

## DIGITAL MARKETING PACKAGE (EXAMPLE HOURLY ALLOTMENTS)

### RATE

Single projects: \$75/hr | [Monthly package: \\$60/hr](#)

#### WEBSITE MANAGEMENT

- Addition of new webpages
- Content updates
- Banner and graphic element design
- Website troubleshooting and fixes

[24hrs/mo. = \\$1,440/mo.](#)

#### SEO

- Keyword research
- Organic page rank optimization
- Analytics reports
- Manage digital footprint

[12hrs/mo. = \\$720/mo.](#)

#### SOCIAL MEDIA

- Creative direction
- Content management
- 6 posts/mo.
- Engagement reports

[18hrs/mo. = \\$1,080/mo.](#)  
(per platform)

#### EMAIL CAMPAIGNS

- Creative direction
- HTML email design and development
- 6 emails/mo.
- Campaign landing pages

[24hrs/mo. = \\$1,440/mo.](#)

#### CRM

- List segmentation
- Managing audience touchpoints
- Email scheduling
- User behavior reports

[12hrs/mo. = \\$720/mo.](#)

#### PRINT ASSETS

(brochures, posters, programs, signage, handouts, merchandise)

- Creative direction
- Graphic design/layout
- Project management
- Communication with print vendor

[40hrs/mo. = \\$2,400/mo.](#)