

TRM LAUNCH LAB

# Services & *Pricing Guide*



[www.trmlaunchlab.com](http://www.trmlaunchlab.com)



# Hello There!

Welcome to TRM Launch Lab! You are reading this for a reason right? Let me explain why you need my services. Using a digital marketing and web design agency offers a multitude of benefits for businesses seeking to establish a strong online presence and maximize their growth potential.

First and foremost, TRM Launch Lab brings expertise and industry knowledge to the table, allowing you to leverage the latest trends, techniques, and best practices in digital marketing. From search engine optimization (SEO) to social media advertising and content marketing, we have a deep understanding of various digital channels and how to utilize them effectively.

In summary, partnering with TRM Launch Lab will empower your business to maximize your online visibility, engage your target audience, and drive tangible business growth in the digital landscape.

*Jadaia*

Founder, TRM LaunchLab





# About Me

As an ex-corporate Sales Executive turned Entrepreneur, I am the driving force behind TRM Launch Lab. With a passion for helping businesses thrive in the digital realm, I bring a unique blend of sales acumen, strategic thinking, and entrepreneurial spirit to the table. Having successfully navigated the corporate sales landscape, I understand the challenges and opportunities that businesses face when it comes to reaching their target audience and driving growth.

With a results-oriented approach, I leverage my expertise in digital marketing strategies, web design, and data analytics to create tailored solutions that align with each client's unique goals. By partnering with me and my agency, businesses can expect a strategic and collaborative approach, personalized attention, and a relentless commitment to their success. Together, we will build an online presence that not only generates leads and drives conversions but also sets them apart from the competition in the digital landscape.

## Benefits of Working With Me



### No Stress

All your social media needs are taken care of



### Stay on Trend

Have access to the latest trends



### Timely

Never worry about having to create something last minute

# *Social Media Services & Prices*

## The Basics

\$500/month

This package offers you professional management of your social media accounts so that you can focus on your business!

- Management of 1 platform
- 12 custom posts per month
- Caption writing + hashtag strategy
- Content scheduling
- Quarterly performance summary

## The Top-Up

\$750/month

Need a top-up? But not ready for The Works? Don't worry I have you covered!

- Management of up to 2 platforms
- 16–20 custom posts per month
- Caption writing + hashtag strategy
- Content scheduling
- Engagement (comments & DMs)
- Monthly analytics report

## The Works

\$1100/month

Experience strategic content that represents your brand, so that you can make the biggest impact with each post.

- Management of up to 3 platforms
- 20–24 custom posts per month
- Caption writing + hashtag strategy

- Content scheduling
- Engagement (comments & DMs)
- Monthly analytics report
- Content strategy & planning call
- DM monitoring
- 30 minutes a day of engaging with your audience
- Ads Management

# *Marketing: A-La Carte*

## *“Build your own plan”*

- **Monthly Content Calendar**

- Content suggestions for weekly social media posting

- **Hashtag Strategy**

- **Ads Management (Paid Ads)**

- **SEO- Search Engine Optimization**

- **Content Management/Creation**

- Great content is the key to a successful marketing campaign.

- **Marketing Strategy**

- Aimed at recognizing and promoting your unique goals

- **Tracking & Analytics**

- In-Depth monthly reporting and actionable insights, so we can measure and improve marketing

- **Graphic Design**

- Business Cards/Flyers/Menus/Company Shirts

- **Web Design**

- Design and Development of your future site

### **PRICING:**

*Monthly Content Calendar: \$75*

*Hashtag Strategy: \$25*

*Ads Management: \$50*

*SEO Search Engine Optimization: \$75*

*Content Management/Creation: \$270 (30 days)*

*Marketing Strategy/Tracking Analytics: \$75*

*Graphic Design: Pricing Varies\*\**

*Web Design: \$600-\$1000 (Varies)*

*Linktree Creation: \$50*

# *Additional Services & Prices*

## Business cards

\$40/Design

I'll design your desired card and share with you for review– max 2 revisions.

- 50 cards \$40 (design/print)
- 100 cards \$75 (design/print)
- 200 cards \$125 (design/print)
- 500 cards \$225 (design/print)

## Company Shirts

Need promo t-shirts or shirts for the team? Feel free to send over the details and I'll get it taken care of for you!

