

REAL DIGITAL ACADEMY

DIGITAL EMPOWERMENT



www.realdigitalresults.com



Welcome!

I am delighted that you are considering participating in my Digital Empowerment Program 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 learning.



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

Why choose Digital Empowerment

Real Digital Academy offers flexible options to learn skills for small business owners to set-up and use basic digital marketing tools with confidence.

The Digital Empowerment Program has flexible options. You may chose from the full immersive experience with 6 modules or select the modules that best align with your business goals.

Each of the 6 modules uses a combination of group learning, 1/1 step by step guidance and consultations. In addition, all learning content comes complete with supplemental PDF guides.

Explore the Program by starting off with the FREE FOUNDATIONS course offered on Eventbrite, followed up with a COMPLIMETARY discovery consultation.



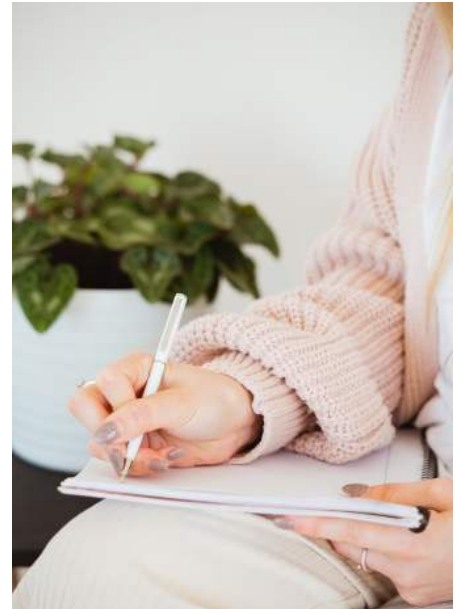
How It Works

01 **BOOK A DISCOVERY CALL**
Book a 30 minute complimentary call to discuss which learning path works best for your business.

02 **SCHEDULE MODULE OVERVIEW**
Once you have decided to move forward, we'll connect to design your learning path and schedule the Module Overviews (s)

03 **PAY FOR SERVICES**
Make the initial payment. 50% due at the start of the Full Program, with the remaining balance due within 30 days. For Power Select, each Module is due at the start.

04 **GET STARTED!**
We'll schedule your 1/1 Learning Sessions to complete the program in 6-12 weeks, depending on your availability and desired pace.



GET IN TOUCH

CONTACT DETAILS

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

WEBSITE

www.realdigitalresults.com





Power Start

This fundamental learning plan provides one on one coaching along with PDF tutorials to guide you through 6 Essential Learning Modules.

LET'S WORK TOGETHER

WHAT YOU'LL GET:

- ✓ Complimentary access to the Digital Empowerment Academy Marketing (6) Courses on Eventbrite
- ✓ Individual Instruction (12) on 6 key Digital Marketing Modules; 2 1/1 sessions per module
- ✓ Consultation Sessions (3) - Strategy, Ad Planning and Reporting
- ✓ Accompanying PDF Tutorials for each session
- ✓ Additional consultation billed at \$50/hour.

YOUR INVESTMENT

\$675*

*Or select any of the 6 Modules - \$175 per Module using the Power Select Program



Power Select

Customize your learning experience to select only the modules that best match your business goals and learning objectives.

LET'S WORK TOGETHER

EACH MODULE INCLUDES:

- ✓ Begin each module with a Concepts Course scheduled on EventBrite (group)
- ✓ 2 - 1/1 Instructional / Consultative Sessions
- ✓ Accompanying PDF Guides for each learning session.
- ✓ Additional Consultation billed at \$50/Hour

PRICING

CHOOSE ANY OF THE 6
MODULES AT A PRICE OF
\$175 PER MODULE

YOUR INVESTMENT
\$175
PER MODULE

6 Modules

Data Driven Digital Plan

1 includes Planning Consultation and instructions on using Data Tools (Google Trends, Facebook Insights, Google Analytics, SEMrush, and Survey Monkey)
Objective: Customized Digital Marketing Plan with recommendations to fit your business budget and growth plans.

Social Media

2 includes setting up Facebook and Instagram Business Pages, creating a YouTube Channel, Using Facebook Insights and Other Social Media Planning tools.
Objective: Build a Social Media presence on the platforms that resonate with your ideal client.

Content Management

3 includes instruction on using Google Keyword Planner, Canva, MailChimp, LinkTree. Also, includes instruction on using Content Calendars and Social Scheduling Tools.
Objective: Master processes and tools to efficiently deliver quality content to your audience on a consistent basis.





SEO Success

4

includes learning about Local SEO, Google Analytics, Google Business Profiles, Website Audits and Building Backlinks.

Objective: Learn techniques to grow website visitors organically and rank higher in search results.



