



VILLALPANDO & CO.

CONSULTING FIRM

MARKETING PARTNERSHIP GUIDE

Choose the level of support that fits your next stage of growth.

Three clear packages. One goal: consistent, strategic growth.

ESSENTIAL	GROWTH	FULL GROWTH
\$1,500/month	\$2,000/month	\$2,500/month
Consistent professional marketing management.	More content, optimization, email and lead strategy.	A more complete outsourced marketing partnership.

Every package is built around strategy, visibility, and measurable next steps.

Talk with V&C about the right fit for your business.



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PACKAGE COMPARISON

At a Glance

See how support expands as your business grows.

Support Area	Essential	Growth	Full Growth
Core social media management	Included	Included	Included
Content calendar, captions & scheduling	Included	Included	Included
Branded graphics & short-form video	Included	Included	Included
Professional filming	Up to ~2 hrs/mo	3 hrs/mo shoot	2 sessions/4 Hr's total Monthly Shoots
Monthly analytics & strategy review	Included	Enhanced w/ competitor report	Included w/ Essential & Growth
Website / Google presence	Guidance	Active optimization	Ongoing management
SEO	Basic recommendations	Active SEO + AEO/GEO	Advanced SEO/AEO/GEO
Email marketing	—	Campaigns + follow- up	Expanded campaigns
Lead-generation strategy	—	Included	Expanded campaigns/funnels
Landing pages	—	Included	Included
Priority support	—	—	Included

Not sure which level fits? V&C can help you choose based on your goals, current marketing, and capacity.



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MARKETING PACKAGE

ESSENTIAL

Consistent marketing support built around your business.

Built for small businesses that need consistent, professional marketing support without a full growth package.

\$1,500/month

\$18,000 a year/\$346.15 week

Social Media Management

Monthly content calendar, social media management, posting, scheduling, captions and copywriting.

Creative Production

Branded graphics, short-form video editing, and up to approximately 2 hours of professional content filming per month.

Visibility Foundations

Basic website recommendations, basic SEO recommendations, and Google Business Profile / online presence oversight.

Strategy & Reporting

Monthly analytics/reporting, monthly strategy and review, and general account management.

Best fit for: businesses that want their marketing managed consistently and professionally.

Keep your brand active, consistent, and professional.



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MARKETING PACKAGE

GROWTH

Hands-on marketing designed to drive stronger growth.

Built for businesses that want stronger original content, active digital optimization, and more frequent growth support.

\$2,000/month

\$24,000 a year/\$461.53 week

Everything in V&C Essential, plus:

- More original content
- Professional photography
- Active SEO work
- GEO optimization
- Website updates and optimization
- More frequent strategy support
- Email marketing campaigns
- Email scheduling/sending
- Monthly content shoot
- Additional Reels and short-form video content
- AEO optimization
- Google Business Profile optimization
- Competitor monitoring
- Lead-generation strategy
- Follow-up sequences
- More hands-on growth strategy

A strong fit for businesses ready to move beyond basic social media management and actively improve visibility and lead generation.

Build stronger visibility, content, and growth systems.



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MARKETING PACKAGE

FULL GROWTH

A full-service marketing partnership built for bigger growth.

Designed for larger, multi-location, or growth-focused businesses that want V&C to operate more like an outsourced marketing department.

\$2,500/month

\$30,000 a year/\$576.92 week

Everything in V&C Growth, plus expanded support:

Full Content Support

Higher-volume content creation, more frequent filming, more video production.

Visibility & Search

Landing pages, more advanced SEO/AEO/GEO work, and Google Business Profile management.

Lead Generation

Email campaigns, lead-generation campaigns, reputation/review strategy, and quarterly competitive analysis.

Priority Strategy

More detailed reporting, more frequent strategy meetings, priority support, and more hands-on campaign management.

Best fit for: businesses that want multiple growth channels managed together with deeper, more frequent support.

Partner with V&C for a more complete marketing approach.