

	LAUNCH		STARTER		BOOST	
	Setup & Onboarding \$1450 <small>One-time Fee</small>	Development & Management \$850 <small>Monthly fee</small>	Setup & Onboarding \$1950 <small>One-time Fee</small>	Development & Management \$1450 <small>Monthly fee</small>	Setup & Onboarding \$2950 <small>One-time Fee</small>	Development & Management \$1950 <small>Monthly fee</small>
MARTECH SETUP & MANAGEMENT	LAUNCH		STARTER		BOOST	
Workflow Automation & Integration <small>Automates and connects different tools for seamless workflows.</small>	✓	Basic Maintenance & Support	✓	Standard Weekly Maintenance & Support	✓	Advanced Daily Maintenance & Support, R&D
Content Management System (CMS) <small>A software to manage, create, and modify digital content.</small>	✓	Basic Maintenance & Support	✓	Standard Weekly Maintenance & Support	✓	Advanced Daily Maintenance & Support, R&D
Social Media Management (SMM) <small>Tools for scheduling, managing, and analyzing social media posts.</small>	✓	Basic Maintenance & Support	✓	Standard Weekly Maintenance & Support	✓	Advanced Daily Maintenance & Support, R&D
Client Relations Management (CRM) <small>A system to manage a company's interactions with current and potential customers.</small>	✓	Basic Maintenance & Support	✓	Standard Weekly Maintenance & Support	✓	Advanced Daily Maintenance & Support, R&D
Sales Engagement Platforms (SEP) <small>Tools that enhance and track the sales process and customer interactions.</small>	✓	Basic Maintenance & Support	✓	Standard Weekly Maintenance & Support	✓	Advanced Daily Maintenance & Support, R&D
Digital Asset Creation (DAC) <small>Tools for creating digital content like graphics, videos, and documents.</small>	✓	Basic Maintenance & Support	✓	Standard Weekly Maintenance & Support	✓	Advanced Daily Maintenance & Support, R&D
Project Management Software (PMS) <small>Tools that help plan, execute, and close projects efficiently.</small>	✓	Basic Maintenance & Support	✓	Standard Weekly Maintenance & Support	✓	Advanced Daily Maintenance & Support, R&D
Marketing Automation Platform (MAP) <small>Software to automate marketing tasks and workflows.</small>			✓	Standard Weekly Maintenance & Support	✓	Advanced Daily Maintenance & Support
Sales Automation Platform (SAP) <small>Tools to streamline and automate sales processes.</small>			✓	Standard Weekly Maintenance & Support	✓	Advanced Daily Maintenance & Support
Conversion Rate Optimization (CRO) <small>Tools for improving a website to increase the percentage of visitors who convert.</small>					✓	Advanced Daily Maintenance & Support
Data Management Platform (DMP) <small>A system for collecting, organizing, and activating large sets of data.</small>					✓	Advanced Daily Maintenance & Support
Account-Based Marketing (ABM) <small>Tools for MS that focus on targeting specific, high-value accounts with personalized campaigns.</small>					Add-on	

	LAUNCH		STARTER		BOOST	
Research & Planning	✓	Basic without Updates	✓	Standard with Quarterly Updates	✓	Advanced with Monthly Updates
Implementation			✓	Standard with Quarterly Updates	✓	Advanced with Monthly Updates
Data Analysis & Reporting			✓	Standard with Quarterly Updates	✓	Advanced with Monthly Updates
Measurement & Refinement			✓	Standard with Quarterly Updates	✓	Advanced with Monthly Updates

	LAUNCH		STARTER		BOOST	
Brand Platform Strategy Development	✓	Basic Guideline	✓	Complete Guideline	✓	Complete Guideline
Brand Verbal Identity Development			✓	Basic Guideline	✓	Complete Guideline
Brand Visual Identity Retouch			✓	Brand Board	✓	Brand Book
Complete Branding / Re-Branding			Add-on		Add-on	

