



DIGITAL MARKETING TOOLBOX PRICE PLANS



BASIC*

Most Popular

ENHANCED*

Trackable ROI

PREMIUM*

Facebook: Business Page design & set up with your website integration



Facebook: Interactive Ad Banners. Up to 6 banners, including one co-branded referral partner



Facebook: “LIKE Us” social campaign design & posted. Get “Friends” to “LIKE” and connect to your new Business Page



Keeping Current Matters, KCM: Personalized content platform design with lead generation & automatic posting option



Keeping Current Matters, KCM: Personalized Buyer & Seller e-Guides, *English & Spanish*, 8 new guides a year (2 each season)



Keeping Current Matters, KCM: Personalized content includes Videos, Social Graphics, Daily Blogs Post, Info Graphics



HiHello: Digital Business e-Card Design & set up



HiHello: Digital Business e-Card with the option to include your website Resource Videos, Badges, & PDFs seamlessly



HiHello: Digital Business e-Card Analytics & your AI business card scanner (20 scans/month)



HiHello: Digital Business e-Card Social campaign design & posted, “Download My New e-CARD”



Bitly QR Code Generator: Dynamic QR Codes and Smart-Links. Track engagement with results in, Real-Time



Bitly QR Code Generator: Add your logo, colors, or even a call-to-action frame to increase engagement. Edit at any time!



Bitly QR Code Generator: Built-in landing pages, 50 Dynamic QR Codes and Unlimited Scans



WILLIAM P. MCLENNAN

*Payment Terms: Net/15 days upon completion. A 50% deposit is required on all new projects.
04/05/2025*

MarketingByMcLENNAN.com

Director of Business Development

267.280.3388 / william@marketingbymcclennan.com

One Time Set Up Fee

\$950

+ Monthly 3rd Party Vender Fee: \$40

One Time Set Up Fee

\$1,350

+ Monthly 3rd Party Venders Fees: \$48

One Time Set Up Fee

\$1,650

+ Monthly 3rd Party Venders Fees: \$64



DIGITAL MARKETING TOOLBOX ITEMIZED PRICE PLANS



	ITEM #	UNITS	PRICE
Facebook Business Page: Design created with your website resources & up to 5 ad banners, including a referral partner	004	1	\$650
KCM Marketing Platform: Design created with automatic posting & lead generation. (monthly vendor fee: \$39)	005	1	\$475
HiHello, Digital Business e-Card: Design created with your social and website integration. (monthly vendor fee: \$8)	006	1	\$500
Bitly QR Code Generator: : Dynamic QR Codes and Smart-Links. (yearly vendor fee: \$191.88)	007	1	\$500
Social Campaign/Flyer: Design includes creating a post image & message, containing your CTA, Call-To-Action	008	1	\$50
Social Campaign/Flyers: Designs includes creating your social post image & message, containing your CTA, Call-To-Action	009/010	4/8	\$180/\$320
Testimonial & Reviews Brochure: Up to 15 interactive reviews, including a social campaign design	011	1	\$350
Customized Buyer & or Seller e-Guides: Includes personalized linked ads to your website resources, co-branding available	012/013	1/2	\$350/\$600
Professional Voice-Over Video: KCM Members choose a KCM video to be customized with a voice-over & Front/Back slides	014	1	\$350
e-Brochure: Digital sales presentation consisting of your contact information, products, services and online resources	015	1	\$500
Just Listed or For Sale Property Social Campaign: Flyer/Social campaign, includes Property details, links & a QR code	016	1	\$150
Buyer & or Seller e-Guide Redesign: Flyer/Social campaign, includes Property details, links & a QR code	017	1	\$100
Facebook Business Page MGMT: Includes posting MbM campaigns and monthly calendar scheduling, full monthly scheduled	018/019	4/8	\$250/\$350

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