

2025

Robbi Rose Marketing

Service & Pricing Guide

My Mission And Values

At **Robbi Rose Marketing**, my mission is simple:

to help small businesses grow with creative, authentic, and results-driven marketing. With a passion for storytelling and branding, I craft strategies that connect with audiences and build lasting relationships!



Values

01.

Collaboration & Communication

Marketing is a partnership. I prioritize open communication, transparency, and collaboration to make sure my work aligns with your vision and business needs



02.

Authenticity & Personalization

I don't believe in generic, one-size-fits-all marketing. Every strategy, campaign, and brand refresh is tailored to fit your business, your goals, and your voice.

03.

Small Business Empowerment

I know and understand the challenges of growing a brand. I'm passionate about helping small businesses thrive by providing accessible, effective marketing solutions.

How It Works

Every business has unique needs, so my pricing is designed to be **flexible** and **adaptable**. Whether you're looking for a set package or a mix of services, we'll tailor a plan that fits your goals.

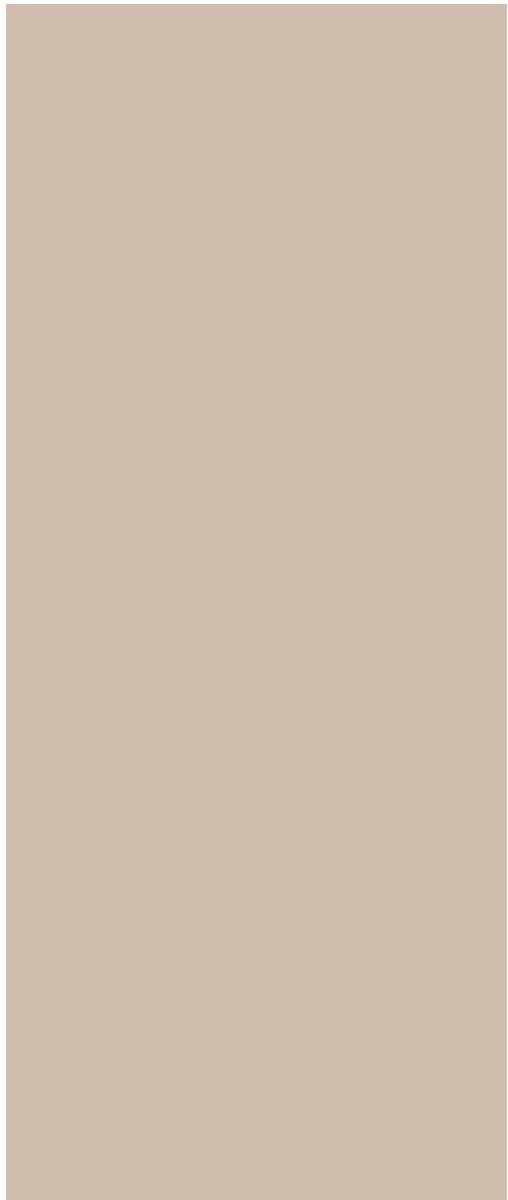


01 CUSTOMIZABLE PACKAGES

If one of my set packages isn't the perfect fit, we can adjust it based on your specific needs (e.g., more or fewer posts, additional content creation, or extra engagement)

02 SCALEABLE SUPPORT

As your business grows, your marketing needs might change. We can adjust your package at any time to make sure you're always getting the best support for your brand



Services Overview

04



Transforming Digital Presence, One Detail at a Time

I offer a range of marketing services designed to help businesses grow, engage, build a community, and stand out in the digital space. Below is a snapshot of my core services

Here's a snapshot of the services I offer

01. SOCIAL MEDIA MANAGEMENT

- ✓ Content planning, scheduling, and posting
- ✓ Engagement & community management
- ✓ Hashtag strategy & audience growth

03. AUDITS

- ✓ Social media audit with feedback on content, engagement, and branding.
- ✓ Website review assessing design, formatting, and messaging.
- ✓ Optional implementation of recommended improvements

02. COPYWRITING

- ✓ Social media captions & blog writing
- ✓ Website content
- ✓ Press releases & brand messaging

04. BRAND STRATEGY

- ✓ Define or refine brand positioning, messaging, and voice
- ✓ Ensure branding aligns with business goals and resonates with the target audience
- ✓ Develop or enhance brand guidelines for consistency across platforms

Social Media Management

*Each package comes with demographic research, a content creation plan and a hashtag strategy

01. BASIC PACKAGE \$275/month

- Social media content creation
- Social media scheduling and publishing
- 6 posts per month
- 4 stories per month
- Monthly performance report



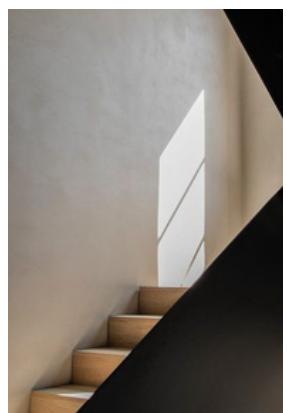
02. STANDARD PACKAGE \$525/month



- Social media content creation
- Social media scheduling and publishing
- 10 posts per month
- 8 stories per month
- Community and follower engagement
- Monthly strategy meeting and performance report

03. DELUXE PACKAGE \$700/month

- Social media content creation
- Social media scheduling and publishing
- 16 posts per month
- 12 stories per month
- Advanced community and follower engagement strategies
- Monthly strategy meeting and performance report



Brand Strategy

The Process

01 DISCOVERY AND RESEARCH

We'll start with a deep dive into your business, goals, and audience. Through research, we'll analyze competitors, identify opportunities, and establish a strong foundation for your brand.