Paid Advertising

5

includes a Campaign Planning Consultation, instruction on Facebook/Instagram and Google Ads, Landing Pages and Key Performance Indicators.

Objective: Create optimized campaigns to grow your business and attract clients.

Reporting and Analysis

6

includes a Reporting Overview consultation, instruction on using Google Ads Dashboard, Google Search Console as well as other reporting tools.

Objective: Establish reporting to measure key performance indicators ensuring digital marketing results are meeting your business objectives.

Additional Services



Consulting	Additional Consulting or 1/1 Consulting with any paid plan	\$50 /hour
Additional Tools (upon request)	Customize your Digital Empowerment ; request instruction and tutorials for additional Digital Marketing tools not covered.	*\$100 - \$250 Each
Building a Website	Initial Consultation with additional sessions to choose and set-up the website building tool that best matches your business goals.	\$350

COMING SOON

(Summer 2025)

Power Up!



This is the most comprehensive learning program available in the Real Digital Academy. Explore the Program by starting off with the FREE FOUNDATIONS course offered on Eventbrite, followed up with a COMPLIMENTARY discovery consultation

LET'S WORK TOGETHER

YOUR INVESTMENT

\$975

WHAT YOU'LL GET:

- ✓ 6 Learning Modules
- ✓ 15 1/1 Instructional Sessions
- ✓ 12 Self-paced Video Tutorials
- ✓ Accompanying PDF Guides
- ✓ 3 1/1 Consultative Sessions
- ✓ Additional consultations \$50 per hour
- ✓ Data Driven Digital Marketing Plan



***COMING SOON**
(Summer 2025)

Power Up Select

Customize your learning experience to select only the modules that best match your business goals and learning objectives.

LET'S WORK TOGETHER

EACH MODULE INCLUDES:

- ✓ Begin each module with a Concepts Course scheduled on EventBrite (group)
- ✓ 3 - 1/1 Instructional / Consultative Sessions
- ✓ 2 - 1/1 Self Paced Video Instruction Sessions
- ✓ Accompanying PDF Guides for each learning session.
- ✓ Additional Consultation billed at \$50/Hour

PRICING

CHOOSE ANY OF THE 6
MODULES AT A PRICE OF
\$225 PER MODULE

YOUR INVESTMENT
\$225
PER MODULE

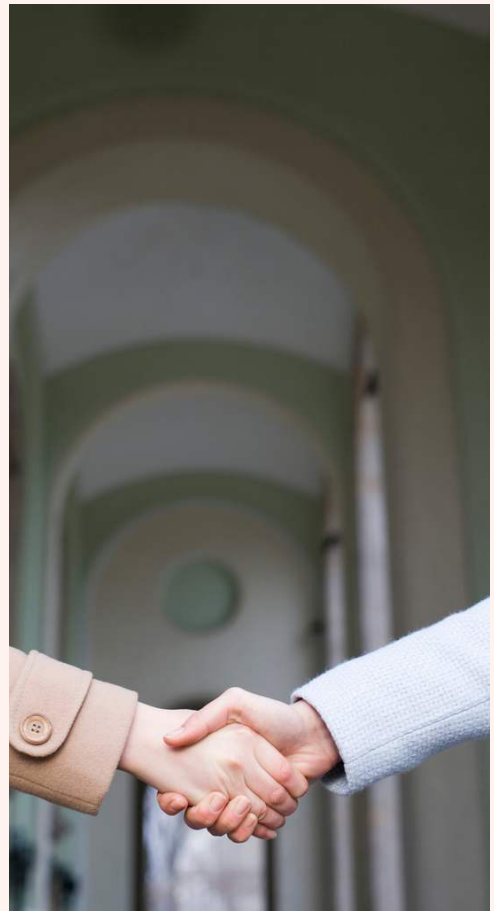
COMING SOON

(Fall 2025)

Power Through!

Embark on a Self-paced journey to Digital Empowerment! Experience the full learning path of all 6 Modules completely self-paced with video tutorials and step by step PDF instruction guides.

Designed to enable small business owners an opportunity to learn valuable Digital Marketing concepts and skills on their time. .



LET'S WORK TOGETHER

SUMMARY:

- ✓ Access to 6 Live Course on Eventbrite – Concepts *or view recorded sessions
- ✓ All-access for up to 24 weeks to complete the Program.
- ✓ Opportunity to schedule 1/1 instructor sessions or consultations billed at \$50 per hour.

YOUR INVESTMENT

\$575

Includes access to all 6 Modules, with 30 pre-recorded instructional sessions and 6 Eventbrite courses.

Let's Get Started!

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

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

SCHEDULE A CALL OR
ZOOM MEETING



DIGITAL EMPOWERMENT
PROGRAM

I look forward to developing a Digital Marketing Learning 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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