

For those clients who wish to have a more full-service model, please view our CMO pricing model below.

BENEFITS:

- **Annual Savings:** If you hire someone in-house, you are looking at an average yearly salary of \$88,779 annually. The below pricing works out to \$63,588 per annum, resulting in a cost saving of 28%
- **One person in-house versus seven:** Our offering would give you access to 7 team members.
- **Expertise:** Five of those seven members have over 17 years of experience in their specific field of mastery.

SERVICE	DELIVERABLES	INDIVIDUAL SERVICE COSTS	CMO MODEL PRICING
Initial Paid Channel *	1 Account - 5 Campaigns	\$1,500.00	\$1,500.00
Second Paid Channel *	1 Account - 5 Campaigns	\$750.00	\$500.00
SEO - Silver Package	Technical SEO And Implementation Keyword Strategy Max Of 3 Competitors Monitored And Analyzed Existing Content Optimizations For Rankings SEO Strategy	\$2,750.00	\$2,250.00
Organic Social	Monthly Content Calendar Post Creation (Image/Video) x2 Posts A Week	\$800.00	\$560.00
Custom Content Writing	Custom Content On An Ad Hoc Basis For \$250 Per 1,200 Words Content Requests Will Be Approved In Writing	\$500.00	\$300.00
Domain Hosting	Mid-Level Tier	\$89.00	\$89.00
Heat Mapping / Quarterly UX Strategy	Up To 2 Pages (Implementation May Incur Additional Costs)	\$100.00	\$100.00
	TOTAL COST	\$6,489.00	\$5,299.00
	TOTAL ANNUAL COST	\$77,868.00	\$63,588.00
	ANNUAL DISCOUNT IF YOU GO WITH CMO PRICING		\$14,280.00
	ANNUAL DISCOUNT AS %		18.34%