

THINK BOLD. THINK CREATIVE. THINK STRATEGY. THINK RESULTS.

THINK *Big* MARKETING
Services
& PRICING

THINK DESIGN. THINK DIGITAL. THINK SOCIAL. THINK CONTENT.

Hello!

At Think BIG! Marketing, we're not your typical marketing agency. We're born from a vision of elevating businesses everywhere, fueled by a relentless passion for creativity, and driven by a track record of delivering tangible & impactful results.

A TEAM OF THINKERS & DOERS

Our team has the unique ability to harmonize the best of both worlds: strategic and creative thinking, seamlessly integrated with hands-on, high-quality execution. While many agencies may excel in strategy or execution, we're the agency that excels in both.

SHARING IS CARING

What truly distinguishes us is our deep-seated commitment to education. We're not content to keep our expertise to ourselves; instead, we believe in sharing our knowledge with businesses and in-house marketing teams. Our passion lies in educating and empowering others to create and implement strategies just like ours.

Our passion for education extends beyond traditional client relationships. We offer a wealth of resources, workshops, and training programs designed to equip businesses and marketing teams with the tools they need to excel. When you work with us, you're not just a client; you're part of a learning community dedicated to innovation and excellence.

FOLLOW ALONG



@THINK.BIG.MARKETING



@THINK.BIG.MARKETING



STARTSMALLTHINKBIG.MARKETING



ARE YOU READY TO THINK BIG?



You are all about that team spirit, ready to dive into marketing adventures together!



You're always ready to try something new and explore adventurous marketing strategies.



You're eager to craft a strategy and connect with your ideal audience through marketing that stands out.



You're all about quick fixes and marketing magic wands.



You've got your marketing groove and prefer to dance to your own rhythm.



You lean toward a hands-off marketing style, not actively engaging in collaborative brainstorming and communication.

Still smiling?

LET'S CONTINUE...



TABLE OF CONTENTS

1. OVERALL MARKETING STRATEGY

2. SOCIAL MEDIA MARKETING

3. EMAIL MARKETING

4. WEBSITE DESIGN

5. A LA CARTE



OVERALL MARKETING STRATEGY

MARKETING STRATEGY DEVELOPMENT

Discovery Phase:

- Get-to-know-you meeting to discuss goals, objectives, and mission.
- In-depth audit of current marketing efforts across multiple channels.
- Side-by-side comparison chart of current strategies vs. suggested strategies with priority labeling.

Planning Phase:

- Development of an annual content plan for social media, email, blogs, ads, etc.
- Step-by-step list of what to do in order to implement suggestions & strategy.
- Outline of KPIs and how to track them.

DIY MARKETING

You implement your tailored marketing strategy using our provided blueprint.

Includes:

- Discovery Phase
- Planning Phase

\$1,900
One Time Fee

GUIDED MARKETING

You implement your tailored marketing strategy with the help of our blueprint, a toolkit of personalized templates & our expert guidance.

Includes:

- Discovery Phase
- Planning Phase
- Custom Social & Email Templates
- 2 hours per month of Consultation

\$2,500
One Time Fee
+\$200/mo

MARKETING TEAM

Join forces with us for full-scale marketing execution. We'll put your customized blueprint into action through ongoing collaboration and fine-tuning. Consider us your dedicated marketing team!

Includes:

- Discovery Phase
- Planning Phase
- 25 hours per month of implementation.
- Monthly KPI reporting

\$1,900
One Time Fee
+\$3,500/mo

SOCIAL MEDIA MARKETING

SOCIAL STRATEGY DEVELOPMENT

Discovery Phase:

- Get-to-know-you meeting to discuss goals, objectives, and mission.
- In-depth audit of current social media efforts.
- Side-by-side comparison chart of current strategies vs. suggested strategies with priority labeling.

Planning Phase:

- Development of an annual content plan for social media.
- Outline of KPIs and how to track them.

DIY SOCIAL

You implement your tailored social strategy using our provided blueprint.

Includes:

- Discovery Phase
- Planning Phase

\$1,000
One Time Fee

GUIDED SOCIAL

You implement your tailored social strategy with the help of our blueprint, personalized templates & our expert guidance.

Includes:

- Discovery Phase
- Planning Phase
- Custom Social Templates
- 2 hours per month of Consultation

\$1,400
One Time Fee
+\$200/mo

SOCIAL TEAM

Join forces with us for your social strategy execution. We'll put your customized blueprint into action through ongoing collaboration and fine-tuning. Consider us your dedicated social marketing team!

