

LEAD GENERATION SERVICES

Meta (Facebook/Instagram) Ad Management

- Basic: \$800/month + ad spend — Ad creation, single audience targeting, lead form or landing page.
- Growth: \$1,500/month + ad spend — Multi-audience testing, retargeting, and reporting dashboard.
- Full Scale: \$3,000+/month + ad spend — Multi-funnel integration, advanced retargeting, conversion API setup.

Google PPC (Search + Display)

- Basic: \$900/month + ad spend — Single campaign setup, keyword targeting, conversion tracking.
- Growth: \$1,200/month + ad spend — Multiple campaigns, A/B testing, call tracking, landing page optimization.
- Premium: \$2,200+/month + ad spend — Full buildout with display/shopping, advanced optimization, CRM integration.

LinkedIn B2B Lead Gen

- Starter: \$600/month — Message campaigns to targeted industries, 1 sequence.
- Advanced: \$1,000/month — 2-3 sequences, custom filters, lead forms, appointment setting.
- Premium: \$2,500+/month — Full account buildout, calendar integration, nurturing workflow, CRM handoff.

CRM Automation Setup (Go High Level or Others)

- Basic Setup: \$700 — 2 pipelines, tags, custom fields, triggers.
- Advanced Setup: \$1,500 — Includes workflows, automation, email/SMS sequences, form integration.
- Ongoing Management: \$800/month — Lead flow management, reporting, automation refinement.

STRATEGY & SYSTEM SETUP

Strategic Placement

- Base Strategy: \$950 — Audience persona, funnel mapping, 3 sets of ad copy.
- Complete Strategy + Funnel Setup: \$1,800 — Mapping, copy, landing page wireframe, creative.

Brand Strategy

- Core Identity: \$1,000 — Messaging pillars, tone, audience, value prop.
- Visual Branding: \$1,500 — Logo, color palette, typography.
- Full Brand Package: \$3,000+ — Includes core identity + visuals + style guide + social templates.

FULFILLMENT SERVICES

Website Design (Shopify, Wix, Squarespace, GoDaddy, WordPress)

- Basic Website: \$1,500 — Up to 5 pages, template customization.
- E-Commerce Site: \$3,000 — Up to 20 products, theme setup, payment gateway, apps.
- Full Custom Build: \$5,000+ — Unlimited pages/products, advanced features, multi-language support.

Email Marketing

- Setup & Automation: \$500 — Welcome flows, abandoned cart, list import, template setup.
- Monthly Management: \$800 — 4–6 campaigns, A/B testing, reporting.
- Advanced: \$1,200 — Segmentation, full workflows, CRM integration, re-engagement.

Social Media Management

- Starter: \$750/month — 3 posts/week, 2 platforms, basic engagement.
- Growth: \$1,500/month — 5 posts/week, custom strategy, analytics, reels.
- Premium: \$2,000+/month — Includes paid overlay strategy, reporting, influencer outreach.

SEO Optimization

- Basic: \$1,000 — On-page SEO, metadata, keywords, sitemap.
- Advanced: \$2,000 — On/off-page SEO, backlinks, blog integration, local SEO.
- Premium: \$3,500+ — Full audit, ongoing link-building, keyword tracking, technical optimization.

ADD-ON SERVICES

- Landing Page Design: \$450/page
- Ad Creative (Static): \$250/set (3 graphics)
- Video Editing (Reels/Shorts): \$300–\$750/video
- Reporting Dashboards: \$250 setup + \$100/month
- Audit Packages (Ads or Website): \$500 flat

C-Suite **EXECUTIVE SERVICES**

- Fractional CMO/COO: \$85/hr (20-hour minimum)

HOW IT WORKS

- All Services Are Delivered White Label We appear as your back office —no MSJ branding.
- You Own the Relationship We never contact your clients directly.
- **Flat Pricing or Volume Discounts Available Ideal for resellers and boutique agencies.**