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The TCT Design Firm

SERVICE & PRICING GUIDE

DIGITAL MARKETING & BRANDING

WWW.TCTDESIGNFIRM.COM



Our Services

BRANDING

Design is our expertise. We will create visual components of your business (logo, packaging, promotional items) to help you attract, engage & retain your dream clients.

DIGITAL MARKETING

Marketing is our passion. We identify and connect to your audience through email marketing, paid and traditional social media marketing, Google Adwords, list Building, text message marketing, lead capture and more.

CREATIVE DIRECTION

Creativity not only wows your clients but brings heart into your business. We assist you with gaining clarity and direction for your personal, lifestyle, or business brand. We'll create a brand guideline with imagery, photography & videography to successfully promote your initiatives.

COACHING + CONSULTING

We're in this together! Together we can reach your goals by creating strategic plans, resources, and coaching. We can also act as your dedicated marketing & public relations department.

Branding Packages

1. ST. JAMES

STARTING \$2499

Logo (PNG, PDF, JPEG)
Brand Styling Board
(colors, fonts, icons, patterns)
Web Design:
Up to 15 Pages of Design
Mobile Optimization
Search Engine Optimization
E-Commerce & Blog

Collateral Design
Choose (3): Business Card,
Letterhead, Thank You Cards,
Postcards, Invoice Design,
Contract Design, Flyers, Social
Media Banners, Newsletter
(3) 1 hr Brand Consultation
5 Telephone or Video Sessions

2. BOBBY

STARTING \$1499

Logo (PNG, PDF, JPEG)
Brand Styling Board
(colors, fonts, icons, patterns)
Web Design:
Up to 10 Pages of Design
Mobile Optimization
Search Engine Optimization
E-commerce or Blog

Collateral Design
Choose (2): Business Card,
Letterhead, Thank You Cards,
Postcards, Flyers, Social Media
Templates, Newsletter
(2) 1 hr Brand Consultation
3 Telephone or Video Sessions

3. MUSTANG

STARTING \$999

Logo (PNG, PDF, JPEG)
Brand Styling Board
(colors, fonts, icons, patterns)
Web Design:
Up to 5 Pages of Design
Mobile Optimization
Search Engine Optimization
E-commerce (10 products)

Collateral Design
Choose (1): Business Card,
Letterhead, Social Media Flyer
(1) 30 min Brand Consultation
2 Telephone or Video Sessions

4. GRADUATE

STARTING \$599

Logo (PNG, PDF, JPEG)
Brand Styling Board
(colors, fonts, icons, patterns)
Web Design:
Up to 5 Pages of Design
Mobile Optimization
Search Engine Optimization
10 E-Commerce Products

Optional Web Add-Ons:
• E-Commerce (+ \$350)
• Blog (+ \$250)
2 Telephone or Video Sessions

COACHING

\$99 PER SESSION

Includes 30-60-90 Day Plan
Brand Roadmap
Coaching Call

WORKSHOP

\$25 PER PERSON

PowerPoint Presentation
Handout for Attendees
Q&A Session

A LA CARTE

Website Design starting \$599
Up to 6 Pages of Design
• Mobile Optimized & Basic SEO
• Blog Page & 10 Product Install

Landing Page starting \$199
1 Page Website
E-Commerce \$350
Blog \$250

Book Design starting \$149
(Media Kits, Manuals, Planner
Design, E-Book, Lead Magnets,
Whitepapers, etc.)

**Deluxe Logo Development
starting \$149**
• (1) Primary Logo
• (1) Submark/Favicon Logo
Brand Styling Guide

Press Release starting \$99

**General Graphic Design
starting \$49**
(Bookmarks, Step & Repeat
Banners)

**Branding Campaign
starting \$99**
10 Templates, Hashtags, Captions

**Apparel Design
starting \$99**
• Print Ready Files Included –
PNG, JPEG, etc.
• PDF File for Print Vendor

Brand Styling Board starting \$39
• Textures + Patterns
• Font Guide + Inspo

Website Updates starting \$60

**Website Maintenance starting
\$99**
monthly updates/edits
unlimited

Social Media Expertise

SERVICES

Social Media Essentials:

