



Packages

⚡ **Strategy Spark Session – *The Byte-Sized Business Boost* (\$199)**

Perfect for entrepreneurs who want clarity before committing.

This 60-minute session includes an audit of your website, socials, and brand messaging—plus a personalized **MINI Brand Boost Blueprint**: a step-by-step guide outlining exactly what to improve, how to do it, and where to focus first to make the biggest impact.

BONUS: You'll also receive two high-impact digital guides to support your strategy long after our session ends:

📘 **The Social Media Strategy Guide** — A 50-page resource packed with tools, templates, and content prompts to help you plan, create, and post with purpose. It's designed to take the guesswork out of showing up consistently and effectively online.

📖 **The Conversion Codebook** — Your go-to manual for decoding your digital performance. Learn how to read reports, track campaigns, improve SEO, search for backlink opportunities, and even run a blog that supports your growth.

These guides are packed with value and will be available for individual purchase — but you get them free as part of your Strategy Spark Session.

And if you love it? Apply your \$199 toward any full package when you book within 30 days.

🦄 **“Magic Site Package” (Website Design) (\$2000*) – A website that looks amazing and works like magic: built for ease of use and flexibility.**

Your new website will not only be beautifully designed but also easy for you to manage. We'll ensure it works seamlessly on all devices, integrates with your social media, and is fully optimized for SEO to attract traffic. Plus, you'll get all the tools you need to maintain it with a little training. (And don't worry! If you want more ongoing support, there are options for you)

What's Included:

- **Custom Website Design** – Tailored to reflect your unique business, built on a user-friendly platform like Wix, Squarespace, Shopify, Kajabi, or Kartra. This means you can easily update and manage the site yourself after launch.
- **Mobile-Friendly Optimization** – Your site will look great on any device, ensuring a smooth experience for mobile users.
- **Complete SEO Setup** – Keyword research, meta tag optimization, and Google indexing to help you rank higher in search results and drive traffic to your site. Google Analytics and Google Search Console setup, with custom reports. [See SEO for everything that's included!](#)

- **Social Media Integration** – Links to your social media accounts for seamless cross-promotion.
- **8 Basic Pages** – Including essential pages such as Home, About, Services, Contact, etc.
- **2-Hour Training Session** – Learn how to manage and update your site independently with a guided training session tailored to your platform.
- **3 Months of Email Support & Site Updates** – Get ongoing support to keep your site updated and functioning perfectly. Includes one hour of additional consulting for any questions you might have.

Other pages you might require:

- **Blog Setup** (includes your first blog post)
- **E-commerce Store Setup** (includes basic inventory upload)
- **Pricing Plans / Subscription Pages** (includes plan setup and payment account setup)
- **Service Scheduling Integration** (syncs with your phone/computer calendar)

Why It's a Great Deal:

This package is a perfect blend of **customization, ease of use, and support**. You'll walk away with a polished website that you can manage yourself without needing to rely on a developer for updates. Plus, you're getting ongoing support to ensure everything works perfectly.

Comparable Value: Websites built on user-friendly platforms with basic SEO, mobile optimization, and training can vary incredibly depending on the complexity of the project. This package combines essential services that would typically cost \$4,500 to \$15,000 into one affordable and comprehensive offer, giving you everything you need to succeed online without the hefty price tag.

🌟 “Brand Elixir Package” (Branding) (\$800*) – Enchant Your Audience with a Spellbinding Brand Identity:

- **Develop Brand Identity & Voice** – Craft a brand that truly represents who you are.
- **Establish Mission, Vision, and Core Values** – Define your “why,” “where to,” and the values guiding your journey.
- **Identify Your Target Audience** – Pinpoint the clients who'll love your services and how to connect with them.
- **Define Your Unique Selling Proposition** – Discover what sets you apart and why clients can't resist choosing you.
- **Custom Logo Design (or Refresh)** – A unique visual identity that makes you instantly *stand out*.
- **Color Palette & Font Selection** – Cohesive aesthetics that make your brand *memorable at a glance*.

-  **Brand Treasure Chest** – Templates for social media marketing magic and brand guidelines, so you can stay consistent and iconic forever. ([Plus so much more...](#))
 - **2-Hour Social Media Strategy Session** – Learn the art of engagement + how to utilize your scheduler... OR, if you know you don't want to DIY it, get 1 month of the [Social Spark Subscription](#) for FREE.
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“Ad Alchemy Package” (Ad Setup) (\$800*): Transform your ads into powerful catalysts for growth.

Set up, optimize, and launch your digital advertising efforts for success.

✓ **Meta and/or Google Ads Setup** – Targeted ad campaigns built for conversions. (includes ad copywriting and creative design)

✓ **Campaign Creation:** Includes the creative, the copy, keyword research, competitor analysis, and launching the campaign. Content will vary between short video promos and still images or a combination of both, depending on the campaign.

✓ **Set up for 1-2 campaigns**– If you have multiple offers or services, you can rotate your campaign budget month to month.

✓ **Minimum 2 Ad Variations per Campaign** – This allows for A/B testing and optimization.

✓ **Mix of Formats** – Example: 1-2 video-based ad (short-form, up to 30 sec) 1-2 static image ads (carousel, single image, or graphics) **Why This Works:** It ensures enough variety for testing performance while keeping costs reasonable (custom video editing takes time)

✓ **Analytics Tracking** – Ensures accurate data collection for better optimization.

✓ **Social Media & Google My Business Optimization** – Ensure all platforms are set up for visibility & ideal funnels.

✓ **The Conversion Codebook** – Learn how to adjust campaigns, read reports, track performance, search for backlinks, and run a blog with your step-by-step guide.

✓ **2 Hour Ad Campaign Strategy Call** – A 2-hour consultation to analyze ad performance and optimize for growth, plus teach you how to manage your own ad campaigns moving forward. OR if you know you don't want to DIY it, get 1 month of the [Campaign Sorcery](#) Subscription FREE!

Bundled Packages:

✓ **Silver Shine Package – \$2,500*** (Website + Branding OR Ad Setup)

✓  **Gold Glow Package – \$3,000*** (Website + Branding + Ad Setup) – **Best for businesses starting from scratch!**

***Don't want to DIY it after saying yes to *Silver Shine*, or *Gold Glow*? Unlock your first month of [Unicorn Power](#) FREE.

What Happens Next?

Once your website, social media accounts, and campaigns are live, many clients want continued support for **optimization**, **creative refreshes**, and **performance tracking**. That's where our **Subscription Services** come in:

Ongoing Support Options:

 **Website Watchdog” Subscription - \$99*/month**): Ideal for businesses who just want peace of mind and light support.

✨ **Bonus for Website Clients:**

When you build your site with us and sign up for any of the following ongoing support options, you'll get the **Website Watchdog Subscription for FREE**. (👉 *These subscription services are optional but highly recommended for businesses looking to grow consistently and save time.*)

👉 **Social Spell (Social Media Management) – \$399*/month**

Content creation & engagement to build your brand and grow your audience.

🔮 **Campaign Sorcery (Ad Management) – \$399*/month + ad spend**

Ongoing ad management, creative refreshes, and strategy updates.

🦄 **Unicorn Power – \$699*/month + ad spend**

The perfect combo: Social media + Ad Campaign management.

🔥 **Arcane Success – \$999*/month + ad spend**

A full-scale marketing solution including advanced SEO, email, blog content, and print design.

🔄 **SEO Refresh – \$249/year - for existing website clients only.**

Get found again. An annual tune-up for your site's visibility and performance, including:

- Updated keyword research
 - On-page SEO review (tags, structure, image alt text)
 - Mobile + speed test
 - 1-page audit report with next-step recommendations
- Ideal for websites that have been live 6+ months or recently added content/services.

***FOUNDING CLIENT PRICING! \$\$\$**

These rates are part of my limited-time **founding client offer** while I build my portfolio under the Digital Unicorn brand. You're getting boutique agency-level strategy, design, and execution — without the agency price tag.

Right now, I'm offering **founding client rates** while I build my portfolio under the Digital Unicorn brand. These discounted rates are available to my **first 7 clients only**, and after that, pricing will increase to reflect the full value of the work.

If you've been waiting for the *right* person to help grow your business — this is your moment.

STRATEGY SPARK SESSION

Strategy Spark Session – The Byte-Sized Business Boost

Investment: \$199

Perfect for entrepreneurs who want clarity, direction, and confidence — without committing to a full package just yet.

This is your no-pressure, high-value power session to help you get your brand, website, or marketing strategy unstuck and headed in the right direction. You'll walk away with a fresh perspective, personalized recommendations, and tools you can use *right away* to start making progress.

What's Included:

60-Minute Strategy Call (1:1)

A personalized coaching session where we'll:

- Review your website and/or social media presence
 - Identify strengths, gaps, and immediate opportunities
 - Talk through your business goals and what's not quite clicking
 - Troubleshoot specific challenges (like low traffic, poor engagement, or unclear messaging)
 - Discuss brand positioning, offers, and audience alignment
- Whether you're launching something new, pivoting directions, or just feeling stuck, this session is built around **your biggest priorities**.
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MINI Brand Boost Blueprint (Delivered After the Call)

A personalized, step-by-step action plan that outlines:

- What to improve first for maximum impact
 - How to refine your messaging or visual identity
 - Where to focus your time and budget
 - Which tools, platforms, or tactics will actually support your goals
- Think of this as your custom map — no more guessing, wandering, or spinning your wheels.
- A more advanced version of this Brand Boost Blueprint is used inside my Brand Elixir Package

BONUS Digital Downloads (Yours to Keep)

The Social Media Strategy Guide (50 Pages)

Your ultimate planning companion, packed with:

- Platform-by-platform tips for Instagram, Facebook, LinkedIn, and more
- Post types that attract vs. convert
- Caption writing prompts and content calendar templates
- How to create content pillars that align with your brand
- Best practices for engagement, hashtags, and analytics

This guide is perfect if you want to show up online consistently without burning out — and it's designed to work whether you're DIY-ing or planning to outsource later.

The Conversion Codebook

Your digital performance decoder — simplified for small business owners.

Inside, you'll learn:

- How to read Google Analytics & Search Console reports
- Key SEO practices that actually move the needle
- How to track the success of digital campaigns
- How to find backlink opportunities and monitor your visibility
- Blogging basics: structure, keywords, and calls to action that drive traffic

This is the stuff agencies usually gatekeep — but I give you the knowledge you need to *actually understand* your performance and make smarter decisions.

