

Link Media & Marketing | Small Business Marketing Services

2026 Marketing Services & Pricing Guide

Marketing support designed for small businesses seeking clear strategy, consistent execution, and modern, professional design.

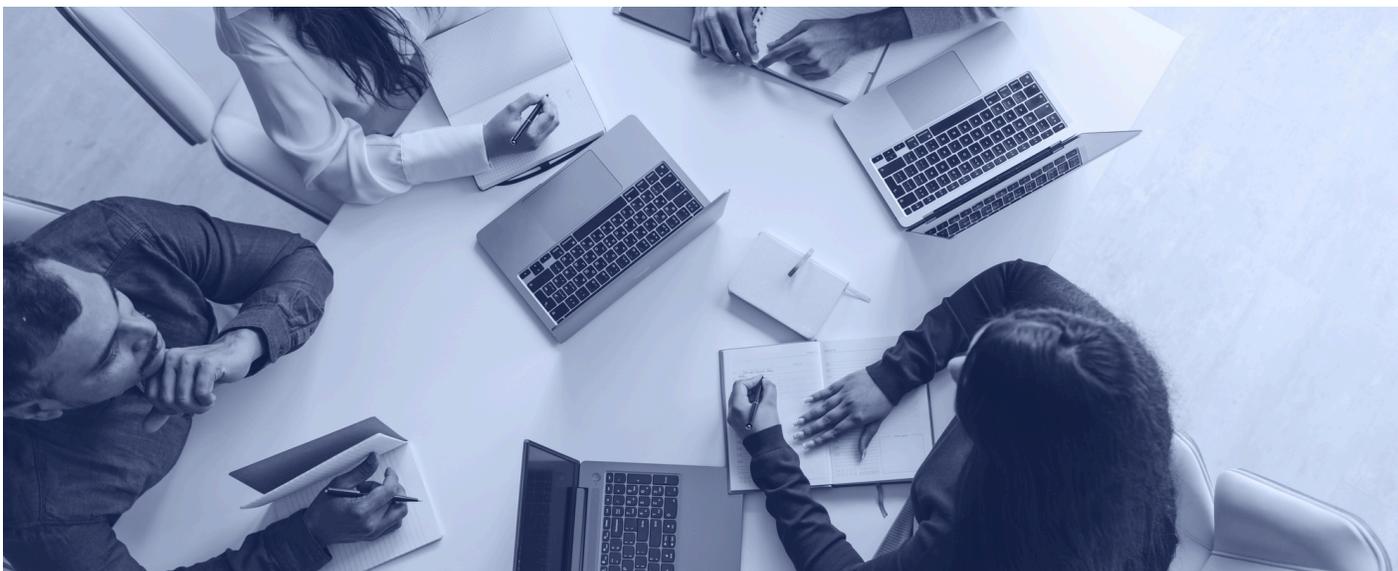
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About Link Media & Marketing

Link Media & Marketing is a strategy-first marketing studio specializing in conference marketing and event-driven growth. We help organizations increase attendance, strengthen sponsor visibility, and build structured marketing systems that support long-term success.

We also partner with small businesses and professional organizations to provide clear marketing direction, consistent execution, and modern, high-quality design. Our approach focuses on creating organized, effective marketing that supports growth without adding unnecessary complexity.



What We Specialize In

Marketing Strategy & Planning

We create tailored marketing plans that provide direction and support long-term growth.

Social Media Strategy & Management

We manage and grow your social presence with structured, results-driven content.

Website Design

We design modern, user-friendly websites that clearly communicate your value and convert visitors into clients.

Event Planning

We coordinate seamless events from concept to execution with clear organization and professional oversight.

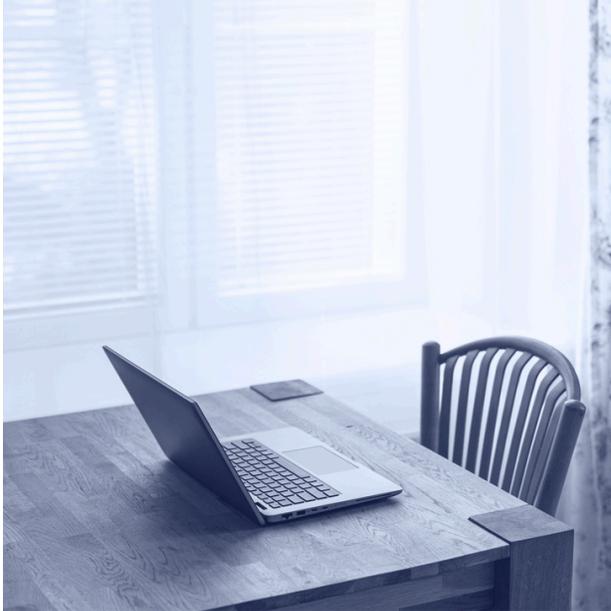
Event Marketing

We develop and execute marketing strategies that increase attendance and enhance sponsor visibility.

Who We Help

We partner with:

- Small businesses and startups
- Healthcare and medical-related organizations
- Professional service organizations
- Associations and nonprofit organizations
- Conferences and professional events



Core Services

Social Media Strategy & Management

We design and manage structured social media systems that support brand visibility, audience growth, and consistent engagement.

Services May Include:

- Platform and audience strategy
- Monthly content and campaign planning
- Post scheduling and publishing
- Caption writing and messaging strategy
- Content organization and optimization
- Monthly insights and recommendations
- Short-form video support (as applicable)

Note:

Clients provide primary photo and video assets. Custom graphics and templates are included as needed.

