



# Sunlight Media LLC Marketing Pricelist 2017

[www.SunlightMedia.org](http://www.SunlightMedia.org)

## Marketing Audit / Setup

Service	Basic Marketing Audit	Advanced Marketing Audit	Onsite Marketing Setup
Front End Website Analysis	✓	✓	✓
Google Analytics Traffic Analysis	✓	✓	✓
Google Webmaster Tools Analysis	✓	✓	✓
Customized Actionable Suggestions	✓	✓	✓
Back End Website Analysis		✓	
Conversion Tracking Analysis		✓	
Paid Advertising Analysis		✓	
Advanced Reporting		✓	
Basic Competitive Analysis		✓	✓
Organic Keyword Research			✓
Title Tag Suggestions			✓
Meta Description Suggestions			✓
On page Content Suggestions			✓
Implementation of Suggestions*			✓
<b>Pricing</b>	<b>\$235.</b>	<b>\$485.</b>	<b>\$550.</b>

\*Some suggestions must be implemented by the client. These are any suggestions that are not possible to be implemented by a third party, or are outside of the scope of work.

## SEO Offsite Content Creation – Link building

Service	Lite	Standard	Pro
Unique & Relevant Articles (~350 words each)	5	10	15
Post to Popular Blogging Sites (i.e. Tumblr, Weebly)	✓	✓	✓
Links & Mentions (number varies by article written)	✓	✓	✓
Social Bookmarks (Reddit, Stumbleupon, etc.)	at least 20	at least 45	at least 75
Monthly Reporting (Activity & Results)	✓	✓	✓
<b>Pricing</b>	<b>\$665/mo.</b>	<b>\$1,125/mo.</b>	<b>\$1,650/mo.</b>

## SEO Offsite Content Creation – Press Releases

Service	No Syndication	Mid Level Syndication	High Level Syndication
Discovery Meeting	✓	✓	✓
Highest Quality Copy	✓	✓	✓
Revisions	3	3	4
PRWeb Mid-Level Syndication (no markup)		✓	
PRWeb High Level Syndication (no markup)			✓
<b>Individual Pricing</b>	<b>\$550.</b>	<b>\$850.</b>	<b>\$1100.</b>
<b>Quarterly Pricing**</b>	<b>\$180/mo.</b>	<b>\$280/mo.</b>	<b>\$365/mo.</b>
<b>Monthly Pricing</b>	<b>\$550/mo.</b>	<b>\$850/mo.</b>	<b>\$1,100/mo.</b>

\*\*Quarterly pricing requires 3-month commitment

### *Syndication Only Pricing*

**Mid Level: \$350.00** (\$300 towards syndication, \$50.00 towards management)

**High Level: \$500.00** (\$450 towards syndication, \$50.00 towards management)

## SEO Onsite Content Creation – Blog Management

Service	Single Blog Post	Single Blog Post (no revisions)
Discovery Meeting	✓	✓
High Quality Copy	✓	✓
Word Count	at least 1,000	at least 1,000
Revisions	2	0
<b>Pricing</b>	<b>\$195.</b>	<b>\$145.</b>

Service	Lite	Standard	Pro
Discovery Meeting	✓	✓	✓
High Quality Copy	✓	✓	✓
Articles	2 / month	1 / week	2 / week
Word Count / Article	at least 1,000	at least 1,000	at least 1,000
Revisions / Article	2	2	2
Posted to your Blog	✓	✓	✓
Syndicated to your Social Media (WordPress only)	✓	✓	✓
Social Bookmarks	at least 6	at least 15	at least 40
Comment Management	✓	✓	✓
<b>Pricing</b>	<b>\$350/mo.</b>	<b>\$650/mo.</b>	<b>\$1,265/mo.</b>

## Social Media Setup Pricing

Platform	Facebook	Facebook App	Instagram	Pinterest	Twitter	Google+
<b>Pricing</b>	<b>\$200.</b>	<b>\$430.†</b>	<b>\$150.</b>	<b>\$150.</b>	<b>\$150.</b>	<b>\$150.</b>

† This cost is for simple HTML apps. Creating more complex apps will cost extra.