What Happens After:

- You'll receive your custom blueprint + bonus guides within 48 hours of our session.
- If you decide to move forward with a full package (Magic Site, Brand Elixir, Ad Alchemy, etc.), the \$199 will be credited toward your total — as long as you book within 30 days. No pressure, no pushy upsell — just honest strategy, high-value resources, and the next right step for your business.



MAGIC SITE PACKAGE

Magic Site Package: Website Design (\$2,000*) – A website that looks amazing and works like magic:

My passion is to turn your vision into visibility with a website that not only looks amazing but **works for you and your business**. Built on a platform tailored to your needs, your site will be sleek, functional, easy to manage **and fully in your control** —no overpriced agencies, no mystery coding. Just pure digital magic, right at your fingertips. My goal? To **empower you with the tools and confidence to grow your business online**, while staying true to your brand and your community. You'll get:

- ✓ **Custom Website** – Branded to your business for a polished, professional look. The platform will be chosen based on your needs. (Wordpress, Wix, Kartra, Shopify, etc)
- ✓ **Mobile-Friendly Optimization** – Ensuring your site looks great on all devices.
- ✓  **Complete SEO* Setup** – Keyword research, meta tag optimization, and Google indexing.
- ✓ **Social Media Integration** – Links to your accounts for seamless cross-promotion.
- ✓ **Training & Support** – A 2-hour session on how to manage your site + 3 months of email support and site updates, including 1 hour of additional consulting, for those hands-on business owners who want to be able to make their own basic changes and updates.
- ✓  **Basic 8 pages included** (see Website Pages*)
- ✓ ***ADD ON:**
 - ✓ Blog (includes 3 blog posts)
 - ✓ Store (includes setup and basic inventory upload)
 - ✓ Pricing Plans / Subscription (includes plan setup and payment account setup)
 - ✓ Service Scheduling (includes integration into your phone/computer calendar app)

NOTE: Website hosting and domain renewal fees are separate, but typically cost between \$25 and \$50 per month.

Why this is a great deal:

This package combines essential services that would typically cost \$4,500 to \$15,000 into one affordable and comprehensive offer, giving you everything you need to succeed online without the hefty price tag. Here are some examples of what you'd typically pay for individual services:

- **Custom Google Analytics Report Setup** – Setting up custom Google Analytics reports, tailored to your business, would typically cost between **\$500 to \$3,000** depending on the complexity. These reports are essential for tracking your website's performance and understanding where your traffic is coming from.
- **Custom Website Design** – A custom website design, built on a beginner friendly platform to reflect your business and optimized for user experience, usually ranges from **\$3000-\$4000**. This would include professional design, user flow, and mobile optimization.

- **Training Sessions** – One-on-one website training sessions, where you learn to manage and update your site independently, are typically billed at **\$100 to \$200 per hour**. You'd normally pay for multiple hours to ensure you're comfortable with the platform.

So why is the Magic Site Package so affordable?!

I understand you might be wondering how I can offer all of this at such a great price. Here's why:

- **Focused and Efficient Process:** As a solopreneur freelancer, I wear many hats — designer, marketer, strategist, and developer — cutting out the need for a full team and the complicated communication that comes with it. This streamlined approach means I deliver exceptional results quickly and without unnecessary overhead.
- **Jill of All Trades:** I handle every aspect of your project myself, which eliminates the back-and-forth delays and extra costs associated with agencies. I also simplify every step, focusing only on what truly matters for small businesses — the strategies and tools that actually bring paying customers and grow your revenue. Everything else is trimmed away.
- **Passion for Helping Small Businesses:** My goal is to help businesses like yours succeed online. By keeping rates affordable, I can build genuine, long-term partnerships with clients I believe in, empowering you to thrive in your market.
- **Supercharged by AI and Organization:** I leverage cutting-edge AI tools and an incredibly organized backend system that turns me into a one-person powerhouse. This supercharges my ability to deliver high-quality, creative work efficiently, without sacrificing attention to detail.
- **Built for the Long-Term:** This package isn't just about launching your site — it's about setting you up for lasting success. I create a foundation that empowers you to manage your site independently, reducing ongoing costs and maximizing your ROI over time.
- **Limited Number of Clients:** To ensure you get my full focus and personalized service, I only take on a select number of clients at once. This guarantees the best possible experience and outcomes for your project.

In short, I offer this package at a great price because my business model is built around efficiency, expertise, and genuine care — delivering the services small businesses actually need, without the fluff or extra costs that come with larger agencies.

✨ **Bonus for Website Clients:**

***FOUNDING CLIENT PRICING! \$\$\$** These rates are part of my limited-time **founding client offer** while I build my portfolio under the Digital Unicorn brand. You're getting boutique agency-level strategy, design, and execution — without the agency price tag. Right now, I'm offering **founding client rates** while I build my portfolio under the Digital Unicorn brand. These discounted rates are available to my **first 7 clients only**, and after that, pricing will increase to reflect the full value of the work. If you've been waiting for the *right* person to help grow your business — this is your moment. When you build your site with us and sign up for [any subscription service](#), you'll get the ["Website Watchdog Subscription"](#) **FREE!** That means you can skip the tech headaches and just email us when you need something changed — we'll take care of it. No extra invoice, no hassle.



 **SEO Setup:** We handle everything you need to get found on search engines: keyword research, speed testing, mobile optimization, image tagging, and analytics setup. Want a breakdown of the tekky stuff? Check it out:

Basic SEO Setup

1. Keyword Research:

- Identify seed keywords, utilize keyword planning tools, check out your competition's keywords, make a list of primary, secondary, longtail, and location based keywords using informational, navigational, or transactional parameters. Make a list of negative keywords. This list of keywords will be incorporated into the website copy, meta tags, alt text, social media posts, blogs, and advertising.

*see  [Keyword Research](#) for more info on how to collect this information

2. Meta Tags Optimization:

- Optimize **title tags** (what appears in search results) and **meta descriptions** (the snippet under the title). This helps search engines understand what the page is about and improves click-through rates.

3. Alt Text for Images:

- Add descriptive alt text for key images on the website. This is important for both **SEO** and **accessibility** (e.g., for people using screen readers).

4. URL Structure:

- Ensure URLs are clean and SEO-friendly (e.g., www.business.com/products/organic-bread rather than www.business.com/product123).

5. Site Speed Optimization:

- Perform a basic check of the site's loading speed and optimize images or eliminate unnecessary code to ensure fast load times (since Google values speed).

6. Mobile-Friendly Test:

- Ensure the website is **responsive** and looks good on mobile devices, as mobile-friendliness is a ranking factor for SEO.

7. On-Page SEO:

- **Header Tags:** Proper use of H1, H2, H3 tags (helps with keyword organization and user experience).

- **Content Optimization:** Adding **relevant, keyword-rich content** to the website's pages that's both user-friendly and search-engine-friendly.
8. **Internal Linking:** Ensuring pages link to one another in a way that makes sense and boosts site authority.
9. **Site Architecture & Technical SEO Review:**
- Checking for issues like **broken links**, **crawlability** (whether search engines can crawl the website properly), **XML sitemap** setup, and **robots.txt** (helps search engines know what to index).
 - **Structured Data (Schema Markup):** Adding schema code (if applicable) to help search engines understand the content more deeply (e.g., product reviews, business hours).

While I stay up to date with the latest Google algorithm updates and search trends to ensure your website is fully optimized for today's best SEO practices, what really drives lasting visibility is content that builds authority, trust, and relevance. That means showing the world why your business is the best—through your expertise, your results, and your unique perspective. The goal isn't to trick an algorithm. It's to create content that proves your value to real people. When your site reflects your work, your experience, and your voice, it naturally performs better—no matter how search algorithms evolve.

Keyword Research

Keyword Research:

Understanding how your audience searches for products and services online is key to driving traffic and increasing conversions. Keyword research is the foundation of any successful SEO strategy. Here's a clear, step-by-step approach to help you target the right keywords for your business:

- 1. Define Your Goals**
 - Identify your target audience and their needs.
 - Determine your business objectives (e.g., increase sales, boost brand awareness, or generate leads).
 - Establish key performance indicators (KPIs) to measure success.
- 2. Brainstorm Seed Keywords**
 - Think about the core topics related to your business.
 - Use customer feedback, competitor websites, and industry forums for inspiration.
 - Compile a list of relevant terms and phrases.
- 3. Use Keyword Research Tools**
 - Leverage platforms like Google Keyword Planner, SEMrush, Ahrefs, or Ubersuggest.
 - Identify search volume, competition level, and keyword difficulty.
 - Explore related keywords and long-tail variations.
- 4. Analyze Search Intent**
 - Understand the intent behind each keyword (informational, navigational, or transactional).
 - Ensure your content aligns with what users are looking for.
- 5. Evaluate Competitor Keywords**
 - Analyze your competitors' websites and content strategies.
 - Identify keywords they rank for and assess gaps in your own strategy.
- 6. Prioritize Your Keywords**
 - Focus on keywords with high relevance, moderate competition, and good search volume.
 - Balance short-tail (broad) and long-tail (specific) keywords.
- 7. Create High-Quality Content**
 - Incorporate your target keywords naturally into website content, blogs, and product descriptions.
 - Optimize headings, meta descriptions, and image alt text.
- 8. Monitor Performance and Adjust**
 - Use tools like Google Analytics and Search Console to track rankings and traffic.
 - Continuously refine your strategy based on data and trends.

The ideal number of keywords depends on the goals and scope of the campaign. Here's a general breakdown:

1. **Primary Keywords (2-5):** These are the core, high-impact keywords that directly reflect your business and target audience.
2. **Secondary Keywords (5-10):** These support your primary keywords and help capture related search queries.
3. **Long-Tail Keywords (10-20+):** These are more specific phrases that target niche audiences and often have lower competition but higher conversion potential.
4. **Localized Keywords (if applicable, 5-10):** Keywords that target specific geographic areas, such as "cabins in Ucluelet" or "West Coast trail hiking spots."

For a small to medium-sized website or campaign, aiming for **20-50 well-researched keywords** is a good starting point. Larger campaigns might require **100+ keywords**, depending on the market and competition.

