
Are You **IN**?

Building Brands Beyond The Blueprint

The IN Marketing is a full-service branding, marketing, and project development firm **Specializing in the Homebuilding Industry Creative**. We bring every vision to life with unmatched creativity and expertise, handling every deliverable from concept to completion to ensure each project stands out.

What sets us apart? Every piece of creative we produce is 100% original, tailored specifically to each client's unique needs and goals. We dive deep into the essence of each project, developing branding, visuals, and messaging that aren't just distinctive—they're purpose-built to resonate and make an impact.

Our Services



Brand Development

Expert-driven strategies designed to elevate your brand, enhance customer engagement, and drive measurable results. Our services ensure a competitive edge in the ever-evolving market landscape.



Website Development & SEO

Elevate your online presence with our bespoke website designs, meticulously crafted to align with your brand identity and resonate with your target audience. We integrate advanced SEO techniques to enhance visibility and drive organic traffic.



Social Creation & Management

We specialize in creating and managing social media platforms tailored to your target audience, developing content and campaign strategies that drive measurable success and connects deeply with your target audience.



Project Marketing

We provide tailored branding and marketing strategies designed specifically for your development and community projects, ensuring consistent, impactful messaging from start to finish. Our team optimizes every stage of the project, enhancing visibility and engagement to drive success.



Event Production

Our event production services cover every detail, from refining your target demographic to developing and executing a unique event concept. We also create customized marketing collateral to ensure your event resonates with your audience and leaves a lasting impact.

Digital Marketing

Package Tiers for Social Media Creative + Management

We offer three service tiers to accommodate various needs and budgets:

Essential Package (\$850/month)

- Profile optimization (bio, profile picture, cover photo)
 - Instagram
 - Facebook
 - LinkedIn
- Content calendar creation (2-3 posts per week, 1-3 stories)
- Content creation (images, videos, text)
- MAME / Award Entry Submittal
- Community management (responding to comments & messages)
- Basic social media analytics reporting

Growth Package (\$1,200/month)

- All features of the Essential Package
- Google Business Page optimization and management
- MAME direction and application
- Increased posting frequency (4-5 posts per week)
- More diverse content formats (stories, reels, videos)
- Social media advertising campaigns
- Advanced social media analytics reporting with insights

Premium Package (\$2,000 - \$3,500/month)

- All features of the Growth Package
- MAME curation, direction, and application submission
- Content strategy and branding guidelines
- Influencer marketing campaigns
- Advanced social media analytics with detailed reporting and recommendations
- Reputation management and social listening

Digital Flipbook

- Basic Flipbook Design \$1,000
 - Conversion of PDF or print materials into an interactive flipbook
 - Basic customization (branding, colors, navigation)
- Advanced Flipbook Design \$1,000 - \$3,000
 - Interactive elements (videos, animations, audio)
 - Lead capture forms
 - Analytics tracking
 - Integration with website and social media

Website Development & SEO

Basic Website Design (\$5,000 - \$6,500)

- Responsive design (mobile-friendly)
- 5-7 pages (Home, About, Services, Projects, Contact)
- Basic SEO optimization
- Contact form integration
- Free Tech Support Via GoDaddy, managed and executed through The IN Marketing

Advanced Website Design & Building (\$7,000 - \$10,000)

- Custom website design with unique branding
- Advanced functionality (e.g., project galleries, client portals, interactive maps)
- E-commerce integration (if applicable)
- Advanced SEO optimization
- Content Management System (CMS) training
- Free Tech Support Via GoDaddy, managed and executed through The IN Marketing

Brand Standard Setup

- Brand Audit & Strategy \$2,500
 - Analysis of existing brand elements
 - Target audience research
 - Refresh of Brand Standards and or Creation of brand standards
 - Color Palette
 - Typography (font selection)
 - Tagline
 - Logo
 - Brand positioning and messaging
 - Development of brand guidelines (logo usage, color palette, typography)
- Brand Collateral Design \$1,000 - \$3,000
 - Business cards
 - Letterheads
 - Brochures
 - Social media templates
 - Yard Signs
 - Construction Banners
 - Client collateral
 - Team Apparel Design
 - Trade show display and materials

Logo Creation

- Basic Logo Design \$1,000 - \$3,000
 - 2-3 initial logo concepts
 - 5 Logo Revisions and refinements
 - Final logo files in various formats
- Premium Logo Design \$3,000 - \$5,000
 - Extensive research and brainstorming
 - 5 logo concepts and variations
 - 10 Logo Revisions and refinements
 - Final logo files in various formats
 - Full ownership and copyright of the logo

Additional Services (Optional Add-ons)

- Content Writing: Blog posts, website copy, social media captions
- Photography & Videography: Professional photography and videography of projects.
- Email Marketing: Newsletter design and campaign management
- Public Relations: Press releases, media outreach
- Virtual Tours: 360° virtual tours of properties

Note: All pricing is approximate and may vary based on specific project requirements.