



SOCIAL LITE

**SERVICES AND PRICING GUIDE**

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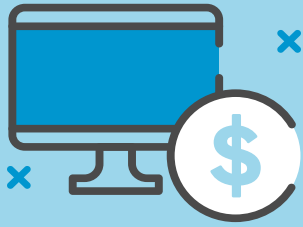
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# PART 1

## eCOMMERCE SALES AND MARKETING CAMPAIGN PRICING

As an eCommerce store owner, it only makes sense to invest in marketing if you are generating measurable sales. This is why we take a methodical, value-based approach when working with eCommerce businesses to ensure we can in fact help you scale.

We always first start with a 60-day pilot campaign so we can gauge your most important campaign metrics, such as your ROAS, conversion rate, email revenue, organic revenue growth, and overall sales. We will plan your 60-day campaign around a specific holiday or sale (for example, Black Friday/Cyber Monday, Holidays, Inventory Blowout, Mother's Day, Father's Day, Birthday Sale, etc.).

And, make note that we offer a reduced base fee that includes a performance fee, where the real opportunity for both parties is scalable growth. To understand how we would price a campaign for a business that isn't eCommerce, see the following pages after this section.

### STEP 1

## 90-DAY PILOT CAMPAIGN TO GAUGE KEY METRICS AND REVENUE GROWTH POTENTIAL

**STEP 1** Two 4-hour strategy sessions (8 hours total) with you to identify your target buyer persona and map customer ascension path using Social Lite's Customer Value Journey methodology for scaling eCommerce businesses.

**STEP 2** Social Lite will then build and implement your cold, warm, and hot retargeting ads, as well as your automated email workflows (pre-purchase, post-purchase, and abandoned cart). We will also create your campaign assets such as ad copy, ad graphics, and website graphics. We will update your homepage, presale page, and/or product page with the relevant campaign content.

**STEP 3** We will then launch your campaign where we will run ads, send broadcast emails, and revise the automated content based on measurable data and insights.

**\$2975/MONTH FOR TWO MONTHS + 5% PERFORMANCE FEE + AD SPEND**

(recommended starting ad budget: \$4k-\$5k)

## STEP 2

# LONG-TERM COLLABORATION TO SCALE YOUR eCOMMERCE BUSINESS

If things went well in the 60-day campaign, let's collaborate and scale your business! We have a few options for how that will look.

Each of the following options include,

### Email:

- Pre-purchase
- Post-purchase
- Abandoned cart
- 2 broadcasts per month

### Ads:

- Cold: Pixel Seeding Campaign
- Dynamic: Abandoned Cart, viewed product and past purchase
- Static: Abandoned Cart, viewed product and past purchase

### Weekly Reporting

### Optimization

#### A specific number of promotions per year:

- Each promotion includes Graphic Design, 4 Broadcast Emails, Promotion Setup in Shopify
- Each promotion will focus on a single campaign, which could include, but isn't limited to the following:

- Single Product
- Storewide
- Premium (storewide)
- Buy X get Y
- Spend X get Y
- Spin to Win
- ETC.

## BRONZE

4 promotions per year

**\$2475/MONTH + 5%  
PERFORMANCE FEE +  
GST + AD SPEND**

## SILVER

8 promotions per year

**\$3363/MONTH + 5%  
PERFORMANCE FEE +  
GST + AD SPEND**

## GOLD

12 promotions per year

**\$4520/MONTH + 5%  
PERFORMANCE FEE +  
GST + AD SPEND**

(recommended starting ad budget: \$4k-\$5k)

In addition to the base package, you have the option to add on additional content and ads, which would be priced out individually based on your specific scope, and could include,

## MONTHLY ADD-ONS

- Google Adwords
- Google Display Ads
- Youtube Ads
- Amazon Product Ads
- Amazon Brand Ads
- Facebook Posting
- Instagram Posting

## A LA CARTE

- Video
- Photography
- Product Page Development
- Page Copy
- Web Development
- 10X Blog
- Additional emails
- Lead Generation Campaign
- Bundling
- Upsells
- Pre-sell Pages
- Contests
- Quizzes
- ETC.

