ONE STOP
MARKETING SOLUTIONS

# PRICING GUIDE

PROFESSIONAL SERVICES

**One Stop helps businesses build a credible digital presence,** attract opportunities and create the systems needed to follow up consistently. Choose an individual service or let our team recommend a coordinated plan based on your goals, timeline and budget.

All prices are starting rates. Every engagement is customized after an initial consultation.

USAGE

## HOW TO USE THIS GUIDE

This guide provides starting prices for One Stop services. Final pricing is based on the selected deliverables, number of pages or locations, technical complexity, compliance requirements, production schedule and ongoing support needs. A written proposal will confirm the exact scope, timeline and investment before work begins.

EXCLUSIONS

## WHAT IS NOT INCLUDED

Unless expressly stated in a proposal, prices do not include advertising spend, printing, postage, shipping, travel, actors, locations, permits, software subscriptions, CRM fees, messaging usage, stock assets, media placement or independent legal and compliance review.

TERMS

## STANDARD PROJECT TERMS

Project work generally requires a 50 percent deposit, with the balance due before launch or final delivery.
Recurring services are billed monthly in advance and may require a minimum service term.
Two consolidated revision rounds are included unless the proposal states otherwise.

- Rush work may require an additional 25 to 50 percent based on schedule and production capacity.

Clients remain responsible for supplying accurate information, access, approvals and required compliance review.

## MARKETING STRATEGY AND BRANDING

| | |
|---|---|
| Marketing assessment | STARTS AT $1,500 |
| Marketing strategy and growth plan | STARTS AT $3,500 |
| Brand positioning and messaging | STARTS AT $2,500 |
| Logo design | STARTS AT $1,500 |
| Complete brand identity | STARTS AT $4,500 |
| Brand style guide | STARTS AT $1,500 |
| Professional biography development | STARTS AT $1,000 |
| Fractional marketing director | STARTS AT $3,500 / mo |
| Marketing consultation | STARTS AT $500 / session |

## WEBSITE DESIGN AND MANAGEMENT

| | |
|---|---|
| Professional starter website | STARTS AT $15,000 |
| Custom business website | STARTS AT $20,000 |
| Financial advisor website | STARTS AT $15,000 |
| Multi advisor or multi location website | STARTS AT $30,000 |
| Website redesign | STARTS AT $6,500 |
| Landing page | STARTS AT $2,000 |
| Lead generation funnel | STARTS AT $4,500 |
| Additional website page | STARTS AT $650 / page |
| Website copywriting | STARTS AT $500 / page |
| Website audit | STARTS AT $1,250 |
| Website hosting and maintenance | STARTS AT $295 / mo |
| Premium website management | STARTS AT $595 / mo |
| Website accessibility monitoring | STARTS AT $195 / mo |

## SEARCH VISIBILITY

| | |
|---|---|
| SEO audit | STARTS AT $1,500 |
| SEO foundation setup | STARTS AT $2,500 |
| Local SEO management | STARTS AT $1,250 / mo |
| Regional SEO management | STARTS AT $2,000 / mo |
| National SEO management | STARTS AT $3,500 / mo |
| Technical SEO project | STARTS AT $2,500 |
| Keyword research | STARTS AT $1,000 |
| On page SEO | STARTS AT $500 / page |
| SEO article | STARTS AT $750 / article |
| Location or service page | STARTS AT $750 / page |
| Schema markup implementation | STARTS AT $1,500 |
| Search performance reporting | STARTS AT $350 / mo |

## AI SEARCH VISIBILITY

| | |
|---|---|
| AI search visibility audit | STARTS AT $1,500 |
| AI visibility foundation setup | STARTS AT $3,500 |
| Ongoing AI search optimization | STARTS AT $1,500 / mo |
| AI optimized authority article | STARTS AT $1,000 / article |
| AI citation and competitor analysis | STARTS AT $1,500 |
| AI referral tracking setup | STARTS AT $750 |

## GOOGLE BUSINESS PROFILE AND LOCAL PRESENCE

| | |
|---|---|
| Google Business Profile creation | STARTS AT $1,250 |
| Verification assistance | STARTS AT $750 |
| Google Profile optimization | STARTS AT $1,000 |
| Google Profile management | STARTS AT $495 / mo |
| Google posts and updates | STARTS AT $395 / mo |
| Directory and citation setup | STARTS AT $1,500 |
| Directory management | STARTS AT $295 / mo |
| Profile reinstatement support | STARTS AT $1,500 |
| Branded search optimization | STARTS AT $2,500 |

## REPUTATION AND REVIEW MANAGEMENT

| | |
|---|---|
| Digital reputation audit | STARTS AT $1,250 |
| Review system setup | STARTS AT $1,500 |
| Review generation management | STARTS AT $595 / mo |
| Review monitoring and response support | STARTS AT $395 / mo |
| Review website widget | SETUP + $95/MO $295 |
| Online profile cleanup | STARTS AT $2,500 |
| Biography and directory consistency | STARTS AT $2,000 |
| Reputation restoration | STARTS AT $5,000 |
| Negative search suppression | STARTS AT $5,000 / mo |

## SOCIAL MEDIA MARKETING

| | |
|---|---|
| LinkedIn profile optimization | STARTS AT $1,250 |
| Facebook page optimization | STARTS AT $750 |
| Instagram profile optimization | STARTS AT $750 |
| Six original social posts | STARTS AT $950 / mo |
| Twelve original social posts | STARTS AT $1,500 / mo |
| Twenty original social posts | STARTS AT $2,500 / mo |
| Custom social media graphic | STARTS AT $250 |
| Social media video | STARTS AT $350 |
| Scheduling and publishing | STARTS AT $395 / mo |
| Comment and engagement management | STARTS AT $750 / mo |
| Executive LinkedIn management | STARTS AT $2,500 / mo |

