

| Feature / Need                                        | Package 1<br>£250 pm | Package 2<br>£500 pm | Package 3<br>£400 pm        |
|-------------------------------------------------------|----------------------|----------------------|-----------------------------|
| You need consistent communication with supporters     | ✓                    | ✓                    | ✓ Via blogs & articles      |
| You struggle to find time to write newsletters        | ✓                    | ✓                    |                             |
| You want beautifully designed, accessible newsletters | ✓                    | ✓                    |                             |
| You want to send more than one email per month        |                      | ✓                    |                             |
| You need help organising your audience (CRM)          |                      | ✓                    |                             |
| You want automated welcome or nurture sequences       |                      | ✓                    |                             |
| You want to grow engagement and track performance     | ✓ Basic              | ✓ Detailed           | ✓ Content Insights          |
| You need regular blogs or website content             |                      |                      | ✓                           |
| You want help updating website content                |                      |                      | ✓                           |
| You need content to support launches or campaigns     | ✓                    | ✓                    | ✓                           |
| You want supporting social media snippets             |                      |                      | ✓                           |
| You want a monthly planning call                      |                      | ✓ Via CRM review     | ✓ 30-min check-in           |
| Your goal is...                                       | Stay connected       | Build relationships  | Grow visibility + authority |