Why Keywords Should Be Present in Your Ads, Social Media, and Website Copy

Using consistent keywords across your advertising campaigns, social media content, and website copy creates **cohesion**, improves **discoverability**, and increases **conversion potential**. Here's why:

1. Consistency Builds Recognition

When someone sees a keyword or phrase in your ad (e.g., *eco-friendly cleaning services*) and then spots that same term on your Instagram and website, it reinforces your brand messaging. This builds trust and makes your offering feel clear and intentional—not random or disconnected.

2. Boosts SEO and Algorithm Visibility

Search engines and social media algorithms both rely on keywords to understand and categorize your content. Repeating those key terms in your content helps:

- Your website rank better in Google
- Your social posts show up in relevant searches or feeds
- Your ads earn a higher relevance score (which can lower your cost-per-click)

3. Strengthens the User Journey

When someone clicks from your ad to your website or checks your social profile before buying, they're subconsciously looking for alignment. Seeing the same language they saw in the ad helps confirm that they're in the right place and encourages them to take the next step.

4. Improves Ad Performance

Ad platforms like Google and Meta use keyword relevance to judge ad quality. If your landing page or content doesn't match the keywords in your ad, your campaign may cost more or perform worse—even if your targeting is spot-on.

In short: keywords aren't just for search engines—they're part of your brand's connective tissue. When used strategically across all channels, they help you get found, make sense, and convert more leads.



Website Pages

What's Included in Your Website Build

Every website build includes a thoughtfully designed set of core pages to give your business a professional, trustworthy online presence that converts visitors into customers.

1. Home Page:

- ✓ First impression of your brand
- ✓ Unique Selling Proposition (what sets you apart)
- ✓ Highlights of key services/products
- ✓ Strong call-to-action (CTA) guiding users to take the next step, like "Contact Us" or "Book Now"
- ✓ Social proof (testimonials, reviews)
- ✓ Optional Instagram feed or other social media integrations
- ✓ Contact info and location map

This is where you'll introduce your brand to visitors and guide them to take action.

2. About Page:

- ✓ Your business story, mission, and values
- ✓ Optional team introductions to humanize your brand
- ✓ Reinforces your USP to connect emotionally with your audience

This page allows your audience to connect with your brand on a deeper level.

3. Services or Products Page:

- ✓ List of services/products with descriptions
- ✓ Pricing (if applicable)
- ✓ CTA to book, buy, or contact

This is where potential clients will decide if your services/products are right for them.

4. Contact Page:

- ✓ Phone, email, and address (if applicable)
- ✓ Simple inquiry form for easy contact
- ✓ Social media links

Visitors can quickly reach you or ask questions here, making it easy to convert inquiries into business.

5. FAQ Page (Optional but Highly Recommended):

- ✓ Answers to common customer questions
- ✓ Saves time by reducing repetitive inquiries
- ✓ Demonstrates thought leadership and customer care

By answering common questions, you increase trust and reduce friction for potential customers, and have a higher chance of showing up on Q&A style search queries... especially since AI is now taking over search engines.

6. Testimonials or Reviews Page (Optional):

- ✓ Displays real feedback from customers
- ✓ Builds credibility and encourages conversions

Social proof is one of the most powerful ways to encourage visitors to trust you and take the next step.

7. Portfolio or Work Gallery (Ideal for visual businesses)

- ✓ Photos or videos of past work
- ✓ Great for photographers, contractors, designers, and makers

Show off your best work to help visitors see the quality of your services/products.

8. Privacy Policy & Terms of Service:

- ✓ Required for compliance and credibility
- ✓ Explains how you handle customer data and site usage

Protect your business and your customers with clear, legal terms.

+ Add-On Pages (No extra cost!)

Want more functionality? These add-ons help you provide extra value and services directly from your website:

- ✓ **Blog** – Includes setup + 3 launch posts to start building your content library and SEO
- ✓ **Online Store** – Setup + basic inventory upload to start selling directly from your website
- ✓ **Pricing Plans or Subscriptions** – Setup of recurring plans + payment system integration
- ✓ **Service Scheduling** – Calendar integration to let clients book services directly from your website, syncing with your phone/computer calendar

 Step-By-Step Magic Site

How We're Going to Create Your Dream Website

Welcome to the magic of building your website with me! This guide is your roadmap to understand how I'll bring your online dream to life. I'll be with you every step of the way to make sure your vision shines. Ready? Let's dive in!

Step 1: Book Your Magic Site Intake Session

What's Happening:

This is your official starting point! Once you book your \$199 intake session, you'll receive a questionnaire to help me understand your business, goals, and vibe. This helps us hit the ground running and ensures the session is ultra-productive.

What I Need From You:

- **Pay for the intake session**
 - **Fill out the pre-session questionnaire thoughtfully**
 - **Book your session & come ready to chat about your vision, struggles, and goals!**
-

Step 2: Intake Session & Setup

What's Happening:

We'll meet for a 60-minute call to dive deeper into your brand, audience, and website goals. I'll use your questionnaire as a guide and build on it with personalized questions and strategic recommendations.

After our session, I'll set up your Client Dashboard, which includes:

- ✓ Your completed questionnaire
- ✓ A shared folder for your content, logos, and assets
- ✓ A welcome letter
- ✓ A link to pay your deposit (with a receipt for this session)
- ✓ A copy of your contract + your personalized payment plan

What I Need From You:

- Share your brand assets (logos, images, text, etc.)
 - Approve the contract and pay your deposit
-

Step 3: Begin Your Build — Branding or Website

What's Happening:

Depending on your package, we'll either start with branding or dive straight into your site design.

If you've chosen Silver Shine or Gold Glow:

We'll kick things off with your Brand Elixir Package — defining your brand identity, visuals, messaging, and templates before we begin design.

If you're going straight to web:

We'll start laying out the structure and visual foundation of your website.

What I Need From You:

- Approve your branding (if included)
 - Confirm your core content, offers, and pages for the site
 - Share anything else you want featured (testimonials, photos, videos, etc.)
-

Step 4: Website Design Mockup

What's Happening:

I'll design the first mockup of your site's layout and style — colors, structure, fonts, and vibe — based on everything we've uncovered so far. Think of this as the blueprint for your digital home.

What I Need From You:

- Review the design with fresh eyes
 - Give me feedback on layout, colors, and overall vibe
 - Let me know what's working and what needs adjusting — your feedback is my fairy dust!
-

Step 5: Content Development

What's Happening:

Once the design is approved, I'll begin weaving in your content — text, images, video, and brand elements — so everything flows together seamlessly.

What I Need From You:

- Review all the written content and visuals
 - Make sure everything sounds like *you* and feels right
 - Provide edits or corrections if anything's missing or off-brand
-

Step 6: Build & Test

What's Happening:

Now the real magic happens — I'll develop your live site and make sure all features are working beautifully. From desktop to mobile, forms to buttons, we'll ensure everything runs smoothly.

What I Need From You:

- Test everything on your end (pages, forms, links, mobile responsiveness)
- Send me your final round of feedback
- Let me know if any bugs or tweaks pop up before I finalize the back-end stuff

What You'll Get:

A fully functional, polished website ready for final review.

Step 7: Final Review & Launch Prep

What's Happening:

I'll fine-tune the final details — checking SEO settings, performance optimization, link structures, and mobile design — so your site is in top shape.

What I Need From You:

- Do a full walkthrough on all devices
- Approve the final version for launch

What You'll Get:

A launch-ready site that's beautiful, fast, and strategically built to grow your business.

Step 8: Launch & Celebrate

What's Happening:

It's go time! I'll officially publish your site and make it live. I'll also provide a training session (if needed) to show you how to manage it moving forward.

What I Need From You:

Pay attention to how users are engaging with your site & ask for feedback! You've got my ongoing support for 3 months after launch to help you make any changes.

What You'll Get:

Your website, live for the world to see — and the confidence to use it well.

Step 9: Post-Launch Support

What's Happening:

You're not on your own — I'll be available for up to 90 days post-launch to support you with minor tweaks, edits, and questions. This is your grace period to settle into your new site with confidence.

What I Need From You:

Reach out anytime something feels off, confusing, or if you need a little help remembering how to update something. I've got your back.

What You'll Get:

Peace of mind, ongoing support, and a website that keeps working as hard as you do.

Want More Ongoing Help?

If you'd rather *not* do your own updates, or you'd like me to keep an eye on how your site evolves (especially if you're adding new content, pages, or SEO elements), you can opt into any of my ongoing subscription services — and you'll get the **Website Watchdog Subscription** included for free.

Website Watchdog includes:

- Content swaps and minor edits
- Posting promotions or seasonal changes
- Quarterly Google Analytics & SEO check-ins
- My expert eyes on your backend setup (so you don't forget your meta tags or mess up your H1s 😊)

✨ Bonus: If you join **Social Spark**, **Campaign Sorcery**, or any other subscription, Watchdog is automatically included — because I want your website to grow with you, not get forgotten after launch.



BRAND ELIXIR PACKAGE

🌟 **Brand Elixir Package (\$800*) – Build a brand that connects, converts, and stays true to you.** (*Founding client pricing – only 7 spots at this rate!*)

- **Develop Brand Identity & Voice** – Craft a brand that truly represents who you are.
 - **Establish Mission, Vision, and Core Values** – Define your “why,” “where to,” and the values guiding your journey.
 - **Identify Your Target Audience** – Pinpoint the clients who’ll love your services and how to connect with them.
 - **Define Your Unique Selling Proposition** – Discover what sets you apart and why clients can’t resist choosing you.
 - **Custom Logo Design (or Refresh)** – A unique, vibe-checked visual identity that sticks.
 - **Color Palette & Font Selection** – Cohesive aesthetics that make your brand instantly recognizable.
 - **💎 Brand Treasure Chest:** A ready-to-use toolkit with Canva templates, brand guidelines, and strategy resources — so you can stay consistent, recognizable, and ready for anything. Includes the Social Media Strategy Guide and your personalized Brand Blueprint.
 - **2-Hour Social Media Strategy Session** – Learn the art of engagement + how to utilize your scheduler... OR Get 1 month of the [Social Spark Subscription](#) FREE.
-

1. 💡 Brand Identity: Discovering your brand identity is like pulling back the curtain on your brand’s soul. It’s all about getting to the heart of who you are, what makes you tick, and why you’re here. We’re setting the stage for everything else we’ll create together.

