

Fee Schedule

Pam Foster, Certified SEO Copywriter and Web Content Marketing Consultant

When you hire a Certified SEO Copywriter and strategic Content Marketing Consultant who focuses on the pet industry — **you're investing in web content that works**. Why? Because smart, competitive and optimized sales content drives search engine traffic to your site, turns visitors into buyers, and prompts repeat purchases by your current customers.

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

NEW! Monthly Content Marketing Packages: Discounts available for 6/12-month commit.

To make sure your web site continues being ranked well in search engines, we'll map out a monthly content plan to add quality blog posts, articles, SEO updates on core pages, and other audience- and search-friendly content.

SEO/Sales Content Planning and Writing for a Specific Page: \$500-\$800 per page

Clear, customer-focused sales copy is the #1 factor in whether or not visitors stay to learn more about your business or leave. 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. Includes keyword research.

SEO/Sales Copy Rewrite for Product Descriptions: \$100-\$250 per product

These are your money pages. We'll revise SEO and sales copy to improve search rankings and increase purchases.

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.

E-newsletter Strategy and Setup: \$1,200

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

Individual Email Promo, E-newsletter: \$250-\$500 per email; \$500+ per e-newsletter issue

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

Strategic Site-Wide Content Audit: Review and Report with Recommendations: \$3,500

Includes:

- Message evaluation via **The 5 C's of Content That Works:** Clear, Consistent, Customer-focused, Competitive and Conversion-optimized (drives clicks)
- User-friendliness measured against my 43-Point Usability Checklist (best practices)
- SEO Reality Check: how well your site is optimized to attract search engines and traffic
- Sales Flow Reality Check: how well your content is written and presented to generate leads or sales orders
- Screen shots of your pages, with explanations of what's working, what to improve
- Screen shots of your current Google rankings and what's displayed when you appear, with recommendations for improvement (includes a review of your competitors' rankings, positioning and site strengths against your site)

Case Study: \$1,500+ depending on length

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

White Paper/Special Report: \$5,000+ depending on length

This valuable, thorough lead-generation document positions you as the authority on topics related to your business.

PRINT/OTHER MARKETING COMMUNICATIONS

Sales brochure

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

Sell Sheet/Flyer: \$500-\$1,500 (one 2-sided sheet, depending on complexity and return)

Case Study Brochure: \$1,200-\$1,800

Free Report/White Paper: \$2,000-\$7500 (depends on length and the extent of research/interviews)

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

Article or Advertorial: \$500-\$1,000 (from scratch), **\$250-\$400** (editing a draft, depending on the extent of editing)

Displays, posters, other in-store or booth signage: \$500-\$1,000 each

Direct mail package to generate leads: \$2,000-\$3,500
(Includes a 2-4 page letter, reply card and envelope teaser)

Postcard or self-mailer: \$750-\$1,500

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, brochure)
- **Complex package: \$3,500-\$7,500+** (4-10 page letter, order form, envelope teaser, brochure)

Print ad

- **Half to full page: \$1,500-\$3,000**
- **Quarter page and smaller \$1000-2000**
- **Classified \$250-\$500**
- **Yellow pages or directory display ad \$250-750**

Broadcast

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

Television commercial script (30 second): \$500-\$1,000

Video script for web site or DVD production

- **Short (under 2 minutes): \$500**
- **Longer: \$200 per scripted minute**

Marketing Strategy and Advice

Discovery: Digging in to fully understand your product/service, competition and positioning:
\$250 1-time fee

Strategy: recommendations, marketing planning: **\$150 per hour**

On-site meetings: \$1,500 per day plus travel expenses

Training in-house staff on copywriting/content skills: \$2,500 per day plus travel expenses

Speaking: \$1,500+ depending on the event and length of my talk.

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

References are available upon request.

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