Website Design

We design clean, modern websites that clearly communicate your value and support your business goals.

Services May Include:

- Website strategy and structure
- Page layout and user experience planning
- Design and build (Squarespace or Showit)
- Copy guidance and content organization
- Launch support and basic optimization

Event Planning & Marketing

We support small-scale events with clear planning, brand-aligned marketing, and strategic promotion designed to increase visibility and engagement.

Services May Include:

- Event concept and messaging
- Digital promotion strategy
- Communication and promotional support
- Event timelines and marketing assets
- Post-event content and reporting

Add-On Services

Email Marketing

We support strategic email campaigns that keep your audience engaged and informed.

Services May Include:

- Campaign strategy and planning
 - Email copywriting and layout guidance
 - Audience segmentation
 - Automation and scheduling
 - Performance tracking and reporting
-

Pinterest Management

We use Pinterest as a long-term visibility and traffic channel, helping your content reach new audiences through strategic pin creation and keyword optimization.

Services May Include:

- Account setup or optimization
- Keyword research and board strategy
- Pin design, content repurposing, and scheduling
- Integration with your website and content

Our Process

We follow a clear, collaborative process designed to keep marketing organized, efficient, and results-driven.

Discover & Align

We start by understanding your brand, goals, audience, and current marketing efforts

- Discovery call or meeting
- Review of existing assets and platforms
- Definition of goals and priorities

1

Create & Build

We develop content, messaging, and systems aligned with the strategy

- Content creation and design support
- Copywriting and messaging
- Website or campaign development (if applicable)

3

Review & Refine

We evaluate performance and adjust based on results

- Performance insights and reporting
- Strategic adjustments
- Continuous improvement

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Strategy & Planning

We translate insights into a clear marketing roadmap

- Platform and content strategy
- Messaging aligned with your existing brand
- Campaign or monthly plan
- Deliverables and timelines

2

Launch & Manage

We implement the plan and manage ongoing execution

- Content scheduling and publishing
- Campaign execution
- Ongoing optimization

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Pricing

Social Media - Starter

Ideal for small businesses building a consistent and professional social media presence.

Includes:

- 8–10 content posts per month (repurposed across platforms)
- Up to 2 short-form videos per month
- Caption writing and messaging
- Hashtag and audience research

Starting at: \$500 / month

Optional Add-Ons:

- Email marketing campaigns: starting at \$200 / month
- Pinterest management: starting at \$100 / month

What's Included in All Packages:

- Monthly content calendar
- Monthly strategy and performance review
- Scheduling and posting handled by Link Media & Marketing

Social Media - Growth

Ideal for businesses looking to increase visibility, engagement, and consistency across their social media presence.

Includes:

- 12–15 content posts per month (repurposed across platforms)
- Up to 4 short-form videos per month
- Caption writing and messaging
- Hashtag and audience research

Starting at: \$750 / month

Optional Add-Ons:

- Email marketing campaigns: starting at \$200 / month
- Pinterest management: starting at \$100 / month

What's Included in All Packages:

- Monthly content calendar
- Monthly strategy and performance review
- Scheduling and posting handled by Link Media & Marketing

Social Media - Pro

Ideal for businesses investing in a full social media strategy with a focus on performance, optimization, and long-term growth.

Includes:

- 16–20 content posts per month (repurposed across platforms)
- Up to 6 short-form videos per month
- Caption writing and messaging
- Hashtag and audience research
- Analytics setup and performance tracking

Starting at: \$1,000 / month

Optional Add-Ons:

- Email marketing campaigns: starting at \$200 / month
- Pinterest management: starting at \$100 / month

What's Included in All Packages:

- Monthly content calendar
- Monthly strategy and performance review
- Scheduling and posting handled by Link Media & Marketing

Add-Ons

Email Marketing

We support strategic email campaigns that keep your audience engaged and informed.

Includes:

- Campaign strategy and planning
- Email copywriting and layout guidance
- Audience segmentation
- Automation and scheduling
- Performance tracking and reporting

Starting at: \$200 / month for 2-3 emails

Pinterest Management

Includes:

- Account setup or optimization
- Keyword research and board strategy
- Pin design, content repurposing, and scheduling
- Integration with your website and content

Starting at: \$100 / month

Website Design

Ideal for small businesses looking for a clean, modern, and professional online presence.

Includes:

- 3–5 page website tailored to your business needs (typically Home, About, Services, Contact, + optional page)
- Custom, brand-aligned design
- Mobile-responsive layout
- Basic SEO setup
- Contact form integration
- Website launch support

Starting at: \$1,000

Additional Pages:

Examples:

- Blog
- Portfolio or gallery pages
- Landing pages

\$200 per extra page

Event Management

We provide event planning and coordination support tailored to your goals, audience, and budget, with a focus on creating organized, well-promoted events.

Event pricing is based on the scope and scale of each project. A consultation is required to determine goals, logistics, and overall needs before providing a custom proposal.

Services May Include:

- Event concept development
- Planning and timeline support
- Vendor coordination guidance
- Event marketing and promotion
- On-site or virtual support (as needed)

Next Steps & Contact

Every project with Link Media & Marketing begins with a conversation. After an initial consultation, we develop a customized strategy aligned with your goals, timeline, and budget.

Whether you're looking to strengthen your marketing, launch a new website, or plan an event, we're here to support your next phase of growth with clear strategy and thoughtful execution.

Let's connect.

We'd love to learn more about your business and explore how we can work together.



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