



LAUNCH + GROW

YOUR BUSINESS



WELCOME.



I am so excited you are considering Marceil Marketing & Design for your upcoming project!

Hello! I'm Lauren Marceil, founder and CEO of Marceil Marketing & Design. I am so thrilled you are enquiring about my services. I love launching new beginnings for businesses.

I realize it might be your first time enquiring about these services so take time to take a good look at all of the exciting options that lie ahead of you as you plan your project and define your needs. Spend time reviewing this guide, and if after reading this, you feel like we would be a great match, then we can get started on the booking process!

Lauren Marceil

Marceil Marketing & Design specializes in helping brand new businesses launch and grow their online presence. We offer the following services:

Branding & logo design
Website design & development
Search engine optimization
Content marketing management

Digital advertising management
Social media management
Custom digital marketing solutions

AT MARCEIL MARKETING & DESIGN, WE BELIEVE THAT A SUCCESSFUL DIGITAL BUSINESS STRATEGY INVOLVES

1

FINDING A NICHE MARKET & SOLVING THEIR PROBLEMS

We believe in finding the customers, then creating the perfect product for them – not creating a product and then trying to find the customers

2

CREATING AN EASY TO FIND & USE WEBSITE TO SELL ONLINE

We believe in creating websites that have compelling call-to-actions, good SEO backbones, and are enjoyable to use on any device.

3

GROWING THE AMOUNT OF TRAFFIC COMING TO YOUR SITE

You need to increase the amount of people visiting your site using social media, content-marketing, affiliates, email lists, SEO and PPC advertisements

4

INCREASING THE % OF VISITORS WHO ACTUALLY PURCHASE

You need to increase the amount of people who actually decide to purchase once on your site using A/B testing, data analytics, UX analysis and targeting

SO WE OFFER SERVICES DESIGNED TO HELP YOU WITH THESE FOUR STEPS TO LAUNCHING & GROWING AN ONLINE BUSINESS

1

MARKET RESEARCH & PRODUCT DEVELOPMENT

Audience Research

Market Research

Product Testing

Business Analytics

2

WEB DESIGN & DEVELOPMENT

Landing Pages

Business Sites

E-Commerce Sites

Blogging Sites

3

DIGITAL MARKETING

Social Media

Content Marketing

Email Marketing

SEO & PPC

4

DIGITAL OPTIMIZATION

UX Design

A/B Testing

Affiliate Programs

Web Audits

THERE ARE SO MANY WAYS TO MARKET MY BUSINESS, WHERE DO I START?

To create a successful digital business and marketing strategy you need to have done the following:

- ✓ You've researched and found a niche market and audience. You are familiar with this niche and their unique pain-points. You know how to serve them specifically and have built your product/service, brand, messaging, and pricing around this niche.
- ✓ You have built a professional website and landing pages that clearly explains your audience, their problems, how you solve them, and a way to close the deal.
- ✓ You have created a specific and intentional sales funnel for each product/service you have, and each type of client/audience you target in order to close more sales. You've automated this process to close more sales with less work.
- ✓ You are consistently driving traffic to each of these digital sales funnels through one (or more) of the following ways: Social Media, Search Engine Optimization, or Pay-Per-Click Ads.
- ✓ You are consistently trying to increase the conversion rate of people who go through your sales funnel by optimizing your UX/UI design, and Email Marketing



2019 PACKAGES



INVOICE

Date: 12/12/2018
Invoice No: 0000011
Customer ID: 123

Quantity	Amount
246.53	855.75
50	775
775	541
541	76
76	24
24	25.32

121,000
421,045
179,984
680,144
279,951

Web Design & Development

The Packages

Basic \$2000 USD	Plus \$4000 USD	Premium \$6000 USD
Branding Not included	Branding Brand guidelines Colour palette Typography Custom logo Custom favicon	Branding Brand guidelines Colour palette Typography Custom logo Custom favicon Custom iconography Custom HTML email signature
Social Media Branding Not included	Social Media Branding 5 social media templates Account headers Account profile images	Social Media Branding 5 social media templates Account headers Account profile images Custom hashtag strategy Custom social iconography
Included Pages Home page About page Contact page Services page Portfolio page	Included Pages Home page About page Contact page Services page Portfolio page Blog (Home/Post) (Up to) 2 additional pages Coming soon page	Included Pages Home page About page Contact page Services page Portfolio page Blog (Home/Post) Coming soon page (Up to) 4 additional pages Sales/landing page template Custom 404 page
Sales Funnel Creation Basic email opt-in	Sales Funnel Creation Basic email opt-in 2-3 page lead magnet (PDF)	Sales Funnel Creation Basic email opt-in 2-3 page lead magnet (PDF) 5 part email series based on opt-in Custom landing page
Search Engine Optimization Not included	Search Engine Optimization Meta page info Meta image info Internal linking Image optimization	Search Engine Optimization Meta page info Meta image info Internal linking Image optimization Site-maps Submit to index Google my business Add to local directories Add to industry directories
Copywriting Not included	Copywriting Not included	Copywriting Professional copywriting
Imagery Not included	Imagery Not included	Imagery Professional brand photography session in Vancouver, BC (Travel costs not included)
Revision Policy Two rounds of included revisions during the design phase	Revision Policy Two rounds of included revisions during the design phase	Revision Policy Unlimited rounds of included revisions during the design phase