How we’ll do it:

- **Conversations that matter:** We’ll kick things off with an in-depth discussion about your story, values, and the purpose behind your business.
- **Competitor insight:** We’ll take a close look at your competitors to see what they’re doing and help identify ways for you to stand out even more.
- **Check in with your people:** We’ll get feedback from your existing customers (surveys, chats, reading reviews, etc) to see what they love about your brand and where we can level things up.

2. 🚀 Mission, Vision, and Core Values: Your **Mission** is your brand’s *why*—the reason you get out of bed every day. Your **Vision** is where you’re going, and your **Core Values** are the “rules” that guide you there. This is the heartbeat of your business!

How we’ll do it:

- **Mission & Vision Vibes:** Your mission statement is the heart of your business—it's the reason you exist and what drives you forward. Writing it down gives you clarity, focus, and a clear direction for your brand, helping guide every decision you make. It also inspires your team and connects with your audience, showing them what makes you unique and why you matter. Think of it as your brand's North Star. 🌟 This will be written down, so that you can look at it every day as a source of inspiration.
- **Core Values:** We'll identify the values that drive your business and ensure they're woven into everything you do. When your core values are clearly defined, they act as a compass, helping you make decisions that align with your business's purpose and vision. Writing them down ensures that everyone—your team, your customers, and even yourself—understands what your brand stands for and what it won't tolerate. It also keeps your brand consistent, authentic, and true to its roots, no matter how much you grow. Plus, when you communicate these values, they create a stronger emotional connection with your audience, building trust and loyalty.

3. 🎯 Target Audience Analysis: This is all about getting to know your dream clients—the ones who need your services and will absolutely rave about what you offer. It's about understanding their struggles, desires, and motivations so you can speak directly to them in a way that feels personal, authentic, and valuable.

What I'll do:

- **Examine your current client base:** Let's look at who's already reaching out to you and what services they're loving most.
- **Gather client feedback:** We'll tap into insights from your clients (past and present) to understand exactly what they value and how we can attract more clients just like them.
- **Understand their deeper needs:** We'll dive into what's driving your ideal clients—what keeps them up at night, what solutions they're searching for, and how your services can be the answer to their problems.
- **Keep an eye on the competition:** We'll scope out what other businesses in your space are doing, and then position you as the go-to expert your ideal clients can't resist.

By the end of this, you'll have a crystal-clear vision of who your perfect clients are and how to connect with them in a way that feels *effortlessly aligned*. Let's make sure you're showing up where they need you most and delivering exactly what they're looking for.

4. Unique Selling Proposition (USP)

Your **USP** is the secret sauce that sets your services apart from everyone else. It's that one thing that makes you stand out in a crowded market and makes potential clients say, "Yes, *this is exactly what I need!*" It's your special blend of skills, qualities, or expertise that no one else can replicate. Your USP is your brand's identity wrapped in a promise to deliver results in a way that's uniquely you.

What I'll do:

- **Identify your magic:** We'll pinpoint what makes you different from the competition—whether it's your approach, experience, or a specific outcome you deliver.
- **Highlight your strengths:** We'll dig into your service offerings to discover what's most valuable to your clients and how you can emphasize that.
- **Craft a message that pops:** I'll help you communicate your unique value clearly and confidently, so your potential clients know exactly why you're the perfect fit for them.
- **Nail your niche:** Together, we'll define your ideal client and ensure your USP speaks directly to their pain points, making it crystal-clear why they should choose you over anyone else.

By the end of this, you'll have a sharp, standout USP that'll make clients choose you without a second thought, knowing exactly why you're the best solution for their needs. ✨

5. 💬 Brand Voice and Messaging Guidelines

Your **brand voice** is the way you *speak* to your audience—it's the tone, style, and personality that shines through every message you send out. Whether you're writing emails, social media posts, or speaking directly to clients, your brand voice sets the vibe and builds a deeper connection with your audience. Your **messaging guidelines** ensure that you stay consistent across all platforms, so every piece of content feels like it's coming from the same trusted, recognizable source.

What I'll do:

- **Define your vibe:** We'll craft your brand's unique voice—whether it's casual and friendly, professional and polished, or something in between.
- **Set the tone:** Together, we'll decide on the tone for your messaging, so you're always hitting the right notes—whether it's playful, serious, or inspiring.
- **Create a messaging blueprint:** I'll help you outline the key messages you want to communicate—your values, services, and what makes you stand out—so it's crystal clear in every piece of content.
- **Consistency is key:** We'll develop guidelines to ensure your voice and messaging stay on point across all channels—website, social media, email, and even client interactions—so your audience always knows who they're talking to.

By the end of this, you'll have a brand voice that feels authentic and resonates with your audience, plus a set of messaging guidelines that ensure everything you say sounds *just right* and keeps your brand consistent, no matter where it shows up. 🧚💬

[*see defining brand voice for more](#)

6. 🎨 Visual Identity: Your visual identity is the full package: color palette, typography, logo variations, and even the photos that reflect your brand's soul. Together, your logo and visual identity tell the world exactly who you are and what makes you stand out. ✨🦄

- **Logo:** Your logo is the heart of your brand's vibe—it's the first thing people will associate with your business. It's more than just a pretty image; it's the foundation for everything that follows in your branding. Think of it as the anchor that sets the tone for your brand's entire personality.

What to Expect from Your Logo Design Experience:

✓ **3-5 High-Quality Logo Concepts** – You'll kick off with several fresh logo concepts, giving you a variety of options to choose from. Each concept comes with a reason behind the design, so you understand where the inspiration stems from.

✓ **Primary Custom Logo** – This is the key symbol that will represent your brand. It's your brand's identity wrapped up in one sleek design, ready to take center stage.

✓ **Secondary Logo Variations** – Flexibility is key! We'll create several variations of your primary logo (stacked, horizontal, simplified marks, and more) so you have options for different platforms and uses.

- **Typography:** Typography is the secret ingredient that brings your brand's personality to life through every word. I'll handpick the perfect fonts for each purpose—whether it's bold H1 headings, smooth body copy, catchy captions, or eye-catching CTAs. Your font system will include a primary and secondary typeface, carefully chosen to create harmony across digital and print. And don't worry—I'll provide you with a simple guide that lays out how to use your fonts like a pro, so your brand always looks fresh, consistent, and totally on-point.
- **Color Palette:** Your brand's color palette is like the mood ring of your identity—it sets the tone and evokes the right emotions. I'll hand-pick a set of colors that perfectly represent your brand's vibe and make sure it's consistent across all your materials. This palette will be your go-to guide for creating eye-catching, on-brand designs that make your audience feel exactly how you want them to feel. Your color codes (HEX, RGB, CMYK) will be included. 🌈

7. 💡 Brand Treasure Chest – Canva templates for social media marketing magic and brand guidelines, so you can stay consistent and iconic forever. [Check out what's inside your treasure chest.](#)

8. 📱 Social Media Support – Choose Your Path

This package includes 2 options for social media support — choose which is best for you:

Option 1: Learn to DIY

Book a 2-hour strategy session where I'll teach you how to manage your social media using your Brand Treasure Chest and a scheduler of your choice. (I recommend Meta Business

Planner for free Facebook/Instagram scheduling, or Publer if you're posting across multiple platforms.)

You'll walk away with a realistic understanding of what it takes to plan, create, and schedule content consistently — and the confidence to do it yourself, if that's the route you want to take.

Option 2: Let Me Take Over

If DIY isn't your thing, no worries — you can swap the training for **one free month** of social media management through my [Social Spark Subscription](#) (a \$399 value). I'll create and schedule content for you during that month, so you can see how it feels to have it completely off your plate — and decide if ongoing support is the right fit.

Whichever path you choose, the goal is the same: a strategy that actually works *and* works for *you*.

***Want to bundle and save? If you choose not to DIY it after saying yes to **Silver Shine, or Gold Glow**, you'll unlock your first month of [Unicorn Power](#) Subscription FREE.

***FOUNDING CLIENT PRICING! \$\$\$** These rates are part of my limited-time **founding client offer** while I build my portfolio under the Digital Unicorn brand. You're getting boutique agency-level strategy, design, and execution — without the agency price tag. Right now, I'm offering **founding client rates** while I build my portfolio under the Digital Unicorn brand. These discounted rates are available to my **first 7 clients only**, and after that, pricing will increase to reflect the full value of the work. If you've been waiting for the *right* person to help grow your business — this is your moment.

Brand Treasure Chest

 **The Brand Treasure Chest** is your go-to brand kit — a practical, easy-to-use toolkit you can revisit anytime you need clarity, consistency, or direction in your business. Whether you're creating content, onboarding a new team member, or refining your offers, this guide ensures your brand stays true to its voice and vision.

Inside, you'll find everything from your logo files and visual identity to messaging guidelines, content templates, and more — all in one organized, accessible place.

1. Brand Identity Elements

- **Logo variations** (full logo, icon-only, and black/white versions... horizontal and vertical versions.)
- **Brand color palette** (Hex codes + RGB values)
- **Brand fonts** (Primary & secondary fonts for headings, body text, and accents)
- **Brand patterns or textures** (If applicable)
- **Folder of ready-to-use logo files in different formats** (PNG, SVG, JPG).

2. Social Media Assets

- **Profile pictures** (Sized for Facebook, Instagram, LinkedIn, etc.)
- **Story highlight covers** (Branded icons for Instagram & Facebook)
- **Post templates** (Static posts, carousels, quote posts, sales/promotional posts)
- **Story templates** (Engagement prompts, announcements, etc.)
- **Reel & video cover templates**
- **YouTube/LinkedIn/Facebook banners**

3. Design Marketing Collateral

(Optional, depending on your needs. Cost of production extra)

- **Business cards**
- **Signage**
- **Flyers or brochures** (made for digital or print)
- **Email signature**
- **Presentation slide deck template**
- **Swag** (hats, shirts, magnets, pens)

Access to everything will be shared with you on Canva so that you can edit, save, and use as you wish.

4. Social Media Strategy Guide:

The Social Media Strategy Guide is your magic map to creating content that sparks joy and connects with your audience. You'll discover the types of posts that will make your brand shine, how to find where your audience is lurking, and how to sprinkle engagement everywhere—from

commenting on competitors to joining Facebook groups. This 50-page guide is your secret weapon for building authentic connections and growing your brand's online sparkle with ease!

