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FLAT RATE PACKAGES!

Pricing as of Jan. 2022

From a la carte services to a fully integrated digital marketing campaign, our digital marketing superheroes want to help clients make their digital marketing strategy easy, affordable, and effective.

For more information or to speak to a strategist, email info@buyflypages.com or call 877.739.0838.

OUR CAPES ARE ON!

FLY PAGES



A Division of MaRC Strategies, Inc.

PRICING DIRECTORY

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Our clients understand that keeping up with the latest marketing trends and best practices is critical to their success. At Fly Pages, our experienced team lives and breathes marketing. We're here to save the marketing day, taking the guesswork out of your marketing strategy and making it turn-key for busy people like you.

OUR CAPES ARE ON
WE'RE HERE TO HELP

MARKETING EXPERIENCE

SEND OUT THE SIGNAL FLY PAGES IS READY TO HELP

There are times in your business when finding experienced help is just what you need to reach your goals. That's where Fly Pages comes in. We are the experienced resource you need to support you with your marketing needs.

We believe our greatest value to your team is:

1. Our ability to identify and outline targeted marketing strategies that will support your sales and business objectives.
2. Our assistance in determining short-term and mid-term marketing initiatives while providing project management to facilitate their completion.

From a la carte services to project work to fully integrated strategic marketing campaigns, our entire focus at Fly Pages is to help clients make marketing easy, affordable, and effective.



Our clients understand that keeping up with the latest marketing trends and best practices is critical to their success. At Fly Pages, our experienced team lives and breathes marketing. We're here to save the marketing day, taking the guesswork out of your marketing strategy and making it turn-key for busy people like you.

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MARKETING CONSULTING & STRATEGIC SUPPORT

NEW CLIENT OR PROJECT INTAKE / ONBOARDING*

You'll get up to a 2-hour meeting to align on goals and objectives, review marketing needs, acquire vital assets to support the marketing work, and everything else to get your new project up and running. A new project meeting is required for the successful execution of each new scope of work

MONTHLY MEETINGS*

Monthly, bimonthly, or weekly client meetings help our experts provide strategic marketing and/or campaign support. These meetings include up to 1.5 hours of meeting time, meeting preparation and agenda, and a post-meeting client recap to ensure all objectives, deliverables, and deadlines are in place.

PRICING

VIRTUAL

IN-PERSON

New Project or
1 Meeting/Month

\$600

\$1000

2 Meetings/Month

\$1200

\$1600

1 Meeting/Week

\$2400

\$3800

*Additional time will be billed at \$155/hour. For in-person meetings beyond a 1-hour drive time, additional fees may apply.

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BLOG POST PACKAGES

Fly Pages content specialists create well-written content that provides value for your audience, supports your other marketing efforts, and improves your website's visibility with search engine optimization techniques specific to content marketing. Each blog post will feature about 600 words, optimized for your keywords and uploaded to your WP, WIX, or Squarespace website with a featured image. For all other websites, we will provide you with word or text files for your team to upload to your website. Note: Package pricing for multiple blog posts assumes Fly Pages will write all blog posts at once, creating time efficiencies for your project and our writers.

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- **SINGLE SUPER BLOG POST: \$225**
 - **BLOG POST SIDEKICK 6-PACK: \$1000**
 - **BLOG POST SUPER STARTUP 12-PACK: \$2200**



ONLINE PRESS RELEASES: \$375

When you need to get the word out FAST, we'll create a standard 300-word press release and coordinate its distribution to the local or national media outlets you select through Cision (client out-of-pocket fee \$99). Press release creation includes one (1) virtual client interview of up to an hour to nail down all the facts.



WEBSITE LANDING PAGE COPYWRITING (PER PAGE): \$385

Get more eyes on your landing page or website with well-written, valuable content. Our writing team will create an SEO-style (with or without keywords) page of content that is 300+ words and features one inbound and one outbound link.



FACEBOOK ADS LAUNCH

The Fly Pages crack team of Facebook ads specialists can leap into action, setting up Facebook advertising campaigns in your Facebook Ads account based on your defined goals and objectives, budget, target audiences, and campaign dates. You'll also provide ad goals, content details, and promotional offers, as necessary.

