



**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](mailto: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**