



HERONA MARKETING

COMPLETE PRICING MENU

WWW.HERONA.CO

(318) 376-2795

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Coaching Sessions

60 Minutes **\$250**

Coaching Sessions are a great, budget friendly way to learn marketing strategies and have 1-on-1 help as you implement them. After your Strategy Meeting, we work together to follow your Roadmap and monitor your results.

One to two Coaching Sessions a month is recommended to DIY your business's marketing success.

Strategy Meeting & RoadMap

60 - 90 Minutes

\$350*

Every client relationship begins with a paid strategy session. This ensures your plan is intentional and allows us to learn your business. This session provides a clear understanding of where to focus your marketing, strategic recommendations tailored to your business, and a roadmap for what to do next—whether you work with us or not

Credited towards your account if you choose to become a client

Digital Services

Social Media Management **\$325**

Per platform, per month. Three posts per week with up to 2 boosted posts per month.

Graphic Design
flyers, social media, print materials, etc.

\$CQ

Additional Social Posts **\$50**

Reputation Management **\$350**

includes monitoring, monthly reporting, and strategy. Setup is an additional \$200.

Website Design
varies from maintenance and updates to full website creation & SEO.

\$CQ

Email / SMS Campaign **\$300**

Setup is an additional \$110

Branding Kits
logos, colors, fonts, templates, etc.

\$CQ

Ad Campaigns **\$350**

Additional matience fee of 15% of ad spend per month.

Blog Posts
logos, colors, fonts, templates, etc.

\$CQ

Event Management **\$150 / hr**

Includes planning, promotion, or implementation

Add-On Services

Traditional Advertising Coordination

CUSTOM QUOTE

Examples: Commercials, Billboards, Print Materials, Radio, etc.

Commercial Photography

\$250/hr

Includes full edits of photos, usually around 50-75 total edited pictures.

Vendor Sourcing & Promo Items

CUSTOM QUOTE

I am available to provide recommendations and assistance with this. Priority is given to retainer clients.

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Retainer Packages

Retainer packages provide ongoing, priority support with three different levels of options. I am also happy to quote custom retainer packages to accommodate your business's individual needs. Exclusivity is available upon request.

Featherlight

\$750 / MONTH

Foundational Support and Strategic Guidance

Includes:

- Monthly coaching session
- Facebook Only Social Media Management
- Quarterly Commercial Photography Session
- Analytics & Performance Reports
- Access to Educational Resources
- Messaging Support via Portal

Heron

\$1500 / MONTH

Balanced strategy and done-for-you marketing

Includes everything in Featherlight Plus:

- Monthly strategy meeting
- One other social media of your choosing
- Basic Reputation Management
- Basic Website Maintenance
- Quarterly Ad Campaign
- Monthly Blog Post or Email/SMS
- Basic Graphic Design

Great Blue

\$2750 / MONTH

Exclusive, elevated, and deeply strategic

Includes everything in Heron Plus:

- Industry Exclusivity
- Strategy Meetings are Weekly
- Traditional Advertising Coordination
- Advanced Website Maintenance
- Advanced Reputation Management
- Advanced Graphic Design

Please be aware that retainer packages are only available with 6-month contracts and that each package has limited availability.

Referral Program:

Thank you so much for choosing and recommending Herona Marketing. Our referral program is designed to thank and reward those who help us grow by introducing new clients to our services.

Whether you're an occasional client or on retainer, you can earn exclusive benefits for each successful referral.

How it Works:

1.You Refer a Business

Share us with your network. When someone your refer signs up for our services, make sure they mention you. They will receive a discount on services.

2.They Sign On

Once they become an active client (after making their first payment), you qualify for a reward

3.You Get Rewarded!

Reward Options:

- **Credit Towards Future Services**
- **Cash Bonuses**
- **A Charitable Donation in Your Name**