Choose a single campaign that includes one set of three (3) ads plus one round of aggregate revisions. Or, go big with our Premium Facebook Ads Campaign, and you'll get up to two (2) ad sets with a total of eight (8) ads, plus one round of aggregate revisions.

**BASIC FACEBOOK AD CAMPAIGN
LAUNCH (1 AD SET/3 ADS) - \$390**

**PREMIUM FACEBOOK ADS CAMPAIGN
(2 AD SETS/8 ADS) - \$950**

FACEBOOK ADS MONITORING AND REPORTING

Once the Fly Pages team has launched your Facebook ad campaign, it's time to see what's working and what's not so you can make the most of your advertising spend.

Choose our Basic Monthly Monitoring and Reporting package, and your ads specialist will check on your campaign biweekly over a period of 30 days to ensure your campaign runs smoothly. At the end of the 30-day period, you will receive a campaign performance report.

For ongoing ad optimization with monitoring, choose Premium Monthly Monitoring, Optimization, and Reporting. We'll check up on your ads performance weekly, optimize for maximum conversions, and provide an end-of-month campaign performance report with detailed recommendations.

Basic Monthly Monitoring and Reporting - \$235
Premium Monthly Monitoring, Optimization, and Reporting - \$750

**HOW CAN
CUSTOMERS
FIND YOU?**

DISPLAY OR SEARCH CAMPAIGN LAUNCH

Turn to Fly Pages for digital display and search campaigns that get conversions and save the digital day! Working with either display or search ads, we'll set up one (1) digital advertising campaign in any major PPC search engine. Ads will be based on your defined goals/objectives, budget, target audiences, and campaign dates. Initial launch for basic campaigns includes a complete campaign structure set-up with ad groups, keywords, ad copy, and any relevant extensions

**DISPLAY PPC CAMPAIGN SET-UP (1
CAMPAIGN) - \$550**

**SEARCH PPC CAMPAIGN SET-UP (1
CAMPAIGN) - \$1250**

DIGITAL OR SEARCH CAMPAIGN MONITORING, OPTIMIZATION, AND REPORTING

To fully optimize ads and maximize return on your digital advertising dollar, opt for our monthly monitoring, optimization, and reporting services. For 30 days, our team will keep a sharp eye on your campaign with weekly check-ups, keyword match query stream optimization, targeting optimization, ad copy updates, conversion review, and a basic client PPC report. At the end of the month, you'll receive a report detailing exactly how your ads performed.

Display Monthly Monitoring, Optimization, and Reporting - \$500

Search Monthly Monitoring, Optimization, and Reporting - \$1000

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DIGITAL ADVERTISING

LINKEDIN AD CAMPAIGN LAUNCH | 1 CAMPAIGN - \$1375

LinkedIn advertising campaigns help connect your business with decision-makers and build brand credibility. The Fly Pages team of LinkedIn advertising superstars will set up one (1) LinkedIn advertising campaign in your LinkedIn Ad account based on your defined goals and objectives, budget, target audiences, and campaign dates. Our launch service includes up to five (5) unique ads.

LINKEDIN AD CAMPAIGN MONTHLY MONITORING AND REPORTING

Once the Fly Pages team has set up your Facebook ad campaign, we will check on your campaign over a period of 30 days to ensure your campaign runs smoothly. At the end of the 30-day period, you will receive a campaign performance report.

Choose our basic monitoring and reporting service for biweekly monitoring and end-of-month reporting. Upgrade to our premium monitoring, optimization, and report service for weekly monitoring, ad optimization, conversion review, and an end-of-month performance report.

**BASIC MONTHLY MONITORING AND
REPORTING - \$235**

**PREMIUM MONTHLY MONITORING,
OPTIMIZATION, AND REPORTING - \$750**

**Digital advertising package setup includes one round of aggregate revisions. Additional revisions, ad sets, or ads will be billed at \$125/hour. Additional fees charged for the ads are not included and will be billed directly to the credit card on file with the digital platform ads account.*

NEW DIGITAL ACCOUNT ACCESS AND TROUBLESHOOTING

Fly Pages social media and digital marketing experts understand the importance of providing you with detailed information. That's why we provide all new clients with video and/or written instructions on how to provide Fly Pages access to their digital ad accounts. In some cases, we find that there may be issues with how an account was originally set up and clients may need help troubleshooting the issues. For these situations, we offer two levels of support.