## SOCIAL LITE'S 8-HOUR INTENSIVE "CREATE A CAMPAIGN" PROGRAM

If you aren't ready to commit to a full-blown campaign yet, we recommend first building out the foundation of your strategy and campaign assets. During Social Lite's 8-hour intensive eCommerce campaign strategy and development program, we will work one-on-one with your business to physically build the foundation for your online customer acquisition campaign. Your program will be led Social Lite's Director of Client Strategy, Simon Trafford, who has helped build, launch and manage dozens of successful revenue-generating ecommerce campaigns for our clients. Note that this intensive program will be completed in two 4-hour sessions.

### **The 4 components to this intensive program include,**

1. Identifying your target customer avatar and mapping your sales process and customer journey, which will serve as your complete digital strategy.
2. Creating an irresistible offer strategy and product page optimized for conversion.
3. Developing your opt-in strategy and email nurturing campaigns to increase your average order value (AOV) and customer lifetime value (LTV).
4. Setting up your Facebook advertising campaign with ad sets based on you customer avatar.

**\$2500 + GST**



## PART 2

# ACCELERATED GROWTH CAMPAIGNS FOR B2B COMPANIES

Social Lite's most comprehensive service offering is for established companies with a proven sales process who are focused on accelerating growth.

We will build and manage a fully integrated digital marketing campaign for your business to generate sales leads and acquire customers. Your multifaceted online campaign will encompass various social media, content, email automation, SEO, AdWords, analytics, and website strategies with a unified goal — to grow predictable revenue for your business.

### STEP 1

## REQUIRED STRATEGY AND CAMPAIGN DEVELOPMENT (MONTHS 1-2)

In the first two months, we will 1) develop a strategy that will include your customer value journey, online identity, customer avatar and editorial calendar for your first campaign. We will also 2) develop your marketing funnel (landing page, thank you page, automated email workflow, CTAs) and your advertising campaign. We will launch campaign #1 at the start of month 3.

**\$5,500 / MONTH**

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## STEP 2

# FULLY INTEGRATED CAMPAIGN EXECUTION (MONTHS 3-12)

Your fully integrated digital campaign will include SEO, social media management, blogging, website and email strategies.

### GOLD EXECUTION

This package includes two full lead generation campaigns per year, each focused on marketing one specific service offering to one specific customer segment. This option is suitable for companies with multiple products and services that cater to varying buyers. With this option, we will launch two campaigns in the first year (one every six months.)

**\$4,850 / MONTH + GST**

Plus an additional recommended advertising spend starting at \$1500 / month + GST

### SILVER EXECUTION

This package includes one full lead generation campaign per year, which will focus on marketing one specific service offering to one specific customer segment. This option is suitable for companies who excel in one specific service, or want to grow one specific area of their business. Remember, digital marketing works best on products and services that have a proven sales process.

**\$2,725 / MONTH + GST**

Plus an additional recommended advertising spend starting at \$1500 / month + GST

Or option 3: Advertising campaign execution (Months 3-12)

### BRONZE EXECUTION

This package is focused on driving targeted buyers to your campaign through online advertising. We will solely execute digital advertising strategies on social media and search engines, without placing a focus on SEO, social media management, or other content strategies. We will, however, routinely optimize the campaign landing page, email workflow, and ad strategy for greater success. This option is suitable for small businesses and/or single products.

**\$1,100 / MONTH + GST**

Plus an additional recommended advertising spend starting at \$1500 / month + GST



## PART 3

# WEBSITES DESIGNED TO CONVERT

Website design is fundamental to converting visitors into customers. Your website is your online sales centre. It's where you send all social media and search engine traffic. It's where you engage and prime your customers to purchase.

We will increase your website conversions by structuring your layout, design, copy, and user experience (UX) in a way that builds credibility, likability and trust with your visitors.

Your website will be built with best practice search engine optimization (SEO) techniques to ensure your website is competitive in Google for keywords in your industry.

## WORDPRESS WEBSITES

### CUSTOM WEBSITE REDESIGN ON WORDPRESS

This option is for established businesses with an existing website who are focused on increasing website conversions and overall performance. Every aspect of your WordPress site will be a custom design including 6 page layouts (homepage, services page, blog, blog directory, about and contact). We will migrate content for up to 100 pages of your existing website and write new marketing focused content, such as headlines, market callouts, and subheadlines. Your website will feature custom formatting for desktop, mobile, and tablet.

