

START-UP SPECIALTY

# MARKETING ESSENTIALS

PACKAGE

## Jump Start your First Year in Business

### Logo + Brand Development

includes Business Card and Rackcard design

### Mobile Responsive Website Design

includes 11 pages of custom written SEO driven content (300 words per page), full ownership and wordpress training

### Social Media Branding

includes branded headers and profile images for Facebook, Instagram and Twitter. *Posting to Social Media not included.*

### Social Media Package - Months 1-6

includes custom post creation and posting to Facebook, Instagram and Twitter - 2x week

### Local SEO Campaign (Search Engine Optimization) - Months 1-12

includes 12 months of online services:  
On Site Search Engine Optimization  
Google My Business Optimization  
Review Generation  
Directory Listings

### PPC Ad Management - Months 1-6

includes 6 months of Basic PPC Management and ad word budget of \$500/month

### Blog Campaign - Months 7-12

includes one 500 word blog/month, written to boost your focused SEO services

### AVAILABLE UPGRADES *6 month minimum*

### Social Media Package - Months 7-12 \$595/month

includes custom post creation and posting to Facebook, Instagram and Twitter - 2x week

### Additional Upgrades Available

Work hand-in-hand with your KLAS Consultant and a team of professional designers to create a customized marketing plan so you have patients scheduled the day you open your doors.

INCLUDES  
**LOGO + BRAND  
WEBSITE  
SOCIAL MEDIA  
SEARCH ENGINE  
OPTIMIZATION  
PPC ADS**

FOR ONLY  
**\$5,000 down +**  
\$2,995/mo - Months 1-6  
\$995/mo - Months 7-12

**PAID-IN-FULL DISCOUNT AVAILABLE**



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