SPECIALTY SERVICES

Basic One-On-One Support - \$165

Choose our basic digital troubleshooting service for up to 1.5 hours of one-on-one, real-time troubleshooting for account access issues. Fly Pages will screen share to help you figure out what the problem is and provide recommendations or walk you through how to fix it. Upgrade to premium-level support if you have not set up your ad accounts, have set the accounts up improperly, or if you've had issues with platforms denying you ad privileges.

Premium One-On-One Support \$625

Premium support includes up to five (5) hours of agency assistance setting up access in Facebook Ads, Business Manager, Google Ads, Google Analytics, etc.

Additional time for either service will be billed at \$125/hr.

EMAIL MARKETING SERVICES

Announcement Email - \$250

Blog Promotion Email - \$250

Newsletter Email - \$750

Sale or Promotion Email - \$375

Additional revisions will be billed at \$100/hour

Fly Pages copywriting experts can help you communicate more effectively through email. Using your existing email template in Constant Contact, Mailchimp, or a comparable platform, our writers can create a variety of emails and place the content in your ready-to-use template.

Should you have an email platform that we do not typically work with, the Fly Pages team will provide your email copy in a word or text file as the deliverable. Includes two rounds of minor aggregate revisions.

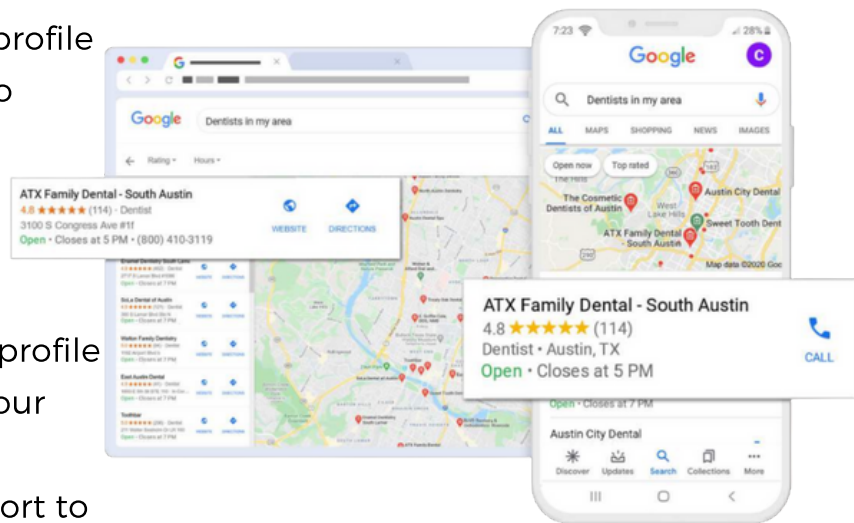
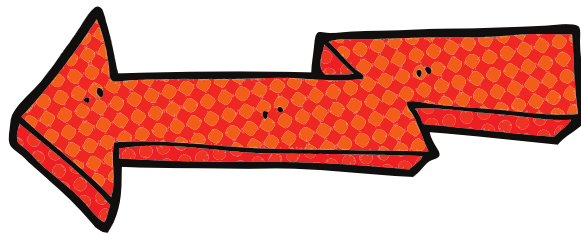
Please note that this rate is for copywriting only and does not include any design or redesign for your existing email template. Need an email design refresh? Ask us for a custom quote!

GOOGLE MY BUSINESS MANAGEMENT & OPTIMIZATION SERVICE

\$600
PER MONTH

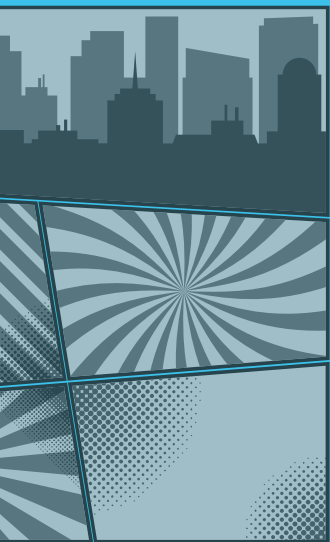
Our monthly service will optimize and enhance your GMB listing elements to boost your rankings in Google Maps and search. Services include:

- updating your profile to Google best practices
- Adding new products and services to highlight your company's offerings
- adding new photos or videos to your profile
- seeding and answering Google Q&A to provide customers with additional information about your company
- responding to existing reviews
- 24/7 monitoring of your profile for any automated or malicious edits to your profile
- creating weekly posts that promote your company
- providing a monthly performance report to track your results.



