

ILLUMINATED MARKETING

Marketing Services Price List



HUMAN-CENTERED MARKETING
TO BUILD A BRAND YOU LOVE



ILLUMINATED
MARKETING

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Hey there boss. Feeling S P R E A D T H I N ?

You got into business because you're passionate about helping your clients. It's what gets you up in the morning—but running a business also requires you to wear a million hats. If the million and one things on your to do list has you feeling spread thin, you're not alone.

My guess is that marketing is one of those things on your to-do list. You can't afford to ignore it, but your efforts are haphazard and inconsistent. You need help to execute on your ideas and better connect with your audience.

It's time to take your marketing off the back burner.

Good marketing requires intentional strategy, a well-crafted message, and time. However, you've been feeling stuck and overwhelmed at the barriers to a marketing plan that actually works.

- You know the potential for your business to grow, but you're unsure of how to implement a marketing strategy to get you there.
- You're passionate about what you do, but when it comes to putting your brand into words, you feel tongue-tied.
- You want to connect with your audience and show them value, but lack the time to share that message consistently.

How Can Illuminated Marketing Help?

Illuminated Marketing is a boutique marketing agency based in Northern California. We are passionate about helping businesses, organizations, and communities thrive through intentional marketing strategy. We use a variety of marketing tools and community resources to connect people and help visions come to life. Our tailored marketing services include:

Brand Development



Marketing Strategy



copywriting



graphic design



coaching & workshops



Web development



social media management



Core Marketing Services

We believe that marketing is EVERYTHING you do to draw people to your business. We take a holistic approach to help attract the right people to your business, and craft effective messages to help you AND your clients thrive. Here are the components to a healthy marketing system. You can collaborate with us to implement or improve single components or develop the entire sales funnel. You can also hire us to create the content only, or include design and implementation as well.

deliverable	content only	+ Design
Marketing Plan Get clarity on your brand, your ideal audience, and a clear roadmap to implement a marketing strategy that actually works.	\$2,000 <ul style="list-style-type: none">• Brand messaging• Taglines & Mission Statement• Ideal Audience Profiles• Sales Funnel Outline & Recommendations	\$5,000 All content deliverables, plus <ul style="list-style-type: none">• Logo Design• Style Guide
Website We'll help you create or revamp an effective website that draws in your ideal clients and converts leads into sales.	Starting at \$3,000 <ul style="list-style-type: none">• Wireframe of website• Content for all pages• Suggestions for layout• Suggestions for keywords & SEO	Starting at \$6,000 All content deliverables, plus <ul style="list-style-type: none">• Web Design• Photo Curation• Search Engine Optimization
Lead Generator Build the essential resource, workshop, or tool that will qualify your leads and get you in contact with them.	Starting at \$1,500 We'll write or develop an outline for a downloadable resource, workshop, or valuable content you can use to attract leads.	Starting at \$4,000 We'll also design and implement it into your website and email marketing platform.
Email Campaign Add value and foster a relationship with your leads through effective emails they actually want to open.	\$2,000 We'll write the content for 4 nurturing emails that build trust, followed by a sales email the calls your leads to action.	Starting at \$3,000 We'll also set up and implement an automation workflow for those emails within an email marketing system.
Total Sales Funnel:	=\$8,500+	=\$18,000+



Additional Marketing Services

Just need something specific? We've got you covered. Browse our a la carte marketing services menu to get an idea of what we can offer, and pick something that fits with your needs and your budget.

Deliverable

Price (starting at)

One Page Marketing Plan

\$550

Start simple and get clear on your marketing strategy with our condensed, yet effective marketing plan.

Brand Audit

\$450

Get a clear picture of how your current marketing is working, and where you can focus your efforts to improve

Press Release

\$350

Share your news and get media to cover your business with captivating content shared with news outlets.

Blog Post/Newsletter

\$400*

Connect with your audience base, stay top of mind, and share valuable content with a well-written content

Bio

\$350*

The most difficult subject to write about is yourself. Let our writers capture who you are and how you can help your clients with a tailored bio.

Content Refresh

\$120/hour*

Not looking to reinvent the wheel, but need to edit some existing content? We'll edit and refresh your current marketing content so it's ready to reuse!

Website Refresh

\$120/hour*

Does your website need a little zhuzh? Let us help you update content, switching out photos, or other maintenance needs.

Marketing Assistance Package

\$950

Get 10 hours of marketing assistance (i.e., website updates, blog post scheduling, email marketing.) Can be used at your discretion over a 90 day period.

*Ask about discount package rates.



COACHING PACKAGES

As a business owner, it's easy to feel isolated and stuck in your own head. Maybe you're needing some help defining your brand identity, pivoting your business, or need help unifying your team around your mission and vision. Get the clarity you're craving through some individualized coaching with me. Through intuitive listening, collaborative brainstorming, and research-based exercises, we'll help you get un-stuck and move forward with confidence. I have several time-centered packages to determine how deep we want to go.

CATALYST | One, 90-minute Session | \$250

In this power-packed session, we'll get to the root of where you're feeling stuck, and we'll create a roadmap to help you figure out what steps to take next.

Wayfinding | three 60-minute Sessions | \$450

This shorter coaching package is designed to help you tap into your intuition and gain some tools to help you navigate through a challenging issue or marketing roadblock. We'll identify the main problem, brainstorm solutions, and create some tangible experiments to help you wayfind your way towards where you want to head.