**STARTING AT \$15,250 + GST**

Plus Enterpriselevel hosting: \$75/month

### TEMPLATED WEBSITE REDESIGN ON WORDPRESS

You will select one of Social Lite's three proven WordPress templates, which we custom designed and optimized for conversions based on dozens of successful websites we have built for our clients. In this scenario, we will integrate the content you provide into one of our predetermined, proven frameworks. Your website will feature your branding, including all fonts and colour palettes where applicable. Additionally, we will write some new website copy, and edit and repurpose text from your existing site. Your website will be optimized for desktop, mobile, and tablet.

**STARTING AT \$8,750 + GST**

Plus Enterpriselevel hosting: \$75/month

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## SHOPIFY eCOMMERCE WEBSITES

We will develop your eCommerce website using Shopify, which will host the entire site, including the homepage, blog, product pages and landing pages. As official certified Shopify partners, our team will focus on maximizing Shopify's features to help drive your revenue and improve your client experience .

We will configure the basic features for your Shopify account such as shipping and handling, and help you select your payment gateway and merchant account. We will upload all of your products; however, you will be responsible for providing all product images and descriptions.

### CUSTOM ECOMMERCE WEBSITE ON SHOPIFY

This option is for established businesses with a proven eCommerce sales track record who are looking to take their site and sales to the next level. Every aspect of your Shopify site will be a custom design including 7 page layouts (homepage, product page, product directory, blog post, blog directory, about and contact). We will migrate content for up to 100 pages of your existing website and write new marketing-focused content, such as headlines, market callouts, and subheadlines. Your website will feature custom formatting for desktop, mobile, and tablet.

STARTING AT \$24,500 + GST

### TEMPLATED ECOMMERCE WEBSITE ON SHOPIFY

You will select one of Social Lite's three proven Shopify templates, which we custom built and optimized to drive eCommerce sales based on dozens of successful websites we have built for our clients. In this scenario, we will integrate the content you provide into one of our predetermined, proven frameworks. Your website will, of course, feature your branding, including all fonts and colour palettes where applicable. Additionally, we will write some new website copy, and edit and repurpose text from your existing site. Your website will be optimized for desktop, mobile, and tablet.

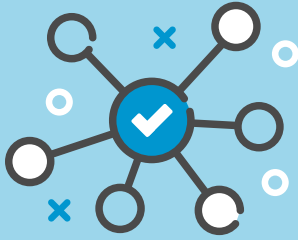
STARTING AT \$15,500 + GST

## SQUARESPACE WEBSITES

### TEMPLATED WEBSITE DESIGN ON SQUARESPACE (UP TO 10 PAGES)

This option is good for small and new businesses. We will develop your website on Squarespace using one of their template options, which all function phenomenally on both desktop and mobile by default. You will provide written descriptions of your business, services, and history, which we will format and edit for marketing best practices. Additionally, Social Lite will write headlines and subheadlines for your homepage, and we will assemble an identity package that outlines how your existing brand will be represented through the website (this does not include a brand refresh or creation).

STARTING AT \$6,550 + GST



## PART 4

# STRATEGIC CONTENT PRODUCTION

At the core of every successful digital marketing campaign is strategic content. This will build upon the insights from the Accelerated Growth Strategy Session, which is a prerequisite to our content production services (outlined on page 4).

### VIDEO PRODUCTION

When it comes to online engagement, video is now the king of all content. People want quick, easily digestible content that is informative and interesting, where video excels. Because of its effectiveness, video is an incredible way to increase your reach and engagement, grow your online audiences, build your industry authority, and initiate sales conversations.

At Social Lite, our videographers, animators, and writers can produce tutorials, demos, testimonials, stories, and other video formats for your company that will resonate with your target customers and ignite interaction.

