

## Fee Schedule

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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 standard industry fee ranges for high-quality, effective work.

### **Strategic Site-Wide Content Audit: Report with Recommendations: \$3,000**

We'll review your messages, reveal our findings and recommend SEO/sales copy strategies that can make a major difference in your competitive positioning, traffic and leads or sales. [Details](#)

### **Key Message Copy Platform \$5,000-\$7,500**

Get top results in all channels with a “master messaging roadmap.” [Details](#)

### **SEO/Sales Content Planning and Writing for a Specific Page: \$800-\$1,000 per page**

We'll optimize each page with strategic SEO keywords and messages that drive more traffic, boost click rates and increase leads or sales. Includes keyword research. [Details](#)

### **SEO/Sales Copy Rewrite for Product Descriptions: \$250-\$300 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): \$2,500+ depending on length and mission**

These are the main conversion pages for specific promotions, products or audiences. These bring high revenue returns to a business. [Details](#)

### **E-newsletter Strategy and Setup: \$1,500-\$2,000**

Together we develop a voice, style, topics, topics calendar and setup with myemma.com or other automated service. [Details](#)

### **Individual Email Promo, E-newsletter: \$500 per email; \$800+ per e-newsletter issue**

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

### **Blog post /article: \$400-\$800**

Keep visitors coming back and support SEO strength with fresh copy.

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

Showcase the benefits of your products or services through a real-world success story that includes compelling before/after “snapshots,” testimonials, statistics, and more. [Details](#)

### **White Paper/Special Report: \$2,500-5,000+ depending on length**

This valuable, thorough lead-generation document positions you as the authority on topics related to your business. [Details](#)

## **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-\$5,000** (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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