

REAL DIGITAL RESULTS

# Services & Pricing Guide



[www.realdigitalresults.com](http://www.realdigitalresults.com)



# Welcome!

I am delighted that you are considering using my Digital Marketing Services for your business. I have created this guide to provide transparency and clarity around pricing and the process to get started.

*Kathy Blakey*

Founder, Real Digital Results, LLC



# My Unique Qualifications

As a small business owner, I am experienced with creating and implementing digital solutions to maximize online exposure with minimum costs.

Qualifications include a Master's Degree in Marketing to offer a broad base of knowledge as well as a Digital Marketing Expert certification offering the latest in Digital Marketing methods and technologies.

My journey also includes managing extensive marketing budgets and projects for large corporations as well as financial analytics to measure performance and profitability. My background of education and work experience provides an excellent foundation and skill set to offer your business a comprehensive consultation and digital marketing plan.



"Qualifications include a Master's Degree in Marketing, a Digital Marketing Expert Certification and over 30 years of Professional Business Experience."

# Why Work with Me

The main benefit of working with Real Digital Results is for personalized service. I work to understand your business needs and goals and craft a digital marketing plan within your budget to help achieve those goals.

Packages are designed offer minimal risk. You can start right away with a 30 day Quickstart, a 90 Jumpstart or 6-12 month service plan.

Used in combination with our Digital Empowerment Academy or transition consulting, you can learn to take over any portion of the services without requiring the use of a full service marketing agency for your marketing. Or, after seeing results, you may elect to continue on with our 6-12 month renewable service plans.



# How It Works

01

## BOOK A DISCOVERY CALL

Book a 30 minute complimentary call to discuss which plan works best for your business.

02

## SIGN THE CONTRACT

Once you have decided on a program and/or services, sign-off on the proposal.

03

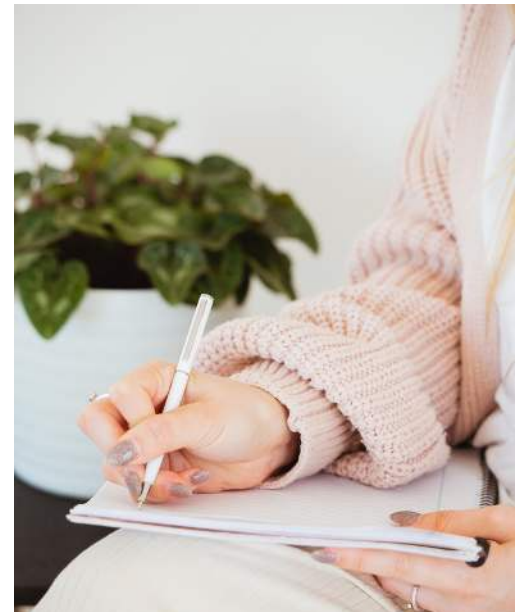
## PAY FOR SERVICES

Make the initial payment. 30 Day Quick Start is \$250 Initial and \$250 within 30 Days. The 90 Day Jumpstart is \$500 Initial and 2 additional payments due within 30 and 60 days.

04

## GET STARTED!

Upon a signed contract and initial payment, we'll book your 1.5 hour consulting session(s) to build your customized plan based on your business goals.



## GET IN TOUCH

### CONTACT DETAILS

(484) 843-3951  
kathy@realdigitalresults.com  
Landenberg, PA

### WEBSITE

[www.realdigitalresults.com](http://www.realdigitalresults.com)



# 30 day Quickstart Package



This option offers you an opportunity to get started quickly without a longer term commitment. You can then decide to move forward with services, transition them to your team or discontinue.

LET'S WORK TOGETHER

YOUR INVESTMENT

**\$500**

## WHAT YOU'LL GET:

- ✓ 1.5 Hours of Consultation
- ✓ Research and Analysis for 20 Keywords / Phrases
- ✓ Website Audit and Basic fixes for SEO Improvement
- ✓ Connection and Setup of Local Directory Services.
- ✓ Setup Basic Google Ad Campaign and Basic Facebook Ad
- ✓ 12 Month Social Posting Calendar and 15 Posts



# The 90 Day Jumpstart Package

3 Months of Services to Build a Foundation for Growth - option of either transitioning services to the business or continue with a renewable service plan

LET'S WORK TOGETHER

## SUMMARY:

- ✓ 3 Hours of Consultation and research to create a Digital Marketing Plan
- ✓ Implementation of Digital Marketing Plan
- ✓ Monthly reporting and analysis of progress and results.