Account creation starting \$99
or
Revamp existing accounts
starting \$149
plus

Audit & audience analysis
Social media strategy (30 days)
Lesson on strategy execution
Basic social media training on
how to schedule, when to post,
content creation, and audience
targeting
5 Social Media Templates

Social Media Pizazz:

Account creation/Revamp starting
\$179
or
Monthly Management starting \$199
plus

Audit + audience analysis with monthly
analytics
Social media strategy & coaching
(monthly)
Management - Posting to 3 accounts
weekly
Hashtag generation
Social Media Calendar
10 Social Media Templates

METHOD

We will automate your social media so that you engage clients on up to 3
platforms (ability to add platforms, pricing upon request).

Your service will include:

Social Media Automation
Graphic Design
Calls to Action
Hashtag Research
Free Stock Photos & Video
Art Direction and Styling of your Photos & Videos
Customer Engagement
Welcome new followers with custom message
List Building
Lead Capture

You will receive a bi-weekly calendar for approval. Approved posts are
scheduled and included in package price. Additional posts/videos and/or
engagement are \$40 each.

SOCIAL MEDIA COACHING

\$49 PER SESSION

Includes 30-60-90 Day Plan
Brand Roadmap
Coaching Call

SOCIAL MEDIA WORKSHOP

\$35 PER PERSON

PowerPoint Presentation
Handout for Attendees
Q&A Session

YOUR DREAM + OUR PASSION = SUCCESS

Digital Marketing

SERVICES

Search Engine Optimization (SEO)
Search Engine Marketing (SEM)
Social Media Marketing (SMM) (Facebook, Instagram, Pinterest, etc.)
Email Marketing
Inbound Marketing
Web Analytics
Mobile Marketing
YouTube Advertising
Mobile Marketing
Affiliate Marketing
Content Marketing
Lead Generation for Business
Web Analytics
Branding and Design
Online Reputation Management
Marketing Automation
Influencer Marketing
Website design (Wix, Shopify, Wordpress, etc.)
App Marketing
B2B Marketing
B2C Marketing
CRM

METHOD

We have a dedicated team of digital marketing and SEO consultants helping businesses across the country.

TCT is a full-service marketing agency, with passion to manage everything from building a SEO-friendly website to full internet marketing campaigns.

DIGITAL MARKETING TRAINING

\$99 PER SESSION

Includes 30-60-90 Day Plan
Strategic Plan
Coaching Call

WORKSHOP

\$50 PER PERSON

PowerPoint Presentation
Handout for Attendees
Q&A Session

WE HELP YOU IGNITE TO ENGAGE THE WORLD

We're in this Together

TURNAROUND

General Turnaround will be agreed upon and is ultimately based on client's ability to produce content, photos & video to support the project. Our goal is to complete logos & graphic designs (banners, book cover, apparel designs) within 7 - 10 days, websites within 8 weeks or less unless otherwise requested. Expedited projects incur \$100 rush fee.

PROCESS

- 1) CONNECT - discovery call to learn about your needs
- 2) INVEST - 50% deposit required to begin work
- 3) WORK - 25% payment required, receive your samples
- 4) REVISE - 3 revisions included at no additional cost
- 5) AGREE - approve designs & set release/launch date
- 6) ENJOY - final 25% payment upon release/launch date

HOW WE CONNECT

We are available for scheduled telephone or video conferences depending on the length of your project.

You will receive a client portal to review files/services.

PAYMENT

We accept payment via debit/credit card only; revolving accounts may request net 30 invoices. We offer flexible payment arrangements for our packages.

QUESTIONS

We are happy to assist you and thankful for your business! Please call/text 804-506-0596, email love@tctdesignfirm.com, or view our calendar and schedule a conference at calendly.com/tctdesignfirm.



Thank You!

**STAY
CONNECTED**

f THE TCT DESIGN FIRM

@TCTDESIGNFIRM

WWW.TCTDESIGNFIRM.COM