#### 1 MINUTE OR LESS MICRO VIDEO

— STARTING AT \$3,000 + GST

#### 1 TO 3 MINUTE PRODUCTION

— STARTING AT \$7,000 \$12,000 + GST

### PHOTOGRAPHY

Whether for ecommerce products, lifestyle imagery, headshots, or events, great photographs can transform a well-designed website into a marketing masterpiece. Our team of photographers take their work seriously; they're artists who create imagery that impacts, attracts, engages, and enhances your brand and message.

Custom, authentic photography creates a connection between the viewer and business, a crucial step to building your brand and attracting customers. When executed strategically, photos will deepen trust, likability and interest from your online audiences, setting the foundation for a meaningful sales relationship.

#### 1/4 DAY PHOTOSHOOT

— STARTING AT \$1,400 + GST

#### 1/2 DAY PHOTOSHOOT

— STARTING AT \$2,500 + GST

#### FULL DAY PHOTOSHOOT

— STARTING AT \$3,400 + GST

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## GRAPHIC DESIGN

Today, content is branding. The content your company creates and publishes defines your values and voice. And it's not only about what the content says — it's also about how it makes you feel. Photos and video certainly evoke emotion that resonates, but graphic design presents a unique opportunity to produce branded content that conveys a company's visual presentation, typography, colour palettes, and logos, which can trigger immediate brand recognition. Your ebooks, CTAs, landing pages, subscription forms and infographics all require graphic design, and each is an opportunity to heighten the user experience when interacting with your brand online.

### HOURLY FEE

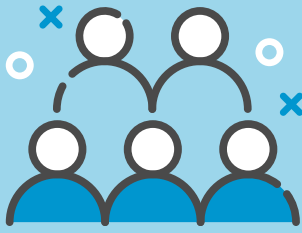
— \$150/HOUR + GST

### INFOGRAPHIC

— STARTING AT \$1,200 + GST

### LOGO & IDENTITY PACKAGE

— STARTING AT \$6,000 + GST



## PART 5

# LEARN DIGITAL MARKETING FROM EXPERTS

### 12-MONTH TEAM TRAINING PROGRAM

We can certify your team to be outstanding digital marketers by building your own fullscale customer acquisition campaign during our 12month training program. Together we will build a campaign using the same strategies and processes that our team of experts at Social Lite use with our clients every day.

Every month during this program, you will meet with an instructor from Social Lite, someone who has built dozens of successful digital marketing campaigns with our clients. Month by month, and module by module, your team will build a fullscale digital marketing campaign that integrates SEO, social media, content, and email strategies to drive customers and revenue.

#### Where do we train?

If you are in Edmonton, Alberta, Canada, we can meet at Social Lite every month for the training sessions. If you are anywhere else in North America, we will meet through video conferencing (we have successfully trained teams throughout the USA and Canada through our online classroom).

#### Canada-Alberta Job Grant

If you're in Canada, you may qualify to be reimbursed for up to 66% of the monthly cost through one of Canada's job grant programs.

[Click here to view the curriculum.](#)

#### PRICING FOR TWO PEOPLE:

— \$1225 / MONTH PER PERSON + GST

#### PRICING FOR THREE OR MORE PEOPLE:

— \$850 / MONTH PER PERSON + GST

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## ACCELERATED GROWTH STRATEGY SESSION

### Customer acquisition strategy first, marketing execution second

Where is the best place to focus your digital marketing dollars? Is it SEO? Social media? AdWords? Before you decide, your first priority is to map your Customer Value Journey to determine how you will drive website traffic, convert leads, acquire customers, and maximize profits. [Read more about Social Lite's Customer Value Journey methodology.](#)

### Map your Customer Value Journey with Social Lite

The Customer Value Journey drives the strategy for every digital marketing campaign we launch here at Social Lite. Before we do any online marketing for a company, we need to first identify your sales stages and understand how you get and retain customers. Once we understand your sales process, we will plan how we to provide your customer with immense value at every interaction they have with your company — from when they first find and research you, to their first purchase, and later when they become your lifelong customer and advocate.

In this 3-hour workshop, your team will meet with us (either in person or through video conferencing) to strategically map out how to advance your target customer through the eight stages of the Customer Value Journey :

Aware > Engage > Subscribe > Convert > Excite > Ascend > Advocate > Promote

Mapping your customer acquisition strategy is a proven first step to achieving longterm digital marketing success.

— \$500 + GST