- \$20 per shirt (front design only)
- \$40 per shirt (front and back)

\*\*Ask about bulk discount for 20+

(premium products offered– Polo's, Sweatshirts, Hoodies) \$\$\$ Additional Cost

## Web Design

Need a website makeover or are you simply starting from scratch? I am here to help you create the site that you've been longing for!

- \$500–\$1000 Web Design Fee (Dependent upon complexity)
- 3 Free Revisions
- \$25 per additional revision

\*\*If you are interested in additional design support please reach out\*\*

# *Additional Add-Ons*



## Blog Posts

\$20 per blog

Need content for your website? I can help you with that!

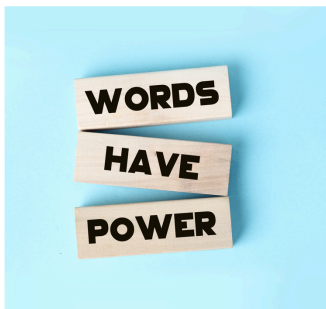
Blog posts are an excellent way for your website to be found in Google searches



## E-Mail marketing

\$15 per sequence

Everyone knows email marketing is king, but it can be a daunting job when you wear so many hats running a business. Let me help by taking a load off!



## Copywriting

\$200 /500 word count

Have a sales page but need to know what to write? Or need some help coming up with the perfect thing to say for your next ad campaign? I can help you with that!

# *Frequently Asked Questions*

Q: Are you posting for me?

A: Yes. Social Media Management is a ghost service. I am posting on your social media profiles, under your handles, as YOU.

Q: Do you respond to comments or DMs?

A: Absolutely! If you choose a package that includes customer service support. We don't want to leave your audience hanging!

Q: What platforms do you manage?

A: Currently, Instagram, Facebook, and TikTok

Q: How often will you post on social media?

A: Each package offers a different number of posts.

Q: How will I know what you are posting?

A: You will look over each post before it is scheduled so that nothing is posted without your preapproval.

Q: How will I know if what you are doing is working?

A: You will know it is working by the objectives that you set as part of your reasons for hiring me.

# How It Works



01

## Choose a package

Once you have chosen a package that fits your business's needs and budget, let me know, and we will get started!

02

## Make it OFFICIAL

Before we start creating, we will need to make things official with a contract of agreement so that we are both on the same page.

Afterward, I will send over a questionnaire to learn more about your business and ideal customer.

03

## STRATEGY call

This is where we will dive deep into the questionnaire's answers and start building your content calendar.

04

## Start creating

After our meeting, I will get started creating content for the content calendar!

# *Working Together*

## Things to know

I work with my clients in three month agreements.

I can only hold your spot for 48 hours after the contract has been sent. If I don't receive a signed contract I can not hold your spot.

I only offer a set amount of spots each quarter, so if it's full I do offer a waitlist.

## OFFICE HOURS

Monday, Tuesday, Thursday & Friday

9:00am – 5:00pm

\*Closed weekends and holidays

## Contact

Phone: 205-440-2803

Email: [info@trmlaunchlab.com](mailto:info@trmlaunchlab.com)

## Are we a good fit?

Check all that apply!

- ☐ You know you need to take social media seriously, but you don't know where to begin.
- ☐ You want your time back so that you can focus on more important things, like running your business!
- ☐ You want to keep up with the viral trends without wasting time searching for what's trending.
- ☐ You are ready to up level your business and start getting more leads from social media!

# Let's Get Started!

Are you ready to unlock the full potential of your business in the digital world? Look no further! I am here to collaborate with you and propel your brand to new heights.

Let's embark on this exciting journey together! Contact us today to schedule a consultation and let us show you how our digital marketing agency can elevate your brand's online presence and drive tangible results. Together, we'll unleash the true potential of your business in the digital realm.

[SCHEDULE A CALL](#)[LEARN MORE](#)

Please let me know if you have any questions after reviewing this document. If you're ready to get started, please send me an email and I will get your contract generated. I look forward to working with you!

*Jadaia*



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