5. Brand Blueprint:

This is your go-to guide for keeping your brand aligned and intentional. It's a written framework that captures your business's identity, voice, and values — so you always have a clear reference point when making decisions, creating content, or bringing new team members on board. Whether you're stuck on what to post or training someone new, this blueprint keeps your brand grounded, consistent, and unmistakably *you*.

Defining Brand Voice

Practical Steps to Define Your Brand Voice and Messaging Guidelines:

1. Write Down Example Sentences:

We'll start by crafting a set of sample sentences that show how your brand voice should sound in different situations. For example, how you'd respond to a customer inquiry, announce a new service, or thank someone for a referral. These sentences will act as a reference for your team or anyone creating content for you.

- **Example:**

- *Professional & Polished:* "Thank you for reaching out to us. We appreciate your interest and look forward to working with you."
- *Casual & Friendly:* "Hey, thanks for getting in touch! We're super excited to chat with you and see how we can help!"

2. Identify Key Words or Phrases:

We'll pinpoint specific words or phrases that align with your brand's personality and resonate with your target audience. This helps keep your messaging consistent and creates a sense of familiarity. It could be anything from a particular slang or jargon to a tone-setting phrase.

- **Example:** If you're a wellness coach, you might love using terms like "balance," "empowerment," "nourish," or "transform." If you're a tech service provider, you might use "streamlined," "cutting-edge," or "user-friendly."

3. Define the Tone for Different Scenarios:

Your tone might change based on the situation, but it should still feel like "you." For example, when addressing a concern, you might be more empathetic and reassuring. For promotions or updates, you might use an excited and inspiring tone. We'll define what tone fits each scenario.

- **Example:**

- **Empathetic Tone:** "We understand how frustrating that can be, and we're here to help you through it."
- **Excited & Inspiring Tone:** "You're just one step away from the transformation you've been waiting for!"

4. Set Dos & Don'ts:

This is where we list out the "don'ts" to make sure we're avoiding things like jargon that doesn't resonate or coming off too casual when we need to be more professional. We'll also list the "dos"—like being positive, authentic, and inclusive.

- **Example:**

- **Do:** Use clear, simple language.

- **Don't:** Use overly complicated jargon that confuses your audience.

5. **Create a Messaging Cheat Sheet:**

This is a quick reference guide with the key points you want to communicate in every piece of content, from your services to your values to your unique offerings. Think of it like your brand's elevator pitch, but broken down into easily digestible points.

- **Example:**

- **Main Message 1:** "We make life easier by simplifying complex tasks."
- **Main Message 2:** "Our service is about personalized attention and results you can count on."

By writing this all down, you'll have a solid foundation to ensure that whether you're posting on social media, writing emails, or talking to clients, everything will sound cohesive and true to your brand's personality. This keeps your messaging strong, clear, and consistently on-point. 🌟

Step-By-Step Brand Elixir

Step 1: Book Your Brand Elixir Intake Session

What's Happening:

Once you book your \$199 intake session and fill out your pre-call questionnaire, I'll get to work investigating and prepping for our session. Come ready to collaborate! This lets us make the most of our time together.

What I Need From You:

- Pay for the intake session
 - Complete the Brand Elixir questionnaire
 - Book your session and come ready to talk about who you are and what your brand *could* be
-

Step 2: Brand Strategy Session + Setup

What's Happening:

In this 60-minute session, we'll build on your questionnaire and start filling out your Brand Blueprint. Afterward, I'll set up your Google Drive client dashboard, where all your deliverables and assets will live.

Your Brand Dashboard will include:

- ✓ A copy of your completed questionnaire
- ✓ A welcome letter
- ✓ Brand Blueprint (we'll fill out some of this during the call and I will add to it after our session)
- ✓ A link to pay the remaining \$601
- ✓ A shared folder for inspiration, visuals, and brand assets
- ✓ A survey link you can send to past clients for feedback (optional but helpful!)

What I Need From You:

- Share any existing logos, visuals, or branding materials
 - Pay the remaining balance
 - Review and add to your Brand Blueprint
-

Step 3: Brand Discovery & Development

What's Happening:

We'll dive into crafting your brand's essence—your identity, mission, vision, values, ideal audience, and unique positioning in the market. I'll create a messaging framework that defines your tone, writing style, and go-to language. This ensures consistency—whether you're writing captions, websites, or emails.

What I'll Do:

- Analyze your competitors and audience
- Collect insight from your clients (through reviews, your provided survey, or feedback)
- Build your Mission, Vision, and Core Values statements
- Define your Unique Selling Proposition (USP)
- Outline your brand voice (Examples of “how your brand would say this”)
- Create a cheat sheet for key messages, taglines, and how to talk about your offers
- Document all of this inside your personalized **Brand Blueprint**

What I Need From You:

- Give feedback on early drafts and vibe-check the language
- Be honest! Tell me what *feels* aligned and what doesn't

Step 4: Visual Identity Creation

What's Happening:

Now we make it beautiful. I'll design your logo, choose your brand color palette, and build your font system.

What You'll Get:

- ✓ 3–5 initial logo concepts (with rationale)
- ✓ One finalized primary logo
- ✓ Secondary logo variations (stacked, horizontal, simplified, etc.)
- ✓ Brand color palette with HEX, RGB, and CMYK codes
- ✓ Font pairing guide for headings, body text, and accent usage

What I Need From You:

- Review logo concepts and give clear feedback
 - Approve your chosen direction
-

Step 5: Brand Treasure Chest Delivery

What's Happening:

Once everything is polished and approved, you'll receive access to your **Brand Treasure Chest** via Google Drive. This is your brand's DIY survival kit—perfect for staying consistent on your own or onboarding a new team member.

Inside the Treasure Chest:

- ✓ Brand Identity Elements (logo files, fonts, color codes)
 - ✓ Branded Social Media Templates (Canva-ready)
 - ✓ Cover templates for reels, carousels, stories, etc.
 - ✓ Social Media Strategy Guide (50+ pages!)
 - ✓ Your completed personalized **Brand Blueprint** — the master doc that ties it all together
-

Step 7: Social Media Support — Choose Your Path

You've got two powerful ways to launch your new brand presence:

Option 1: Learn to DIY

Book a 2-hour strategy session where I'll walk you through your scheduler (Meta Business Suite or Publer), how to plan your content, and how to batch & schedule posts. This is ideal if you want control but need a little guidance first.

Option 2: Let Me Take Over

Skip the session and get **1 month of Social Spark FREE** (\$399 value). I'll create and schedule branded content for you to get the momentum rolling. You'll get a taste of what it's like to have it off your plate—and you can decide if ongoing support fits your needs.

Step 8: Ongoing Support Options

Not ready to part ways? If you'd rather not fly solo with your new brand, here's what's next:

- ✓ **Join the Social Spark Subscription** for full-service content creation
- ✓ **Bundle your Brand Elixir with the Magic Site and/or Ad Alchemy to unlock exclusive savings!** Now that your brand is crystal clear, let's put it to work. Whether you need a stunning website, a high-converting ad campaign—or both—we can keep the momentum going with bundled packages designed to launch your next big move.
- ✓ Keep refining your messaging and visibility with confidence—your brand foundation is now solid 🎉



AD ALCHEMY PACKAGE



Ad Alchemy Package – Strategic Ad Setup That Converts. (\$800)* **Founding client pricing – limited-time offer while we build our ad portfolio*

This one-time setup is required before starting any of my ad management subscriptions — including **Campaign Sorcery**, **Unicorn Power**, or **Arcane Success**. It lays the essential groundwork: from ad account setup to tracking, strategy, campaign launch, and optimization for the first 6-8 weeks.

But it's not just a prerequisite — it also works as a powerful **stand-alone package** for business owners who want to run a one-time promotion, test digital advertising without long-term commitment, or **learn how to manage their own campaigns** with confidence and clarity.

Your ad campaign will be modified, A/B tested, and optimized every 7-10 days, in order to determine the most successful combination of creative, copy, placement, and audience to allocate your budget appropriately. By the end, you'll have at least one very specific winning campaign, one broad lead generator, and one retargeting campaign. To see an example of a campaign setup for Meta, [click here](#).

What's Included:

1. ⚙️ Full Ad Account Setup:

I'll set up (or optimize) your Meta and/or Google Ads accounts so you're ready to launch. Here's what's included:

- Meta Business Manager + Ad Account Setup
 - Google Ads + Google Analytics Setup
 - Google Tag Manager + Facebook Pixel Installation
 - Search Console Integration + Custom Reporting Setup
- Already have accounts? I'll walk you through inviting me as an admin so I can take care of the rest.

2. 🎯 Campaign Creation + A/B Testing

I'll create your first strategic campaign from scratch with a focus on clicks that convert. What's included:

- Ad copywriting tailored to your brand and goals
- Graphic or video creative design (depending on platform and offer)
- Keyword research + competitor insights
- Ad group structuring and campaign setup for A/B testing
- Launch and performance check to ensure it's running smoothly

3. Analytics & Tracking Implementation

Data = power. I'll install and connect the tools needed to track ad performance accurately.
Includes:

- Pixel + event setup (Meta + Google)
- UTM parameters for clean reporting
- Basic Looker Studio or GA dashboard (if applicable)

4. Post-Campaign Support – Choose Your Path:

This package includes 2 options for post-campaign support — choose the one that fits how you work best:

Option 1: Learn to DIY

Book a 2-hour strategy session with me after your campaigns have been running for 6-8 weeks. We'll go over your results together, walk through key performance metrics, and I'll teach you how to manage and optimize future campaigns on your own.

You'll also receive The Conversion Codebook — your step-by-step guide to reading reports, adjusting ad settings, tracking performance, refining audiences, and running successful campaigns moving forward.

This option is perfect if you want to feel confident managing your own ad strategy without flying blind.

Option 2: Let Me Take Over:

Prefer to stay out of Ads Manager? Swap your strategy session for one free month of ad management through the [Campaign Sorcery Subscription](#) (\$399 value) free for your first month).

I'll monitor your performance, test and tweak your campaigns, and start building momentum toward bigger results — so you can focus on what you do best while I handle the optimization.

Whichever path you choose, the goal is the same:

A clear, strategic approach to digital advertising that fits your business, your bandwidth, and your goals.

What Makes Ad Alchemy Different:

This isn't just a basic setup — it's a strategy-first campaign build that's customized to your business and your goals.

