



Marketing Consulting Services  
Telling Your Legendary Brand Story

**bonny**  
read

LEGENDARY  
BRAND STORIES.

## For those **starting out**

Essential marketing services for start-ups that lay the foundation for growth and maintain momentum with budget-friendly monthly blogging and social media packages. Our services are designed for those serious about investing in their 'must haves' but are restricted by limited marketing resources.

## And those **stepping it up**

Comprehensive enterprise services that support and expand sales and marketing, helping stimulate customer engagement and increasing leads. Legendary B2B storytelling requires higher-caliber technical writing, focused on your audience and industry.

## Our **Services**

### Writing



Enthralling writing lies at the core of content marketing, which focuses on creating and distributing valuable, relevant content to attract a defined audience and drive profitable customer action.

**Content marketing** is most frequently used to generate more quality leads, increase website traffic, and improve brand reputation. It encompasses all forms of content creation including writing, video, social media and email.

As experienced journalists and content marketers, we are able to research, write and edit:

- Blogs
- Infographics
- White papers and e-books
- Testimonials, case studies and interviews
- Brochures and sales material
- Video scripts
- E-newsletters, nurture and lead generation email campaigns
- Articles for trade publications and guest posts

All writing is tailored to your audience and brand.

**Sample pricing:** We offer per-hour rates, but larger jobs can be quoted at fixed project pricing.

### Websites



#### **WordPress Template Option:**

This is the best option for cost-conscious small businesses. You can choose any **theme from the Divi library** at no cost, and hosting packages start at just **\$14/month**.

Our design agency partner creates or updates your word mark (a text-only logo) and selects images, fonts and colours that match your brand. We work with you to create your key messaging, site map and all website content. You'll receive a finished website, complete with branded WordPress theme, licensed stock images, writing tailored to your audience, analytics and SEO optimization.

**Sample pricing:** On average a 10+ page site costs \$5,000 - \$8,000 and takes 6 weeks to complete.

#### **Custom-designed Option:**

A custom site has a higher price tag simply because of the added expense of our web developer partner designing and coding a site from scratch. However, the look of the site is unique and sophisticated, and allows for more complex features like multiple languages, a members-only area, interactive graphics or calculators.

**Sample pricing:** A 10+ page site starts at \$15,000 and takes a minimum of 8 weeks to complete.

## Chatbots



For most small and medium businesses, we recommend rule-based bots that provide users with conversationally designed options - primarily buttons and controlled input fields - to help them solve problems and accomplish tasks. This type of bot doesn't use any complex or expensive artificial intelligence nor does it actively "talk" with users in real-time.

**One third of consumers** said they experienced difficulty navigating sites and had problems locating services, answers to simple questions or even basic information about a company. But a chatbot is a friendly, reliable agent working 24/7 to guide consumers throughout their buying journey, supporting your sales and service teams. Our bots are ideal for automating demo booking, appointment scheduling, answering FAQs, lead generation and qualification, price quotes and product recommendations.

Small businesses are the greatest users of chatbots because they see the value bots provide both for the company and their customers.

**Sample pricing:** A small business bot with minimal integrations costs between \$500 - \$1,000 and takes 2 weeks to complete.

## Social Media



We believe B2B social is most powerful when it's supported by diverse, quality content that dives deep and engages followers in conversation. Social media is a distribution channel for your content marketing, not a megaphone for broadcasting sales messages.

Per dollar spent, content marketing generates three times as many leads as traditional marketing. Don't let your online presence be an after-thought. With a monthly social media package, we help you get the most out of your social media by:

- creating a visual template for social media updates, ensuring consistency and an eye-catching look
- writing posts and sourcing images
- establishing a content calendar and social strategy
- scheduling and posting to all corporate accounts for maximum engagement

**Sample pricing:** We offer per-hour rates, but larger jobs can be quoted at fixed project pricing.

Working with a quality freelancer is empowering for business owners - you benefit from our decades of experience at a fraction of the price. Plus we do all the heavy lifting so you can focus on more important things. Whether you want a new website or only need a few hours of maintenance work done a month, let's talk.

We're here to help tell your **legendary brand story.**



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