Web Design & Development

The Process

Month #1 Creating your digital approach	Month #2 Designing your website	Month #3 Developing Your Website
<ol style="list-style-type: none">1) Honing your business strategy (your target audience, products/ services, and the page structure & functionality that you need)2) We direct you to the best web package to fit your needs. We discuss potential additional plugin or asset costs you might need to pay for your project specifically.3) You pay your initial deposit of 50% of the project cost4) Honing your visual identity (your logo, your colour palette, typography and branding guidelines)5) Gathering your digital content (your imagery, videos, copy, business details and product/service information)	<ol style="list-style-type: none">1) We create mockups of each page for your website and send it to you for revisions2) We do a revision round: You give us feedback on each page, and we make the changes. (This happens over and over until you've used up your included number of revision rounds)3) During the last included revision round, you approve the design to go forward to the development stage.4) You pay for any additional plugins required for the web development that we discussed in Month#1 that are necessary for your project	<ol style="list-style-type: none">1) We develop your website on our local servers. Once this process is complete, we will send you a link to see a demo version of your site.2) You purchase your domain and company email address through Google at https://domains.google and your Wordpress hosting plan through flywheel.com3) We send you the final invoice to be paid4) We upload the website to the servers and go live!5) We send you a video tutorial on how to use your Wordpress site and make edits.

The Details

All of our websites are built on the Wordpress platform and are subject to additional charges for purchasing your domain, email, hosting, assets, or plugins for features that you request before or during the website process.

To turn any of these websites into an E-commerce platform, you can choose our E-commerce add-on for \$2000.00 To add a booking management, ticketing management, membership arena, or forum functionality to your website an additional fee of \$1000.00 will be added.

*All of our websites must have proper branding work done. If you choose the basic website package, you must show evidence of completed professional branding. Otherwise you will need to pay our \$2000.00 basic branding package add-on.

Search Engine Optimization

What is Search Engine Optimization?

Search Engine Optimization is the process by which we make your website more visible on search engine result pages (SERPs) such as Google, Bing, etc. The higher you show up in search results, the more quantity of web traffic you will get. The higher you show up in search results for the **right keywords**, the better quality of web traffic you will get (ie: more paying customers versus just regular website visitors). Search Engine Optimization (SEO) takes a lot of work, including working with some of your website's code, so we offer professional and ethical SEO services for new websites. In order to keep ranking competitively as you grow your business, you will want to invest some time into a content marketing strategy such as a formalized blogging program.

How Much It Costs

Our SEO set-up package costs \$2000.00 USD

A 50% non-refundable retainer is expected up-front to reserve your spot & you pay the remaining balance at the end of the project.

What's Included

- Manually submit site to Google index
- Create a xml sitemap and html sitemap
- Edit all your image tags
- Edit all your title tags
- Edit all your meta descriptions
- Set up internal linking throughout your site
- Optimize all your images for the web
- Create a custom keyword report
- Custom suggested cornerstone article report
- Custom competitors SEO/PPC strategy report
- Create/optimize Google business listing
- Submit site to local directories
- Submit site to industry directories
- Get 100 hand-submitted links pointing to your site
- Custom site page speed report with suggestions
- Set up Google search console

How Long It Takes

Our SEO set-up package takes 6 weeks to complete, and you will receive all included reports at the end of this period. Google performs major updates on a 6 to 10 week schedule so expect to wait at least a couple of months to see the full impact of the SEO set-up package.

Content Marketing Management

What is content marketing?

