



Fee Schedule ←

When you hire an SEO Copywriter/ Inbound Marketing Consultant who focuses on Business Development, you're investing in Web Content that Generates Leads and Gets Results.

Smart messaging and consistently relevant, optimized content drives search engine traffic to your site. It turns visitors into buyers, and generates repeat business from your customers.

Each project estimate is customized for you, based on standard industry fee ranges for effective, quality work:

GREAT VALUE: Monthly Packages: Discounts for 3/6 month commitments \$1,600-\$2,600 per month

To make sure your web site continues being ranked well in search engines, we'll map out a monthly content plan to add quality communications, SEO webpage updates, e-flyers, e-newsletters, videos, , reference materials, blog posts, drip campaigns, autoresponders, etc. (includes copy archaeology).

Copy Archaeology: Initial Discovery & Research: \$500 (One-time fee)

Deep Research and Discovery to fully understand your product(s)/service(s), competition, positioning, goals, objectives, target markets, buyer lifecycle, analytics, and mission.

SEO/Sales Copy Rewrite for Product or Service Description Pages: \$100-\$250 per product

These are your money pages. We'll revise SEO and sales copy to improve your search rankings, generate leads, and motivate visitors to respond.

SEO/Sales Content Planning and Writing for a Specific Page: \$250-\$500 per page

Concise, customer-focused sales copy is the #1 factor in whether or not visitors stay on your site to learn more about your business. We put a great deal of thought and planning into optimizing each page with strategic SEO keywords and messages that drive more traffic, boost click rates and increase leads or sales (page includes keyword research and optimization).

Individual Email Promo, E-newsletter: \$100-\$350 per email; \$400+ per e-newsletter issue

This includes discussing topics, doing research and/or interviews, writing content, and formatting.

E-newsletter Strategy and Setup: \$750-\$1,000

Together we develop a voice, style, topics, distribution calendar and setup with myemma.com or other automated service.

Single, Focused Landing Page (w/SEO): \$1,200-\$2,500+ depending on length and mission

Landing pages are the main conversion pages for specific promotions, products or audiences. These bring high revenue returns to a business; often higher than website pages when a campaign is built around the landing page (page includes keyword research and optimization).

Video/ Broadcast Script

Video Script & Production for Online Presentation

- **Short (under 2 minutes): \$500 w/ original music \$750-\$1000**
- **Longer: \$200 per minute**

Radio Ad (15 to 30 second spot): \$500-\$1,000

Television Commercial Script (30 second): \$500-\$1,000

Guide/E-Book/Special Report/ White Paper: \$1,500-\$3,000 depending on length

This valuable, thorough lead-generation document positions you as the authority on topics related to your business. It acts as a core hub content piece which can be used to create subsequent emails, blog posts, and social networking campaigns.

Case Study: \$750-\$3,000 depending on length and the extent of research/interviews

We create a powerful document showcasing the benefits of your products or services through a real world success story that includes compelling before/after stories customer testimonials, expert interviews, infographics and statistics (if applicable).

Print and Other Marketing Communications

Sell Sheet/Flyer: \$500-\$1,000 (A single 1 or 2-sided sheet, depending on complexity)

Press Release: \$500-\$1,000

Article or Advertorial:

- **\$500-\$1,000** (from scratch)

\$250-\$400 (editing a draft, depending on the extent of editing)

Sales brochure

- **Standard: \$1,500-\$3,000** (3-panel/2-fold, 8.5x11 folded)
- **4-panel: \$2,000-\$3,500** (11x17 folded)

Direct Mail Package to Generate Leads: \$2,000-\$3,500

(Includes a 2-4 page letter, reply card and envelope teaser)

Direct Mail Package to Generate Orders for a Product or Service

- **Simple Package: \$2,000-\$4,500**
(1-2 page letter, order form, envelope teaser, and brochure)
- **Complex Package: \$3,500-\$7,500+**
(4-10 page letter, order form, envelope teaser, brochure)

Print Ad

- **Half to Full Page: \$700-\$1,500 (depending on complexity)**
- **Quarter Page and Smaller: \$300-\$600**
- **Directory Display Ad: \$200-400**

Marketing Consultancy: \$100 per hour

Recommendation on Marketing Strategy, Content, and Communications Planning

All other projects not listed here will be estimated on an individual basis.