Clarity | six 60-minute Sessions | \$850

Over the course of six weeks, we'll focus on getting clear on who you are (your brand identity), who you're trying to help (your audience), and how to connect the two (your marketing strategy). This is ideal for business owners or organizations wanting to clarify their brand messaging and strategy, or for individuals looking to develop a clear life plan.

Deep Dive | Twelve 60-minute Sessions | \$1500

Many of the leaders I work with need extra support to execute on the clarity and goals that come from our initial sessions. This three-month package allows us to dive deeper into the roadblocks that can get in the way of following through on what needs to happen. This package works well with larger organizations or teams.

Full Marketing Refresh | 90-Day intensive | \$15,000

Geared towards businesses looking to up-level their marketing game, this hybrid package combines my coaching guidance and support with creating and implementing a full sales funnel to align all components of your business and personal goals. Includes deliverables of a marketing plan, website wireframe, lead generator, and five-part email campaign.



RETAINER PACKAGE OPTIONS

For ongoing marketing needs, you need a team of experts who can develop, execute, and monitor your strategy. The Illuminated Marketing team can partner with you to help you connect with your ideal clients and grow your business. We'll operate as your "marketing department" and develop a plan that fits your budget and your goals.

Flashlight Package | \$750/month

Get the essential components of your marketing strategy taken care of, so you can stay in touch with your ideal clients.

- 2 Check-ins with marketing assistant a month to discuss goals
- Up to 12 social media posts a month (images & captions only)
- Monthly Analytics Report

Lightbulb Package | \$1,150/month

Get the essential components of your marketing strategy taken care of, so you can stay in touch with your ideal clients.

- Direct communication with marketing assistant to discuss marketing goals
- Up to 15 social media posts a month for social media (images and captions only)
- Up to 3 additional hours of marketing admin support (i.e., website updates, editing, requesting testimonials, email campaigns, etc.)
- Monthly Analytics Report

Sunlight Package | \$1,500/month

Let me lead your marketing department and implement a marketing strategy that will help you thrive.

- One monthly meeting with marketing assistant to discuss marketing goals
- Monthly marketing package includes newsletter/blog post, 15 social media posts for up to 3 platforms
- Up to 3 additional hours of marketing admin support (i.e., website updates, editing, requesting testimonials, email campaigns, etc.)
- Monthly Analytics Report

Floodlight Package | \$2,100/month

Let me lead your marketing department and implement a marketing strategy that will help you thrive.

- One monthly meeting to discuss marketing goals, plus one coaching session
- Monthly marketing package includes newsletter/blog post, 20 social media posts for up to 3 platforms (content creation, scheduling, and monitoring)
- One larger marketing deliverable per month (i.e., brochure design, website page revamp, etc.)
- Monthly Analytics Report & Quarterly Marketing Strategy Plan

Lighthouse Package | \$3,000+/month

All Elements of The Floodlight Package, plus a more robust marketing strategy and implementation, aimed at scalable growth of the company.

- Public Relations Management (actively seek positive press opportunities in related field)
- Additional marketing training for team members on a monthly basis
- Quarterly Lead magnet development with integrated CRM



What to expect when you work with Illuminated Marketing...

We operate out of the intersection of intentionality and effectiveness. The list below reflects our commitments, actions, and company culture. If this resonates with you, we'll be a good fit!

We Cultivate Kindness.

- We prioritize taking good care of ourselves, our time, and our energy so we can show up well.
- We connect in ways that help others feel seen and known.
- We default to clear boundaries, generous assumptions, and proactive communication.
- We delight in other people's success, especially other women.

We Stay Curious.

- We approach each project with genuine interest and ask meaningful questions to guide our work.
- We choose a growth mindset with a regular practice of learning, doing, and reflecting.
- We pay attention to the little things because they move us in the right direction.

We Hone Our Craft.

- We geek out about the art and the science behind good marketing and seek inspiration everywhere.
- With a bias towards action, we know that excellence is a process, not a destination.
- We commit to practicing our creativity daily.
- We make time for feedback and collaboration.

We Get Good Shit Done.

- We follow through on our commitments..
- We use templates, systems, and workflows to facilitate our work.
- We show up and are fully engaged in the work we do and look for opportunities to take initiative and add value.
- We collaborate within the strengths of our team to produce excellent work.

We Consider the Ripple Effect.

- We work to create a sense of belonging for everyone, inspire change for good, and empower our clients and community to thrive.
- We believe that the stories we tell matter.
- We manage our time in ways that help the business remain profitable so that we can keep doing great work in supported and sustainable ways.



What's Next?

Step

I

SCHEDULE A CALL

It starts with a free 20-minute consultation. We'll talk through where you're feeling stuck and brainstorm the best next step for you.

Step

2

GET A CLEAR PLAN

Based on your unique goals, our team will create and implement a tailored marketing strategy.

Step

3

GROW YOUR IMPACT

With the new marketing in place, you can effectively reach your clients and watch your business or organization flourish.

When it's so much more than marketing...

The thing I love most about the work I do is helping business owners and community leaders translate the passion behind what they do into something tangible.

Sure, you may be reaching out to me for a website or a new logo, but we both know it's something so much more than that. When done with a human-centered approach, marketing simply becomes the tool that allows you to connect with the people you're passionate about helping!

And I can't wait to help you in that journey.

Allie Jones