Content marketing is the creation of digital content such as blog posts, infographics, videos, etc. that help build a brand's online presence. It is not necessarily meant to directly promote certain products or services, but rather is used to indirectly promote them in a more natural, authentic way while creating interesting content that your ideal customers would love to read, watch, and share. When you create a strategic content marketing plan you rapidly increase your website's traffic, and position on search results page. You also increase customer's loyalty to your brand, and how much they talk about you online.

How Much It Costs

Our monthly content marketing services costs \$1000 USD per month, per domain (ie: website). To order this package, you must have purchased the SEO Set-up package, or prove that you have undergone the necessary SEO foundations for your site either in-house or with another agency.

What's Included

- We create one (1) professionally written SEO-optimized blog post per month based on the highest impact keywords from the research list we create in the SEO Start-up Package
- We create a complimentary infographic or feature image for the post as well as social media imagery so that the post can be shared online
- We schedule that post to be shared on your social media accounts
- We hand-submit 5 additional SEO backlinks to your site per month
- Monthly report on your domain authority and competitors
- Monthly report on your site traffic and analytics

How Long It Takes

Our monthly content marketing service is automatically renewed after each month. Reports are given at the end of the monthly period (on the 15th of the following month). Google performs major updates on a 6 to 10 week schedule so expect to wait at least a couple of months to see the full impact of any SEO related services.

Digital Advertising Management

What is digital advertising?

Digital advertising (otherwise known as pay-per-click [PPC] advertising) is when you either pay for the top search results (paid search), banner ads on other websites (display advertising), sponsored social media posts (Facebook or Instagram ads), or you pay for digital sponsorships with industry partners. We have experience managing all types of digital advertising and will work with you to create a highly refined strategy that is specific to your business's needs. Digital advertising is a great way for new and young businesses to get more visibility and traffic without the years it usually takes a business to gain awareness in a community.

How Much It Costs

Our digital advertising management costs \$1500.00 USD for project set-up + \$1000.00 USD monthly management fees plus your ad spend. (We require a monthly ad-spend minimum of \$500 - \$1000). Ad budgets over \$1000 are subject to minor additional management fees based on a percentage of ad spend.

What's Included

PPC Campaign Set-up:

- Keyword analysis + segmentation
- Campaign construction + settings
- Text/Image ad creation
- Landing page creation
- Basic extension development
- Conversion tracking set-up

Monthly Management:

- Campaign optimization
- Keyword optimization
- Ad management testing & development
- Extension development
- Monthly reporting

How Long It Takes

Our digital advertising management takes 3 weeks to complete, and you will receive all included reports at the end of this period (on the 15th of the following month). Our PPC campaigns are set up to be 100% data driven based on your actual search traffic results, will be monitored and adjusted on a weekly basis, and will consistently and slowly show improved click-through rates and traffic results. You will see your initial increase in traffic within one week of the campaign being published.

Social Media Management

Create the social media management strategy that works for you

We offer a variety of levels of monthly social media management services that you can utilize for your business. Schedule a call with us to discuss what our suggestions are for your specific business.

Service	Cost Per Month
Account Management (2 Channels)	\$2000 USD
Account Management (Per Extra Channel)	\$1500 USD
Blogging with Social Shares	\$2500 USD
Influencer Targeting	\$1500 USD
Custom Imagery/Graphic Design	\$1000 USD
Customer Service/Outreach	\$1000 USD
Targeted Follower Growth (per channel)	\$500 USD
Social Media Advertising	*See digital advertising management

Misc. Rates	Hourly Rate
Social Media Training	\$150 USD
Campaign Advisor	\$150 USD

What's included in the "account management"

- Posting daily the optimal amount of times to beat out algorithms
- Interacting with other pages/accounts
- Content promotion
- Constant monitoring for best times/days to post, best types of content, relevant hashtags, algorithm updates, industry trends
- Keeping the account active throughout the day engaging on other material so that it remains at the top of the feed and algorithm
- Hashtag creation and management
- Keyword research and monitoring
- Creating boards/stories/highlights and organizing content on accounts to increase engagement
- Marketing analytics and reporting



MARCEIL MARKETING & DESIGN

- HOME
- CONTACT
- BLOG
- WEB DEVELOPMENT
- SEO MANAGEMENT
- PPC MANAGEMENT
- SOCIAL MEDIA MARKETING
- SALES FUNNEL + CONTENT CREATION

LOVE IS ALL YOU NEED.
LOVE, AND A GREAT WEBSITE.

We're based in Vancouver, British Columbia
(or wherever you're based) and love to work
on your design, marketing, or branding
needs big or small all around the world.

[Instagram](#) [Facebook](#) [Twitter](#) [Pinterest](#) GET THE NEWSLETTER