



Product List and Costs

Pivotal Monthly Marketing Packages

	Dedicated Manager	Hours of Consultation	Fresh Content	Content Calendar	Networking Contacts	90 Sec. Video Ads	15 Min Audio Content	Email Campaign	Ad Budget	Starting Cost
Gold Expansion	Yes	8	3000 Words	180 Days	50	1.00	2.00	8	10%	\$3,000
Silver Expansion	No	4	2000 Words	90 Days	25	0.50	1.00	8	10%	\$1,500
Getting Fit	No	2	1200 Words	30 Days	12	0.25	0.50	4	10%	\$750
Keeping Fresh	No	1	1200 Words	30 Days	0	0.00	0.00	1	10%	\$250

Pivotal Getting Started Packages—One Time Projects

	# Pages Consultation	WordCount	Product Setup	Payment Processor	Cost
Triple 3 eCommerce	3	900	N	N	\$350
	3	900	Y	Y	\$550

	# of Keywords	# of Competitors	Social Channels	Pages of Evaluation	Cost
SEO Evaluation	3 to 5	3 to 5	3 to 5	3	\$250

A-La-Carte Products and Services

	# Words	# Revisions	Design Team	Cost
Short Form Blog	3-500	2	N	\$10/100 Words
Medium Form Blog	500-1000	2	N	\$11/100 Words
Long Form Blog	1000+	4	Y	\$15/100 Words
White Paper	300-4000	6	Y	\$20/100 Words
Webpage Content	300 +	2	N	\$10/100 Words
Newsletter	300-500	0 to 2	N	\$25/Campaign
Brochures/Flyers	300+	2 to 4	Y	\$15/100 Words
Landing Pages	300+	Split Testing	Y	\$30/100 Words
Direct Mail	100 +	2 to 4	Y	Contact for Pricing
Networking Email	100+	0 to 2	N	\$8 per email
Resumes	100-300	0 to 1	Y	\$50/Resume

Content Calendar \$40/ HR Consultation

Image Add-Ons	Cost of Image
Video Marketing Add-Ons	
Creative Consulting	\$40/Hr
Coaching for FB Lives	\$40/Hr
Voiceovers	\$10/Min
Script Creation	\$10/100 Words
Podcast Marketing Add-Ons	
Creative Consulting	\$40/Hr
Audio Clips for Blogs	\$10/100 Words
Interview Format Podcast*	\$120/ Episode