	LAUNCH		STARTER		BOOST	
Website UI/UX Design	✓	Basic	✓	Standard	✓	Advanced
CMS & Website Development	✓	Basic	✓	Standard	✓	Advanced
Textual Content Development & Update	✓	Basic	✓	Standard, 1/Quarter	✓	Advanced, 1/Month
Visual Content Development & Update	✓	Basic	✓	Standard, 1/Quarter	✓	Advanced, 1/Month
IT Setup & Technical Assistance	✓	Basic	✓	Standard	✓	Advanced
Website Version Updates			✓	Basic	✓	Standard

	LAUNCH		STARTER		BOOST	
Keyword Research	✓	Basic, 1/Quarter	✓	Standard, 1/Month	✓	Advanced, 1/Week
On-page SEO	✓	Basic, 1/Quarter	✓	Standard, 1/Month	✓	Advanced, 1/Week
Off-page SEO					Add-on	

	LAUNCH		STARTER		BOOST	
Content Strategy	✓	Basic Outline	✓	Complete Guideline with Quarterly Updates	✓	Complete Guideline with Monthly Updates
Content Calendar	✓	Basic	✓	Standard	✓	Advanced
Blog Articles	✓	4/Month	✓	6/Month	✓	8/Month
Social Posts	✓	2/Week	✓	5/Week	✓	Unlimited
Tailor-made Designs			✓	2/Month	✓	4/Month
Design Collaterals			✓	2/Month	✓	4/Month
Video Content			Add-on		Add-on	

	LAUNCH		STARTER		BOOST	
Social Media Scheduling & Automation	✓	Basic, 1/Month	✓	Standard, 1/Week	✓	Advanced, Unlimited
Community Building & Management					Add-on	

	LAUNCH		STARTER		BOOST	
Email Campaign Planning & Development	✓	Basic, 1/Quarter	✓	Standard, 1/Month	✓	Advanced, Unlimited
Contact List Building & Enrichment			✓	Standard, 1/Month	✓	Advanced, Unlimited
Workflow Automation & A/B Testing			✓	Standard, 1/Month	✓	Advanced, Unlimited

	LAUNCH		STARTER		BOOST	
SM Ad Planning, Setup & Management			✓	Basic, 1/Quarter	✓	Basic, 1/Quarter
SE Ad Planning, Setup & Management			✓	Basic, 1/Quarter	✓	Basic, 1/Quarter
Social Media Content Boosting			✓	5/Week	✓	Unlimited
Advertising Budget			✓	Up to \$5 000	✓	Up to \$15 000

	LAUNCH		STARTER		BOOST	
Sales Enablement			✓	Basic Maintenance & Support	✓	Standard Maintenance & Support
Sales Outreach Planning & Automation			✓	Basic, 1/Quarter	✓	Standard, 1/Month
Sales Content Creation			✓	Basic, 1/Quarter	✓	Standard, 1/Month
Sales Content Testing & Refinement			✓	Basic, 1/Quarter	✓	Standard, 1/Month

	LAUNCH		STARTER		BOOST	
The Skillset & Level of The Team Member Managing Your Account	Project Manager		Project Director		Fractional CMO	

ADDITIONAL SERVICES						
Affiliate Marketing						
Partnership Marketing						
Influencer Marketing						
Reputation Management						
PR & Media						
Webinars & Virtual Events						
Customer Support						
Chatbots						
Advanced Analytics						

Let's schedule a call!

GROW PLAN

Also, you can elevate your business further with our Grow Plan, tailored for ambitious companies aiming for exponential growth. This advanced plan includes expert-driven strategies, cutting-edge predictive analytics, business development, and investor relations support. With dedicated experts and advanced analytics, the Grow Plan ensures your brand reaches its full potential.

Interested? Let's talk!

[Impressed?]

We're Brandwise and We're Everything you need to fuel your Startup's Marketing