Instead of delivering a fixed checklist, I spend our setup time where it matters most. That might mean:

- Designing multiple creative variations for testing
- Building a landing page
- Capturing & editing a short promo video
- Prioritizing one platform (Meta, Google, TikTok, Pinterest, etc.) based on your goals

This is a collaborative, creative ad strategy — not “set it and forget it.” I’ll help you run a campaign that actually converts, because it’s tailored to YOUR business... not a cookie cutter agency template. *Why? Because when your ads crush it, you’re more likely to keep growing with me — and I’m here for the long game.*

***FOUNDING CLIENT PRICING! \$\$\$** These rates are part of my limited-time **founding client offer** while I build my portfolio under the Digital Unicorn brand. You’re getting boutique agency-level strategy, design, and execution — without the agency price tag. Right now, I’m offering **founding client rates** while I build my portfolio under the Digital Unicorn brand. These discounted rates are available to my **first 7 clients only**, and after that, pricing will increase to reflect the full value of the work. If you’ve been waiting for the *right* person to help grow your business — this is your moment.

Step-By-Step Ad Alchemy

Ad Alchemy Step-by-Step – How We'll Build Your High-Converting Campaign

Welcome to Ad Alchemy — this is where strategy meets creativity to create ads that convert. Whether you're planning to DIY your ads long-term or want me to take over, this step-by-step guide shows exactly what to expect as we build and launch your campaign.

Step 1: Book Your Ad Alchemy Intake Session:

What's Happening: This is your official starting point! Once you book your \$199 intake session, you'll receive a detailed questionnaire to help me understand your business, audience, offers, and ad goals.

What I Need From You:

- Pay for the intake session
 - Fill out the pre-session questionnaire
 - Book your call and come ready to share your goals, struggles, and vision for your ads
-

Step 2: Intake Session & Setup

What's Happening: We'll meet for a 60-minute strategy call where we dig deeper into your offers, your audience, and what success looks like. I'll use your intake responses as a springboard for ideas and recommendations.

After the session, I'll:

- Set up your Client Dashboard (includes welcome letter, session receipt, and invoice for the remaining \$601)
- Begin prepping for your custom ad campaign build

What I Need From You:

- Pay your remaining balance
 - Share any brand assets, photos, offers, or content we'll need for your ads
-

Step 3: Ad Account Setup

What's Happening: I'll set up or optimize your Meta Business Manager, Google Ads, and connect Google Tag Manager, Facebook Pixel, and Analytics tools for accurate tracking.

What I Need From You:

- Grant me access to your ad accounts (or if you don't have any, I'll create them)
- Approve any connection requests or verification steps

What You'll Get: A clean, functional, properly connected backend — ready to track results and scale.

Step 4: Campaign Creation & Creative Development

What's Happening: I'll build a campaign designed to convert — with multiple ad variations and audience testing. Depending on your needs, I might:

- Write custom ad copy
- Design image or video ads
- Conduct keyword or competitor research
- Build a landing page or link to existing website pages

What I Need From You:

- Approve ad copy, visuals, and/or landing pages
- Provide feedback before launch

What You'll Get: A tailored ad campaign ready for launch — not a cookie-cutter setup. You're not getting the big agency “set and forget” method. I'm going to test, change, and reallocate your budget every 7-10 days for 6-8 weeks and scale the best performing ads. To see an example of what a campaign structure looks like, [check it out here](#).

Step 5: Launch & Test

What's Happening: Once approved, I'll launch your campaign, change the A/B testing, and reallocate the budget every 7-10 days. I'll confirm ads are delivering and tracking is working properly.

What I Need From You:

- Keep an eye out for early leads or inquiries
- Share any updates if something feels off or isn't working

What You'll Get: Your first live campaign! 🚀

Step 6: Post-Campaign Support – Choose Your Path

What's Happening: After your campaign has been live for 6-8 weeks, it's time to choose your path:

Option 1: Learn to DIY We'll meet for a 2-hour strategy session to review your campaign results and I'll teach you how to run ads on your own. You'll also get your **Conversion Codebook** — your guide to ads management and optimization.

Option 2: Let Me Take Over If DIY isn't your style, skip the strategy session and enjoy your first free month of the **Campaign Sorcery Subscription** (\$399 value). I'll manage your ads, refine the targeting, and keep building on what's working.

What I Need From You:

- Let me know which path you want to take
 - Book your session or activate your subscription
-

✨ Want More Ongoing Support? If you're bundling Ad Alchemy with either the Magic Site or Brand Elixir packages (Silver Shine or Gold Glow), you'll unlock your **first month of Unicorn Power Subscription FREE** — which includes:

- Social Spark (done-for-you content + engagement)
- Campaign Sorcery (ongoing ad management + optimization)

🦄 Whether you choose to learn, delegate, or scale — I'll make sure your first campaign sets the stage for long-term success.

Example Ad Setup

Example Meta Ad Campaign Flow

Phase 1 (Day 0–7): Test Services or Products and Creative

- Use **Ad Set Budgets** so each service gets its fair shot, allocate the budget evenly.
- Testing to see which service or product performs best
- Testing to see which creative variety performs best

Example:

An exterior cleaning company offers Pressure Washing, Window Cleaning, and Gutter Cleaning.

TEST A: Carousel image creative (3 ads, one for each service)

TEST B: Video ad (one for each service)

Different types of creative tests might include video, carousel, single image, collection or service tiles, slideshow, and story/reel creative

Phase 2 (Day 7-14): Focused Campaign & Platform + Generic Copy Test

- Still using ad set budgets
- Decide if you want to pause the ad set for underperforming products/services
- Create a brand new campaign using the creative, platform, placements, and service winner. (if there is one) Set up A/B testing for ad copy.
- Leave Campaign 1 running, but run A/B test for ad copy.
- Decide how you want to allocate the budget between the two Campaigns.

Allocation Options:

Option A: 50/50 Split

- Safe, balanced.
- Lets you keep testing copy/angles broadly while giving the proven winner equal firepower.
- Best if the budget is medium-large (so both campaigns get enough data).

Option B: 60/40 (Focused > Generic)

- Gives more budget to the “winner,” but still keeps generic alive for discovery.
- This is my usual go-to for small businesses with tighter budgets.

Option C: 70/30 (Aggressive Focus)

Works if you're limited on time and NEED bookings, or you've already seen *clear* winner results and think that Campaign 1 will be more for awareness than leads.

Ad Copy Testing Example:

- 1) Seasonal / Urgency
- 2) Promos or Educational
- 3) Testimonial / Proof

Phase 3 (Day 14–30): Audience or Optimization Test 1

- Take the copy and creative winners from both campaigns and now set up Audience Testing Phase 1... this will likely be age groups.
 - Chances are, Instagram will have a younger audience than Facebook. So your Audience Age test for campaign 1 will likely be broader (say 25-35, 35-65, 65+) and Instagram will likely be 20-30, 30-40, 40+ Use ad set budgets equally between audience tests
 - It may not be applicable to test audience segments for your business, in which case we may focus on further placement optimization, creative optimization, or workflow optimization (ie are there higher conversions with instant meta forms vs sending them to your website, or linking directly to a phone number?)
-

Phase 4 (Day 30–40): Retargeting Campaign and Audience Test 2

- Add a dedicated **retargeting ad set** with a small piece of the budget
 - Take your age range winners (or optimization winners) from each of your campaigns and set up an A/B test against a lookalike audience. Still use ad set budgets equally
 - When testing age winners vs lookalike, make sure your lookalike has at least ~200 source events (site visits or form fills). If traffic is still light, delay that test so you don't get misleading results and instead just let this phase go a little longer, or set up retargeting and move onto phase 5
-

Phase 5 (Day 40+): Scaling & Expansion

- **Take your winning creative, copy, age test, and a/b vs audience test winners, then create a whole new campaign with a campaign budget.**
Let Meta auto-allocate spend across placements (IG feed, Stories, FB feed).
Raise budget gradually (20–30% every 3–4 days).

- Keep ad set budget running in parallel for:
 - Retargeting (cheap, controlled spend).
 - New creative/service experiments.

 Bundled Packages (Silver Shine & Gold Glow):

✨ Bundled Packages & Bonus Magic

Want it all? These bundled packages combine the essentials — and come with built-in momentum.

✓ **Silver Shine Package – \$2,500** Includes:

- Magic Site (\$2,000)
- **Your choice of** Ad Alchemy (\$800) *or* Brand Elixir (\$800)

📦 **Total value: \$2,800+**

🎁 **You save \$300**

Perfect if you already have a solid brand or ad strategy and just need to level up one area.

✓ ✨ **Gold Glow Package – \$3,000** Includes:

- Magic Site (\$2,000)
- Brand Elixir (\$800)
- Ad Alchemy (\$800)

📦 **Total value: \$3,600+**

🎁 **You save \$600**

Best for businesses starting from scratch or doing a full refresh — walk away with a cohesive brand, a strategy-backed campaign, and a website that actually converts.

🌟 Bonus: Don't Want to DIY It?

If you go all-in with a **Silver Shine** or **Gold Glow** package, you'll unlock **your first month of Unicorn Power FREE** — my signature subscription that includes:

- **Social Spark** (done-for-you content + engagement)
- **Campaign Sorcery** (ad management + optimization)

✨ That's **\$599 in extra value**, completely free — and a whole month of hands-off support to launch your new brand and strategy without lifting a finger. If it feels like magic, you're welcome to keep the spell going. 🦄

Subscriptions

Ongoing Support (Subscription Services)

 **Website Watchdog Subscription (\$99/month*) Standalone:** Ideal for businesses who just want peace of mind and light support.

What's Included:

- ✓ Text and image swaps
- ✓ Adding or updating contact info, hours, or staff bios
- ✓ Posting promotions or announcements
- ✓ Minor layout or section edits
- ✓ One new simple page/section per quarter (example: to highlight a new service or team member)
- ✓ Updating basic SEO to align with Google's broad core updates
- ✓ Identify opportunities for improvement (e.g., outdated content, missing alt tags, slow-loading images)
- ✓ Quarterly report on your Google Search Console & Analytics

Note: Larger projects like new feature builds, full redesigns, or e-commerce setup will be quoted separately.

Bonus for Website Clients:

When you build your site with us and sign up for any of the following subscription services, you'll get the *"Website Watchdog Subscription"* **FREE!** That means you can skip the tech headaches and just email us when you need something changed — we'll take care of it. No extra invoice, no hassle.

Social Spell Subscription (\$399*/month) – Ignite engagement and grow your brand with social media.