## Social Media A La Carte Management Pricing

Platform	Features	Lite	Standard	Pro
<b>Facebook -or- Google+</b>	Weekly Posts	3	7	10 - 14
	Days / Week Management	2	4	7
	# Managed Ads (Facebook only)	2	3	4
	Daily Ad Budget (Facebook only)	\$5 / day	\$8 / day	\$11 / day
	<b>Pricing</b>	<b>\$220/mo.</b>	<b>\$480/mo.</b>	<b>\$1000/mo.</b>
	<b>Pricing w/ Ads ‡</b>	<b>\$475/mo.</b>	<b>\$865/mo.</b>	<b>\$1,345/mo.</b>
<b>Instagram -or- Pinterest</b>	Weekly Posts	3	5	7
	Days / Week Management	2	4	5
	New Boards/ Mo. (Pinterest only)	2	3	4
	Includes Graphic Design	✓	✓	✓
	<b>Pricing</b>	<b>\$260/mo.</b>	<b>\$440/mo.</b>	<b>\$665/mo.</b>
<b>Twitter</b>	Weekly Tweets	3	5	7
	Days / Week Management	2	4	5
	<b>Pricing</b>	<b>\$345/mo.</b>	<b>\$525/mo.</b>	<b>\$750/mo.</b>

‡ Pricing w/ Ads is for Facebook only. We pay for your ad spend to FB from our management fee.

Monthly reporting included in all packages.  
Please inquire regarding other social media networks.

## Social Media Comprehensive Packages

Package	Lite	Standard	Pro
Weekly Facebook Posts	3	5	7
Days / Week Facebook Outreach / Management	2	4	5
# Managed Facebook Ads	2	3	4
Daily Facebook Ad Budget	\$5 / day	\$8 / day	\$8 / day
Weekly Instagram Posts			4
Days / Week Instagram Outreach / Management			3
Weekly Pinterest Posts			4
Days / Week Pinterest Outreach / Management			3
Graphic Design Included			✓
Weekly Tweets		5	4
Days / Week Twitter Outreach / Management		4	4
Weekly Google+ Posts	3	5	7
Days / Week Google+ Outreach / Management	2	4	4
Monthly Reporting	✓	✓	✓
<b>Pricing</b>	<b>\$650/mo.</b>	<b>\$1,430/mo.</b>	<b>\$2,125/mo.</b>

## Paid Advertising Management

Service	Up To \$2,269.23 Ad Spend	Over \$2,269.23 Ad Spend
Google – Text Ad Mgmt.	✓	✓
Google – Product Listing Ad Mgmt.	✓	✓
Google – Display Ad Mgmt.	✓	✓
Bing – Text Ad Mgmt.	✓	✓
Bing – Product Listing Ad Mgmt.	✓	✓
Bing – Display Ad Mgmt.	✓	✓
Keyword Research	✓	✓
Keywords Added	✓	✓
Negative Keywords Added	✓	✓
A/B Ad Testing	✓	✓
Bid Management	✓	✓
Limited Graphic Design for Image Ads	✓	✓
Quality Score Management	✓	✓
Campaign Structuring	✓	✓
Conversion Tracking	✓	✓
Monthly Reporting	✓	✓
<b>Pricing</b>	<b>\$395/mo.</b>	<b>15%/mo.</b>

Setup costs vary. Setup costs generally waived with 3 month commitment.  
No setup cost with previously existing accounts.

## Directory Citation Building

Package	Lite	Standard	Pro
Directory Submissions / mo.	10	20	40
Local Directories	✓	✓	✓
Niche Directories	✓	✓	✓
National Directories	✓	✓	✓
Google+ Setup	✓	✓	✓
Website Integration	✓	✓	✓
Monthly Reporting	✓	✓	✓
<b>Pricing</b>	<b>\$175/mo.</b>	<b>\$310/mo.</b>	<b>\$500/mo.</b>

When we run out of relevant niche, local, and national directories to post to, we alert you and determine which marketing effort you want to reallocate this budget to.

### Business & Marketing Consulting Rates

Minimum 5-hour retainer: **\$155/hour**  
 Minimum 10-hour retainer: **\$135/hour**

Custom comprehensive marketing packages are available upon request.