Includes:

- Discovery Phase
- Planning Phase
- 5-15 hours per month of implementation.
- Monthly KPI reporting

\$1,000
One Time Fee
+\$600-1,800/mo

EMAIL MARKETING

EMAIL STRATEGY DEVELOPMENT

Discovery Phase:

- Get-to-know-you meeting to discuss goals, objectives, and mission.
- In-depth audit of current email marketing efforts.
- Side-by-side comparison chart of current strategies vs. suggested strategies with priority labeling.

Planning Phase:

- Development of an annual calendar for email marketing.
- Outline of KPIs and how to track them.

DIY EMAIL

You implement your tailored email strategy using our provided blueprint.

Includes:

- Discovery Phase
- Planning Phase

\$700
One Time Fee

GUIDED EMAIL

You implement your tailored email strategy with the help of our blueprint, personalized templates & our expert guidance.

Includes:

- Discovery Phase
- Planning Phase
- Custom Email Templates
- 2 hours per month of Consultation

\$900
One Time Fee
+\$200/mo

EMAIL TEAM

Join forces with us for your email strategy execution. We'll put your customized blueprint into action through ongoing collaboration and fine-tuning. Consider us your dedicated email marketing team!

Includes:

- Discovery Phase
- Planning Phase
- 7 hours per month of implementation.
- Monthly KPI reporting

\$700
One Time Fee
+\$700/mo

WEBSITE DESIGN

Discovery Phase:

We discover your goals & objectives for your new website: key information, functionalities & processes, etc. we layout an outline/sitemap of the website to ensure appropriate pages, content and functions are present.

Planning & Design Phase:

In this phase, we layout an outline/sitemap of the website to ensure appropriate pages, content and functions are present. We begin to layout the skeleton/blueprints for the site. We design basic page templates and identify areas where content will be needed, then we add stylization and brand identity elements to give you a feel for what the site will look like in its final form.

Building Phase:

We begin building out the site based off of the initial wireframes & mockups on a staging area utilizing the Wordpress platform. We start by building the header, footer and homepage of the site, then we begin building out the page templates. Once the site has been templated and the structure is in place, we start filling in the necessary content.

Final Phase:

Once the final site has been approved on the staging platform, we then package it up to migrate to its final destination. We will help you set up your new hosting account and help you purchase your domain, if not previously done. We then conduct a final testing of the site to ensure all links and functionalities are working, and that everything carried over properly.

SINGLE PAGE SITE

A one-page site that utilizes anchors for navigation.

Great for providing basic information, serving as a landing point, and generating leads.

\$1,500

5 PAGE SITE

A more comprehensive site that can hold more information and functionality.

Great for providing lots of details, SEO, serving as a landing point, generating leads., and housing additional marketing content.

\$3,500

SPECIALTY SITES

eCommerce, Booking, User/Account Site

\$5,500*

Custom Content Management

\$7,500*

*Subject to size & amount of content.

A LA CARTE

BRAND DESIGN	<p>Includes</p> <ul style="list-style-type: none">• Initial discovery call/meeting.• Identifying brand attributes.• Logo concepts & review.• Finalized logo with supplementary logos and visual elements.• Final package with brand guidelines, font licenses, color palettes, and multiple file types	\$875
GRAPHIC DESIGN	<p>Graphic Design Project in the form of the following:</p> <p>Print Ads Brochures Banners Business Cards Or other Marketing Collateral</p>	\$350
CUSTOM CANVA TEMPLATES	<p>A Canva Template that fits your brands and needs that can be used as you see fit.</p> <p>Examples: Ads Social Media Posts Videos Brochures Graphic Elements for Blogs or Emails</p>	\$350
SOCIAL MEDIA ADS	<p>Creation, set up & management of ad campaign(s) on Facebook or Instagram.</p> <p>Includes: Ad Creative & Copy Objective/Strategy Market/Audience Targeting Monitoring & Reporting</p>	\$525 + \$200/mo
GOOGLE ADS	<p>Creation, set up & management of ad campaign(s) on Facebook or Instagram.</p> <p>Includes: Keyword Research Ad Copy Objective/Strategy Monitoring & Reporting</p>	\$325 + \$150/mo
COLLABORATION CONSULTATION	<p>2 Hours Monthly where you have the opportunity to pick our brain, strategize with us, or collaborate on a marketing project,</p>	\$200/mo