Support

ADD ONS:  
PAYMENTS:

VIP CLIENTS ARE PROVIDED PRIORITY SERVICE & EXPERT MANAGEMENT FOR ALL PROJECTS.

All Advertising Fees are Paid by the Client & BA is not responsible for third party platforms.

# BUSINESS GROWTH



INSURED



CERTIFIED



EDUCATED



## OUR BADASS TEAM

We are passionate about building quality brands, *with purpose*, through the art of connecting our clients to their customers through digital & grass roots marketing.

## COMMUNITY PARTNERSHIPS

Certified with Google & Women Business Enterprise



*"Success doesn't come from what you do occasionally, it comes from what you do consistently."* Marie Forleo  
great reputation • local support • increased ROI • budgeting & consulting • community leaders • strategic positioning