- ✓ **Content Creation & Scheduling** – 3+ posts per week (image posts, carousels, reels, stories).
- ✓ **Community Engagement** – Actively interacting with potential customers and industry partners.
- ✓ **Comment & Message Monitoring** – Ensuring timely responses.
- ✓ **Analytics & Strategy Adjustments** – Monthly reporting and optimization.
- ✓ **Google My Business Management** – Keeping your listing fresh and responding to reviews.

*As the content library builds, posting may become more in depth and/or more frequent because it will be less time consuming as existing content can be modified & reworked.

 **Campaign Sorcery Subscription (\$399*/month): - Keep your campaigns fresh, optimized, and performing at their best.**

What's Included:

✓ **Evergreen Campaign**

A continuous campaign running for sustained visibility and lead generation.

✓ **Brand New Campaigns**

Quarterly creative & copy updates

✓ **Campaign Revisions**

Ongoing optimization of your evergreen campaigns, plus monthly performance reviews to ensure top results.

✓ **Analytics & Strategy Adjustments**

Monthly performance reports with actionable insights to refine and improve your campaigns.

Pricing:

\$399/month

Note: Ad spend is not included in the monthly fee. Ad spend will be billed separately based on your campaign budget. The monthly ad spend can be rotated between accounts and adjusted as campaigns are reviewed.

Ideal For:

- **Consistent Ad Presence**
- **Ongoing Lead Generation**
- **Seasonal Campaign Adjustments**
- **Businesses Ready for Long-Term Growth**

 **Unicorn Power Subscription (\$699*/month + Ad Spend) - The best value for businesses that want social media + advertising support!**

✓ **Everything in the Social Spark Subscription** (Content, Engagement, Google My Business)
PLUS

✓ **Everything in the Campaign Sorcery Subscription** (Campaign Management, Reports, Optimization).

✓ **Everything in the Website Watchdog Subscription** *for website clients only

 BEST VALUE OFFER:

Say yes to Ad Alchemy, Silver Shine, or Gold Glow and unlock your first month of Unicorn Power FREE if you choose not to DIY it!

That means we'll fully build and launch your first high-performing ad campaigns at no charge, so you can hit the ground running. Why? Because we're betting that when your ads crush it, you'll stick with us — and we're here for the long haul.

 **Arcane Success Subscription (\$999*/month + Ad Spend) - A full-scale digital marketing solution for serious business growth.**

✓ **Everything in the Unicorn Power Subscription PLUS:**

✓ **Advanced SEO Optimization** – Keyword updates & SEO updates across website, GMB profile, social media accounts, AND ad campaign copy.

✓ **Backlink Acquisition & Monitoring** – Build credibility by securing placements on high-quality websites (link acquisition searching and guest post backlinks). Remove broken or outdated backlinks which can negatively affect your SEO.

✓ **Monthly Strategy Call (Optional)** – Goal-setting, performance analysis, and next steps.

AND:  Quarterly Rotating Deliverables

To keep the content sharp and the workflow sustainable, we rotate the following high-impact deliverables monthly:



Month 1: Blog Article

An SEO-rich, value-packed blog post to boost organic traffic and establish your brand voice.



Month 2: Email Marketing Campaign

A custom newsletter or promo email to re-engage your audience and drive traffic or sales.



Month 3: Print Media Campaign

One high-quality design for print (e.g., postcard, flyer, signage, or newspaper ad), plus coordination with vendors as needed.

Printing costs billed separately.

Need something specific? If your business doesn't require one of these in a given month, we'll substitute it with a second blog or email campaign to fit your goals... or we can talk about custom options for your needs!

Time-Efficient. Results-Focused.

We've designed this package to deliver maximum value for small businesses ready to scale without adding a full-time team.

SEO Refresh – \$249/year - for existing website clients only.

Get found again. An annual tune-up for your site's visibility and performance, including:

- Updated keyword research
 - On-page SEO review (tags, structure, image alt text)
 - Mobile + speed test
 - 1-page audit report with next-step recommendations
- Ideal for websites that have been live 6+ months or recently added content/services.

* ✨ **Subscription Policy – Digital Unicorn**

To give you the best service possible, we plan, create, and schedule your content **one month ahead**. This means when your subscription starts (e.g., January 1), we'll begin creating and scheduling **both January and February's** content right away.

To protect the creative energy and time that goes into your content:

- **Subscriptions require a 30-day cancellation notice.**
If you cancel mid-month, your subscription will continue through the end of the following month.
- **No partial refunds** are provided once content has been created or scheduled.
- **Minimum commitment is 2 months** to allow for strategic momentum and measurable results.

We're here to build magic with you, and this policy ensures we're both protected while your brand sparkles online ✨

***FOUNDING CLIENT PRICING! \$\$\$** These rates are part of my limited-time **founding client offer** while I build my portfolio under the Digital Unicorn brand. You're getting boutique agency-level strategy, design, and execution — without the agency price tag. Right now, I'm offering **founding client rates** while I build my portfolio under the Digital Unicorn brand. These discounted rates are available to my **first 7 clients only**, and after that, pricing will increase to reflect the full value of the work. If you've been waiting for the *right* person to help grow your business — this is your moment.



 **Website Watchdog Subscription (\$99*/month) Standalone:** Ideal for businesses who just want peace of mind and light support.

What's Included:

- ✓ Google Analytics & Search Console Setup – Track traffic & performance using custom built reports.
- ✓ Quarterly report on your Google Search Console & Analytics (summarized in plain English so that you don't go cross-eyed at all the technical mumbo jumbo)
- ✓ Text and image swaps
- ✓ Adding or updating contact info, hours, or staff bios
- ✓ Posting promotions or announcements
- ✓ Minor layout or section edit
- ✓ One new simple page/section per quarter (example: to highlight a new service or team member)
- ✓ Updating basic SEO to align with Google's broad core updates
- ✓ Identify & correct opportunities for improvement (e.g., outdated content, missing alt tags, slow-loading images)

Note: Larger projects like new feature builds, full redesigns, or e-commerce setup will be quoted separately.

Bonus for Website Clients:

When you build your site with us and sign up for any of the other subscription services, you'll get the *"Website Watchdog Subscription"* **FREE!** That means you can skip the tech headaches and just email us when you need something changed — we'll take care of it. No extra invoice, no hassle.

Why Analytics Reports Matter (Even If You're Not Running Ads)

Google Search Console (GSC) is all about organic search:

- Shows what keywords people are using to find your site on Google.
- Tracks click-through rates, ranking positions, and impressions—all organic.
- Helps you identify SEO opportunities (e.g., you're ranking on page 2 for a valuable keyword—let's improve that).

Google Analytics (GA4) tracks all traffic sources, not just paid:

- Breaks down where people come from (search, social, email, referrals, etc.).
 - Tells you how people behave once they land on your site—what they read, where they drop off, and how long they stay.
- Useful for spotting what's working (like a blog post bringing in traffic) and what's not (like a contact page no one clicks).

You don't need to be spending money on ads to benefit from Google's tools.

In fact, **this report is all about your organic growth**—how people are finding your website naturally, through Google searches, social media links, or just typing in your address directly.

With this report, you'll learn:

- ✓ **What keywords people are using** to find your business
- ✓ **How many people visited your site** this quarter—and where they came from
- ✓ **Which pages are most popular**, and where people spend their time
- ✓ **Opportunities to improve** your visibility and turn more visitors into customers

It's not just data—it's insight into what's working and what to do next, so your website keeps working *even when you're not*.

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Social Spell

➡️ **Social Spell Subscription – \$399*/month**

Ignite engagement. Grow your brand. Stay top of mind.

Your business deserves more than just a few scattered posts — it needs a **strategic, consistent presence** that turns followers into fans and fans into customers. The Social Spark package is designed to fuel your brand with high-quality content, active community interaction, and smart adjustments that keep your social strategy thriving.

What's Included:

- ✓ **Content Creation & Scheduling** – We craft and publish for you (including image posts, carousels, reels, and stories) tailored to your brand voice, goals, and audience.
- ✓ **Community Engagement** – We don't just post and ghost. We interact with potential customers, partners, and influencers to help you build relationships and visibility.
- ✓ **Comment & Message Monitoring** – Timely replies to comments and DMs that keep your brand active and responsive.
- ✓ **Analytics & Strategy Adjustments** – Monthly reporting with insights and tweaks to improve performance and engagement over time.
- ✓ **Google My Business Management** – Regular updates, fresh content, and review responses to help you shine in local search results.

💡 *3–5 weekly posts based on existing content + new creative as needed. As your content library grows, we'll repurpose and evolve your assets — making it easier to scale output without reinventing the wheel.*

Why It Works:

- Builds credibility and consistency
- Increases brand awareness and audience trust
- Keeps your business visible and relevant in the social space

* ✨ **Subscription Policy – Social Spell**

To give you the best service possible, we plan, create, and schedule your content **one month ahead**. This means when your subscription starts (e.g., January 1), we'll begin creating and scheduling **both January and February's** content right away.

To protect the creative energy and time that goes into your content:

- **Subscriptions require a 30-day cancellation notice.**
If you cancel mid-month, your subscription will continue through the end of the following month.
- **No partial refunds** are provided once content has been created or scheduled.
- **Minimum commitment is 2 months** to allow for strategic momentum and measurable results.

We're here to build magic with you, and this policy ensures we're both protected while your brand sparkles online ✨

Asset Ownership & Optional Buyout

All published content created under the **Social Spark Subscription** is yours to keep and reuse as needed. However, editable files, templates, internal tools, and working documents (e.g., Canva or Capcut files) remain the intellectual property of **Digital Unicorn** and are not included in your subscription by default.

If you wish to obtain full access to all editable content upon the end of your subscription, simply reach out to us. We'll provide a tailored Buyout Package based on the assets involved. Buyout pricing is based on the volume of content, complexity, and number of assets you'd like to purchase. Contact us for a personalized quote.

***FOUNDING CLIENT PRICING! \$\$\$** These rates are part of my limited-time **founding client offer** while I build my portfolio under the Digital Unicorn brand. You're getting boutique agency-level strategy, design, and execution — without the agency price tag. Right now, I'm offering **founding client rates** while I build my portfolio under the Digital Unicorn brand. These discounted rates are available to my **first 7 clients only**, and after that, pricing will increase to reflect the full value of the work. If you've been waiting for the *right* person to help grow your business — this is your moment.



