



Make Selections
Here →

Marketing Packages

Small Package: \$1,425/month (5% Discount - \$1500/month if priced individually)
Choose **3 tasks** from the service menu.

Medium Package: \$2,250/month (10% Discount - \$2500/month if priced individually)
Choose **5 tasks** from the service menu.

Large Package: \$2,975/month (15% Discount - \$3500/month if priced individually)
Choose **7 tasks** from the service menu.

Super Size Package: \$3,985/month (20% Discount - \$5000/month if priced individually)
Choose **10 tasks** from the service menu.

Add additional 5% discount for annual contracts.

Small Total \$1350/month \$16,200/annually
Medium Total \$2125/month \$25,500/annually
Large Total \$2800/month \$33,600/annually
Super Total \$3750/month \$45,000/annually

Total Tasks Selected 0
Ala-Cart Cost \$0

Client Name:
Month(s):

Mad Pelican Marketing Services

Complete by selecting service tasks (2 task minimum).

Add Client Name and Requested Month

When complete, send to: Josh@MadPelicanMarketing.com

Invoice will be sent with package pricing and paid before monthly work begins

Social Media Management

- ☐ Platform Management: Manage up to 2 platforms, create 12–15 posts/month, and handle daily engagement.
- ☐ Paid Social Media Advertising: Create and manage one ad campaign (ad spend not included).
- ☐ Social Media Strategy: Develop a 3-month content and engagement strategy.

Content Creation

- ☐ Custom Graphics: Create 5–7 branded visuals/month for campaigns or social media.
- ☐ Blog Writing: Write 2 SEO-optimized blog posts/month (500–800 words).
- ☐ Video Content Creation: Produce one short promotional video (30–60 seconds).
- ☐ Infographic Design: Design one detailed, data-driven infographic per month.
- ☐ Photography Curation: Provide custom or curated photography for campaigns (additional shoot fees may apply).

Email Marketing

- ☐ Newsletter Creation: Design, write, and send one email newsletter/month.
- ☐ Email Campaign Management: Create and manage up to 3 email sequences/month.
- ☐ Subscriber Management: Clean and organize email lists, segment audiences.

SEO Services

- ☐ On-Page SEO: Optimize up to 5 web pages/month (meta tags, keyword placement).
- ☐ Local SEO: Optimize Google My Business Account. Add local backlinks if available.
- ☐ SEO Blog Strategy: Conduct keyword research and provide a content calendar.
- ☐ Technical SEO Audit: Identify site speed issues, broken links, and backend SEO errors.

Website Services

- ☐ Website Maintenance: Perform regular updates and fixes (up to 3 tasks/month).
- ☐ Landing Page Design: Create one landing page optimized for lead generation.
- ☐ Conversion Rate Optimization: Analyze website design and user behavior for improvements.

Advertising Management

- ☐ Google Ads Management: Create and manage PPC campaigns (ad spend not included).
- ☐ Retargeting Campaigns: Set up campaigns targeting past website visitors.
- ☐ Influencer Outreach: Identify and negotiate with influencers for collaborations.

Reporting and Analytics

- ☐ Basic Analytics Report: Provide monthly metrics on social media and website performance.
- ☐ Advanced Reporting: In-depth analysis of KPIs, audience behavior, and ROI recommendations.
- ☐ Competitor Analysis: Compare digital marketing efforts to 2–3 competitors.
- ☐ Market Trends Report: Monthly analysis of industry trends affecting your market.

Branding and Strategy

- ☐ Brand Audit: Review consistency and quality of branding across platforms.
- ☐ Marketing Plan Development: Create a 3-month or 6-month actionable marketing plan.
- ☐ Customer Feedback Analysis: Collect and analyze customer surveys or reviews.

Event Marketing

- ☐ Event Promotion: Promote one online or in-person event, including graphics and ad campaigns.
- ☐ Event RSVP Management: Track registrations and follow up with attendees.

Customer Engagement

- ☐ Online Review Management: Monitor and respond to reviews on Google, Yelp, etc.
- ☐ Social Listening: Track mentions and sentiment about your brand online.
- ☐ Customer Service Chatbot Management: Implement and monitor AI-based chatbot responses.

Total Tasks 0