02 AUDIENCE & MESSAGING DEVELOPMENT

Next, we'll define your ideal customer and craft a clear brand voice. This ensures your messaging is engaging, consistent, and aligned with your audience across all platforms.

03 VISUAL IDENTITY & BRAND CONSISTENCY

We'll refine or develop a cohesive visual identity, ensuring your logo, colors, and typography align. Brand guidelines will be created to maintain consistency across all platforms.

04 IMPLEMENTATION & REFINEMENT

Finally, we'll integrate your brand strategy into your business. Whether you need guidance or hands-on support, we'll ensure your branding stays aligned and continues to grow. Optional add-ons include a brand audit or implementation of updates.



Brand Strategy

Package

BRAND REFRESH AND OPTIMIZATION \$425

For businesses with an existing brand that need refinement and alignment.

This includes:

- Brand audit to assess current identity and inconsistencies
- Refinement of brand messaging, voice, and positioning
- Optimization of visual identity (colour, typography, design cohesion)
- Updated brand guidelines for consistency
- Strategy recommendations for improved branding across platforms

Audits

SOCIAL MEDIA PACKAGES

01. QUICK AUDIT \$100

- 1 social media platform
- Overview of strengths and weaknesses
- Key improvement suggestions

Optional Add-On: Implementation of recommended improvements for an additional \$200

02. COMPREHENSIVE AUDIT \$225

- Up to 2 social media platforms
- In-depth analysis of design, content, and engagement
- Detailed written feedback + actionable recommendations

Optional Add-On: Implementation of recommended improvements for an additional \$300

03. PREMIUM AUDIT \$350

- Up to 3 social media platforms
- Comprehensive analysis of design, content, engagement, and trends
- Competitor comparison included
- One 30-minute strategy call to discuss findings

Optional Add-On: Implementation of recommended improvements for an additional \$400

Audits

WEBSITE PACKAGES

01. STARTER AUDIT \$150

- Up to 5 pages
- Review of design, formatting, wording, and navigation
- List of key strengths and areas for improvement

Optional Add-On: Implementation of recommended improvements for an additional \$100

02. COMPREHENSIVE AUDIT \$250

- Up to 10 pages
- Detailed analysis of UX/UI design, content, SEO, and functionality
- Competitor comparison

Optional Add-On: Implementation of recommended improvements for an additional \$275

03. PREMIUM AUDIT \$399

- Up to 20 pages
- Comprehensive analysis with a full report of findings and suggestions
- One 30-minute consultation call to discuss

Optional Add-On: Implementation of recommended improvements for an additional \$300

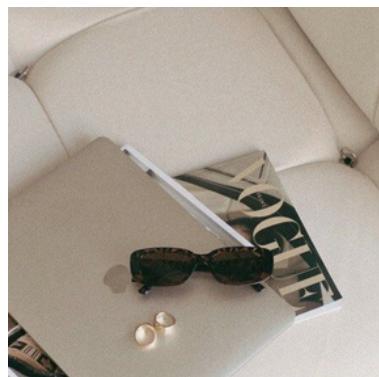
Copy Writing

Effective writing is at the heart of every strong brand and marketing strategy. Whether you need compelling storytelling, persuasive messaging, or clear and professional content, I craft copy that captures your brand's voice and connects with your audience.

01. SINGULAR COPYWRITING \$50

Includes one professionally written piece (up to 500 words) Best for:

- Blog posts
- Press releases
- Short-form website content
- Product or service descriptions



02. COMPREHENSIVE COPYWRITING \$100

Includes one in-depth, long-form piece (up to 1,000 words) Best for:

- Company bios and team profiles
- Website content
- Brochures and portfolios
- Industry reports and case studies

03. PREMIUM COPYWRITING \$175

Includes a fully tailored, research-based piece (up to 2,000 words) Best for:

- Business proposals and investment decks
- White papers and technical reports
- Multi-section brand guides or portfolios



Content Creation

CUSTOM BRANDED DESIGNS \$65 per asset or \$45/hour

Professional, high-quality designs that align with your brand identity. Whether you need branded materials for digital or print, I create polished visuals that enhance your brand's presence and leave a lasting impression. Assets include:

- Business cards (front & back)
- Email signatures
- Business card stickers
- Social media post templates
- Story templates
- Presentation slides
- Flyers & brochures
- Digital ads & banners
- Portfolio or proposal layouts
- Price lists & menus





Ready to Start a
New Project!

Send me an email with your inquiry



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