Campaign Sorcery

 **Campaign Sorcery Subscription (\$399*/month +adspend): - Keep your campaigns fresh, optimized, and performing at their best.**

***Must purchase Ad Alchemy, Silver Shine, or Gold Glow Package FIRST.**

What's Included:

✓ **Evergreen Campaign**

A continuous campaign running for sustained visibility and lead generation.

✓ **Brand New Campaigns**

Quarterly creative & copy updates (4x per year for 1 account, 8x per year for 2 accounts).

✓ **Campaign Revisions**

Ongoing weekly optimization of your evergreen campaigns, plus monthly performance reviews to ensure top results.

✓ **Analytics & Strategy Adjustments**

Monthly performance reports with actionable insights to refine and improve your campaigns.

Note: Ad spend is not included in the monthly fee. Ad spend will be billed separately based on your campaign budget. The monthly ad spend can be rotated between accounts and adjusted as campaigns are reviewed.

Ideal For:

- **Consistent Ad Presence**
- **Ongoing Lead Generation**
- **Seasonal Campaign Adjustments**
- **Businesses Ready for Long-Term Growth**

Why the Ongoing Campaign Sorcery Subscription is the Best Option for most businesses:

Long-Term Growth & Consistent Lead Generation:

Running one-off campaigns might give you a temporary boost, but without ongoing optimization, your results can plateau quickly. By investing in the Campaign Sorcery subscription, you're ensuring that your business will consistently be reaching new leads and keeping your digital presence active — all year long.

Continuous Campaign Optimization

We don't just set it and forget it. Every week, we analyze your campaign performance, adjust targeting, swap in new creative, and test fresh ideas. This continuous refinement allows your

campaigns to improve over time, maximizing your ROI and ensuring that every dollar spent is working harder for you.

Adapting to Your Business' Needs

Your business isn't static, and neither should your campaigns be. We stay on top of market shifts, seasonal changes, and evolving consumer behavior, tweaking your campaigns to ensure they remain aligned with your current goals. With quarterly updates and monthly optimizations, we keep your campaigns fresh and relevant.

Actionable Insights & Data-Driven Decisions

One-time campaigns provide a snapshot, but with ongoing management, we can track your results over time and build on them. The more we work together, the more data we collect, allowing us to make smarter, more effective decisions for future campaigns. With Campaign Sorcery, you can trust that every campaign will be better than the last.

Cost-Effective, Scalable Strategy

Think of the subscription as a long-term investment in your business. With Campaign Sorcery, you're getting a comprehensive service at a competitive price. Our goal is to help you grow consistently, and the ongoing nature of this subscription ensures that we're always ready to pivot, optimize, and scale your campaigns — making sure your marketing dollars are spent efficiently.

Get the Most Out of Your Ad Spend

The ongoing subscription ensures that your ad budget is being spent as efficiently as possible. We continuously monitor and tweak campaigns to ensure they are delivering results and providing the best possible ROI.

Campaign Sorcery Subscription Policy

The Campaign Sorcery Subscription includes a mix of evergreen and seasonal ad campaigns, active optimizations, and ongoing strategy support — so you get results that grow over time.

We keep things flexible while also protecting the strategic energy poured into your campaigns:

-  **Cancel anytime** — your subscription will remain active through the end of your current billing period.
-  To avoid being charged for the next cycle, please cancel at least **5 days before** your next billing date.

-  **No partial refunds** are offered once the current month's campaign strategy and optimization have begun.
-  Monthly performance reports and weekly adjustments are part of your active subscription and cannot be retroactively paused or credited.

You (the client) retains **full ownership** of content within your ad accounts, including:

- Campaign history
- Keyword data
- Ad creatives
- Analytics tracking
- Conversion settings

***FOUNDING CLIENT PRICING! \$\$\$** These rates are part of my limited-time **founding client offer** while I build my portfolio under the Digital Unicorn brand. You're getting boutique agency-level strategy, design, and execution — without the agency price tag. Right now, I'm offering **founding client rates** while I build my portfolio under the Digital Unicorn brand. These discounted rates are available to my **first 7 clients only**, and after that, pricing will increase to reflect the full value of the work. If you've been waiting for the *right* person to help grow your business — this is your moment.



 **Unicorn Power Subscription (\$699*/month + Ad Spend) - The best value** for businesses that want **social media + advertising support!** *must be purchased after Ad Alchemy, Silver Shine, or Gold Glow.

 BEST VALUE OFFER:

Say yes to Ad Alchemy, Silver Shine, or Gold Glow and get your first month of Unicorn Power FREE if you choose not to DIY it.

- ✓ Includes everything from **Social Spell** (Content, Engagement, Google My Business)
- ✓ Plus everything from **Campaign Sorcery** (Campaign Management, Reports, Optimization)

 Why this offer matters:

Because great campaigns don't stop at launch—they get better with time. Offering your first month free gives you the chance to *see how powerful ongoing optimization really is*—as we refine, adjust, and scale your ads based on real data.

And when I manage both your **organic content and paid strategy**, everything flows. Your posts build trust and connection, your ads convert, and your audience sees a seamless brand experience. It's smarter, more efficient, and it simply gets better results.

This offer isn't just generous—it's strategic. I want to stand beside the brands I believe in, build something meaningful, and help you grow with intention. This isn't just business—it's personal. I give a damn about the work, the results, and the people behind them. It gives you a full month to experience the magic of aligned marketing... and sets you up for long-term success.

 Let's build your unicorn brand—and make it unforgettable.

***FOUNDING CLIENT PRICING! \$\$\$** These rates are part of my limited-time **founding client offer** while I build my portfolio under the Digital Unicorn brand. You're getting boutique agency-level strategy, design, and execution — without the agency price tag. Right now, I'm offering **founding client rates** while I build my portfolio under the Digital Unicorn brand. These discounted rates are available to my **first 7 clients only**, and after that, pricing will increase to reflect the full value of the work. If you've been waiting for the *right* person to help grow your business — this is your moment.

Arcane Success

🔥 **Arcane Success Subscription (\$999*/month + Ad Spend) - A full-scale** digital marketing solution for serious business growth.

✓ **Everything in the Unicorn Power Subscription PLUS:**

✓ **Advanced SEO Optimization** – Keyword updates & SEO updates across website, GMB profile, social media accounts, AND ad campaign copy.

✓ **Backlink Acquisition & Monitoring** – Build credibility by securing placements on high-quality websites (link acquisition searching and guest post backlinks). Remove broken or outdated backlinks which can negatively affect your SEO.

✓ **Monthly Strategy Call (Optional)** – Goal-setting, performance analysis, and next steps.

AND: 🔄 **Quarterly Rotating Deliverables**

To keep the content sharp and the workflow sustainable, we rotate the following high-impact deliverables monthly:

📝 **Month 1: Blog Article**

An SEO-rich, value-packed blog post to boost organic traffic and establish your brand voice.

✉️ **Month 2: Email Marketing Campaign**

A custom newsletter or promo email to re-engage your audience and drive traffic or sales.

🖨️ **Month 3: Print Media Campaign**

One high-quality design for print (e.g., postcard, flyer, signage, or newspaper ad), plus coordination with vendors as needed.

Printing costs billed separately.

Need something specific? If your business doesn't require one of these in a given month, we'll substitute it with a second blog or email campaign to fit your goals... or we can talk about custom options for your needs!

Time-Efficient. Results-Focused.

We've designed this package to deliver maximum value for small businesses ready to scale without adding a full-time team.

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SEO Refresh

 SEO Refresh – \$249/year - for existing website clients only.

Get found again. An annual tune-up for your site's visibility and performance, including:

- Updated keyword research
 - On-page SEO review (tags, structure, image alt text)
 - Mobile + speed test
 - 1-page audit report with next-step recommendations
- Ideal for websites that have been live 6+ months or recently added content/services

\$ PRICING TABLES

🌟 Digital Unicorn Packages Overview

Package	What's Included	Price	Perfect For
🌟 <i>Strategy Spark</i>	60-min session, mini audit, Brand Boost Blueprint, Social Media Strategy Guide	\$199	Clarity before committing
🧙 <i>Magic Site</i>	Custom website, SEO, mobile-friendly, social integration, training + 3 mo support	\$2,000	Small business owners that need a custom website without the agency price tag
🎨 <i>Brand Elixir</i>	Brand strategy, logo, fonts, brand kit, Canva templates, 2-hr social strategy call	\$800	For entrepreneurs who want the soul of their business manifested online.
🧙 <i>Ad Alchemy</i>	Meta or Google ads setup, 2 variations, tracking, ad strategy guide	\$800	Businesses ready to advertise strategically
💎 <i>Silver Shine</i>	Website + branding or ads	\$2,500	A polished online presence + support tools
🌟 <i>Gold Glow</i>	Website + branding + ads	\$3,000	Full transformation and growth-ready

🌟 Digital Unicorn Subscription Options

Subscription	What's Included	Price	Perfect For
🐕 <i>Website Watchdog</i>	Text/image swaps, promo posts, contact updates, 1 new section/quarter, light SEO, quarterly reports	\$99/month*	Website clients who want peace of mind + light support
🌟 <i>Social Spell</i>	3+ posts/week, content creation, engagement monitoring, GMB updates, monthly analytics	\$399/month	Brands that want consistent, enchanting social media
🪄 <i>Campaign Sorcery</i>	Evergreen ad campaign, quarterly refreshes, optimization, analytics, strategic reviews	\$399/month	Businesses ready for results without the ad overwhelm

 <i>Unicorn Power</i>	Includes <i>Social Spell</i> + <i>Campaign Sorcery</i>	\$699/month + ad spend	Best value for multi-channel marketing magic
 <i>Arcane Success</i>	Everything in <i>Unicorn Power</i> + advanced SEO, backlink strategy, monthly calls, rotating deliverables	\$999/month + ad spend	Brands seeking serious growth & deep strategy
 <i>SEO Refresh</i>	Annual keyword update, mobile & speed test, 1-page audit report (existing clients only)	\$249/year	Sites needing a yearly tune-up to stay competitive

BUNDLE & SAVE:

If you build your site with us and purchase any ongoing subscription, you will get the Website Watchdog Subscription FREE.

If you purchase Ad Alchemy, Silver Shine, or Gold Glow and decide not to DIY it, you'll receive 1 month of Unicorn Power Subscription FREE.