## EMAIL AND CONTENT MARKETING

| | |
|---|---|
| Monthly newsletter writing | STARTS AT $750 / issue |
| Newsletter design and distribution | STARTS AT $500 / issue |
| Individual marketing email | STARTS AT $500 |
| Five email campaign | STARTS AT $2,500 |
| Ten email nurture sequence | STARTS AT $4,500 |
| Blog article | STARTS AT $750 |
| Premium thought leadership article | STARTS AT $1,250 |
| Lead magnet or consumer guide | STARTS AT $3,500 |
| Case study | STARTS AT $2,000 |
| Content calendar | STARTS AT $1,500 |
| Annual content strategy | STARTS AT $3,500 |

## CRM AUTOMATION AND LEAD FOLLOW UP

| | |
|---|---|
| CRM setup and customization | STARTS AT $3,500 |
| Automated lead response setup | STARTS AT $2,500 |
| Email and text nurture setup | STARTS AT $3,500 |
| AI lead qualification setup | STARTS AT $3,500 |
| Missed call text back setup | STARTS AT $1,250 |
| Appointment scheduling and routing | STARTS AT $1,500 |
| Database reactivation system | STARTS AT $3,500 |
| Custom CRM workflow | STARTS AT $2,500 |
| Ongoing automation management | STARTS AT $995 / mo |
| CRM management and support | STARTS AT $1,500 / mo |

## AI WEBSITE AND PROSPECT TOOLS

| | |
|---|---|
| AI website assistant setup | STARTS AT $3,500 |
| Custom knowledge base development | STARTS AT $1,500 |
| AI assistant website installation | STARTS AT $750 |
| AI website assistant management | STARTS AT $495 / mo |
| Advanced AI assistant management | STARTS AT $750 / mo |
| AI assistant CRM integration | STARTS AT $1,500 |
| Branded AI prospect tool | STARTS AT $7,500 |
| Custom prospect questionnaire | STARTS AT $2,500 |
| Personalized prospect report system | STARTS AT $3,500 |
| AI prospect tool license | STARTS AT $750 / mo |

## LEAD GENERATION AND ADVERTISING

| | |
|---|---|
| Lead generation strategy | STARTS AT $2,500 |
| Campaign and funnel setup | STARTS AT $5,000 |
| Meta advertising management | STARTS AT $5,000 / mo |
| Google Ads management | STARTS AT $5,000 / mo |
| Multi channel advertising | STARTS AT $7,500 / mo |
| Lead nurturing management | STARTS AT $1,250 / mo |
| Database reactivation campaign | STARTS AT $3,500 |
| Webinar lead campaign | STARTS AT $3,500 |
| Seminar lead campaign | STARTS AT $4,500 |
| Appointment setting services | Custom pricing |
| Exclusive lead campaigns | Custom pricing |

## GRAPHIC DESIGN PRINTING AND MARKETING MATERIALS

| | |
|---|---|
| Business card design | STARTS AT $500 |
| Email signature design | STARTS AT $350 |
| Flyer design | STARTS AT $750 |
| Trifold brochure | STARTS AT $1,500 |
| Multi page brochure | STARTS AT $2,500 |
| Advisor or company one sheet | STARTS AT $1,000 |
| Seminar invitation | STARTS AT $750 |
| Presentation folder design | STARTS AT $1,000 |
| Media or speaker kit | STARTS AT $2,500 |
| Presentation deck | STARTS AT $3,500 |
| Direct mail campaign creative | STARTS AT $2,500 |
| Printing mailing and fulfillment | Custom pricing |

## VIDEO AND MEDIA PRODUCTION

| | |
|---|---|
| Short form video editing | STARTS AT $350 / video |
| Professional video editing | STARTS AT $750 / video |
| Meet the advisor video | STARTS AT $3,500 |
| Client testimonial video | STARTS AT $3,500 |
| Office culture video | STARTS AT $4,500 |
| Half day content session | STARTS AT $3,500 |
| Full content production day | STARTS AT $6,500 |
| Brand commercial | STARTS AT $50,000 |

## VIDEO AND MEDIA PRODUCTION (CONT.)

| | |
|---|---|
| Broadcast level commercial | STARTS AT $50,000 |
| Webinar production | STARTS AT $3,500 |
| Monthly video editing | STARTS AT $2,000 / mo |

## PUBLIC RELATIONS AND AUTHORITY BUILDING

| | |
|---|---|
| Media readiness package | STARTS AT $3,500 |
| Press release writing | STARTS AT $1,250 |
| Press release distribution | STARTS AT $1,000 |
| Podcast guest outreach | STARTS AT $2,500 / mo |
| Media and journalist pitching | STARTS AT $2,500 / mo |
| Speaking opportunity outreach | STARTS AT $2,500 / mo |
| Award submission | STARTS AT $750 / submission |
| Ongoing authority development | STARTS AT $3,500 / mo |

# NEXT STEPS

Tell us what you are trying to accomplish, where your business is today and what needs to improve. We will recommend the most practical services, define the scope and provide a written proposal with exact pricing and timing.

1. **Schedule an initial consultation**
2. **Review the recommended service plan**
3. **Approve the proposal and project timeline**
4. **Provide access content and required approvals**
5. **Launch measure and improve**

**Pricing and Performance Notice:**
All prices are starting rates and are provided for planning purposes. One Stop does not guarantee search rankings, Google listings, platform approval, media placement, lead volume, appointments, revenue or return on investment. Results depend on the approved scope, market conditions, client participation, budget, platform policies and other factors outside One Stop control.

## LET US BUILD THE RIGHT MARKETING SYSTEM FOR YOUR BUSINESS

onestopmarketco.com • info@onestopmarketco.com • (305) 495-9490