## PAYMENTS

\$500 TO START, 2  
ADDITIONAL PAYMENTS  
OF \$250 EACH

## YOUR INVESTMENT

**\$1,000**

# What You'll Get

**1** **Competitive Analysis**  
Comprehensive analysis of 3 competitors including Keyword Rankings, Social Media comparison and Website Scores.

**2** **Digital Marketing Plan**  
Customized Digital Marketing Plan recommendations to fit your business budget and growth plans.

**3** **Social Media Content Calendar**  
12-month itemized calendar of social media post designed to fit your brand, growth goals and supporting your Digital Marketing Plan. 30 Complimentary posts created to use in the first 90 days and beyond.





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## SEO Starter

Website Audit with basic fixes. Analysis of competitors backlinks and recommendations for building authority for your website. Recommendations and implementation for improving rankings for keywords/keyword phrases.

5

## Paid Advertising Setup

Recommendations and implementation of paid advertising. Set-up of Google Ads campaign. Implementation of Social Media Ads. (Advertising Expense budget will be established collaboratively and paid separately by your business.)

6

## Local Directory Listing Set-up

Connecting “Google My Business” and syndicating your business bio to 30 or more online directories for increased visibility in local search results.

7

## Measurement of Results

Monthly reporting of progress and results of online visibility, improvement in website rankings and analytics for paid advertising. Analytics include website traffic, cost per click, click through rates, social media engagement and more.





# Empowerment Plan

This unique plan is designed to offer you an opportunity to use the 30 day Quickstart or 90 day Jumpstart for your initial set-up and then learn the basics necessary to continue implementing the Digital Marketing Plan we've created.

LET'S WORK TOGETHER

## WHAT YOU'LL GET:

- ✓ Complimentary access to the Digital Empowerment Academy Marketing Courses
- ✓ Individual Instruction on maintaining the marketing services implemented in the 30 day or 90 day packages - approximately 8 hours
- ✓ Ongoing support for 6 months - 2 hours per month as needed for reporting, analysis, updates or additions.

## YOUR INVESTMENT

**\$1,000\***

\*30-day Quickstart and 90-day Jumpstart priced separately

# 6-12 Month Renewable Service Plans

After implementing the 30 day Quickstart or 90 day Jumpstart, you may transition services by enrolling in the Empowerment Plan or you may decide to work with Real Digital Results to continue implementing your plan through the year or beyond.



LET'S WORK TOGETHER

## SUMMARY:

- ✓ Designed to maintain ongoing Digital Marketing Efforts started during the Quickstart or Jumpstart Plans
- ✓ Monthly meeting to review reporting, progress and results.
- ✓ Includes management of Ad Campaigns, continuous SEO Efforts and Implementation of Social Media Calendar

## YOUR INVESTMENT

**\$350 PER  
MONTH\***

\*Business pays for actual advertising spending (Google, Facebook etc, as per budget determined collaboratively)

# Additional Services



Consulting	Additional Consulting / Personal Assistance	\$75 /hour
Reputation Management	Set-up of Reputation Management Software, Monitoring and Management	\$200 initial \$100 / month
Email Campaigns	Database Setup, importing contacts, establishment of monthly newsletter and other content / contact campaigns for leads or customers	\$300 Setup / \$150 per month

# Additional Services



Website Design	Building or Re-building a basic website using Wordpress, Wix, GoDaddy, Squarespace or Hubspot.	\$750 / \$150 monthly mgt
E-Commerce	Building or Rebuilding E-Commerce Websites with Shopify, Wix or Squarespace. Pricing varies by volume/complexity.	\$1000 - \$2000
Onsite Digital Display	Onsite Digital Monitors to showcase menus , specials, cross-sell products. Initial Setup of Software and ongoing management.	\$300 per unit / \$150 monthly

# Let's Get Started!

Schedule a complimentary 30 min call or zoom meeting to explore services and discuss next steps.

Visit the Digital Empowerment Academy to learn more about how why to implement fundamental services such as SEO (Search Engine Optimization), Paid Advertising, Content Management and More!

SCHEDULE A CALL OR  
ZOOM MEETING



DIGITAL EMPOWERMENT  
ACADEMY

I look forward to developing a Digital Market Plan for your business goals and working with you to implement that plan.

Sign up for Digital Marketing Foundations for Small Businesses to learn more.

*Kathy*



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