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SOCIAL MEDIA SERVICES



MONTHLY CONTENT CALENDAR - \$300

Social media optimization can be overwhelming, but Fly Pages can create a roadmap that makes things easier for you to create relevant and engaging content on all your social media channels. Our monthly content calendar will provide you with post topics and strategic recommendations created to support your business goals and target audience. You'll never need to wonder what to post again! With this high-level calendar, you'll be able to create post content and images that are timely and useful for your current and prospective customers.

MONTHLY BRANDED CONTENT CREATION PACKAGES

If you really want to hit the “easy” button, hire Fly Pages to create and schedule all your monthly social media content and images! Our team of social superheroes will create custom, branded content on up to three platforms* and schedule it on our professional scheduling platform. Monthly content creation includes a strategic, high-level content calendar aligned with your monthly programs, services, and content goals, professionally designed branded graphics (jpegs, gifs, slideshows, and videos), monthly client content review, and approvals, and a monthly report to review your ongoing post-performance. Package starting prices are based on the number of posts our team will be creating and scheduling each week.



2 POSTS/WEEK - \$735

3 POSTS/WEEK - \$945

4 POSTS/WEEK - \$1215

5 POSTS/WEEK - \$1435

6 POSTS/WEEK - \$1705

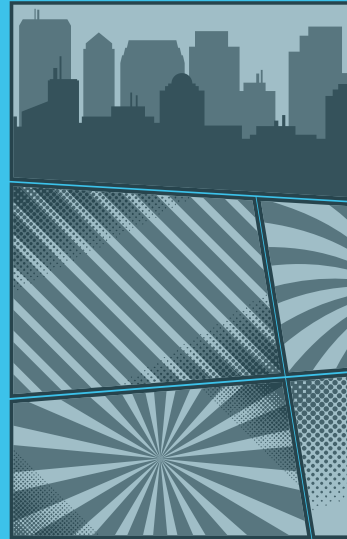
7 POSTS/WEEK - \$2335

**Choose from Facebook, Instagram, LinkedIn, or Twitter.*

SOCIAL MEDIA SERVICES

NEW CLIENT WEEKLY PAGE SUPPORT LAUNCH - \$375

Take your social media strategy to an even more professional level by putting Fly Pages in charge of platform interaction and engagement management. We'll seamlessly manage your social media profile on your behalf. To get started, new clients will complete our social media intake form plus participate in a 1-hour intake meeting to provide platform(s) access and discuss social media and business priorities.



WEEKLY PAGE SUPPORT PACKAGES

Each week, Fly Pages will support your social media efforts on Facebook, Instagram, LinkedIn, or Twitter by reposting page content to stories or reels, sharing relevant industry content, responding to fan questions, and/or repurposing previous, yet still relevant top-performing posts as new content on your page. Pricing is for supporting a single platform, and starting prices below are based on the number of times our social media specialists check on your account each week.

2X/WEEK - \$435

3X/WEEK - \$635

4X/WEEK - \$835

5X/WEEK - \$1035

6X/WEEK - \$1235

6X/WEEK - \$1435



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Fly Pages offers professional WordPress website development for almost any budget. Choose a standard 5- or 10-page website, or request custom pages, elements, and functionality to best suit your brand, business goals, and desired user experience (UX). Starting prices below are listed with deposit amounts required for work to begin.

**5-PAGE
WEBSITE PACKAGE**
\$465/MO (\$1000
DEPOSIT)

**10-PAGE
WEBSITE PACKAGE**
\$625/MO (\$1500
DEPOSIT)

**CUSTOM WEBSITE
BUILDS**
\$ ASK FOR A QUOTE

**Monthly Payment is based
on a 2-year lease.
Buy-out options are
available after 18-months.*



LET'S SAVE YOUR DIGITAL PRESENCE

WE CAN'T WAIT TO PUT OUR CAPES ON FOR YOU!



@ info@buyflypages.com
instagram.com/flypages
linkedin.com/company/fly-pages
facebook.com/flypages
twitter.com/flypages