



Pricing Packages

An overview of the pricing packages offered by Kaizen Marketing for various digital marketing services.



Meta Advertising Package

Facebook + Instagram Services Include:

- Complete installation and implementation of tracking
- Multiple Audience Targeting
- A/B Testing Audience, Graphics, and Copy
- Advanced "Bad Spend" Removal Strategy
- Multi-step Retargeting System
- 100% Ownership of Accounts and Assets to the business owner.

Cost: \$1000/month* + Ad Spend

Commitment: 60 Days then Month-By-Month

Minimum Ad Spend: \$500

*or 15% of ad spend, whichever is greater



Google Advertising Package

Google Search Ads, YouTube Ads, Google My Business Ads, Google Shopping Ads

- **Google Search Ads Services**

Include:

- Complete installation and implementation of tracking
- Complete Keyword and competitive research
- Budget Projections and Scalability
- A/B Testing Keywords and Copy
- 100% ownership of accounts and all assets to the business owner

- **Google My Business Ads Services**

Include:

- Complete installation and implementation of tracking
- Complete Keyword and competitive research
- Google My Business Page Optimization
- Budget Projections and Scalability
- A/B Testing Copy and Keywords
- 100% ownership of accounts and all assets to the business owner

- **YouTube Ads Services Include:**

- Complete installation and implementation of tracking
- Complete Keyword and competitive research
- Video Storyboard Development
- Budget Projections and Scalability
- A/B Testing Videos and Call to action
- 100% ownership of accounts and all assets to the business owner

- **Google Shopping Ads Services**

Include:

- Complete installation and implementation of tracking
- Complete Keyword and competitive research
- Google Merchant Center Development and Optimization
- Assistance with Product imagery and description
- Budget Projections and Scalability
- A/B Testing Budget Bidding, product bundling, description, and more!
- 100% ownership of accounts and all assets to the business owner

Cost: \$1,000/month* + Ad Spend

**Commitment: 60 Days then
Month-By-Month**

Minimum Ad Spend: \$1,000

*or 15% of ad spend, whichever is greater



Meta Advertising + Google Advertising Package



Google Search Ads, YouTube Ads, Facebook + Instagram



• Google Search Ads Services Include:

- Complete installation and implementation of tracking
- Complete Keyword and competitive research
- Budget Projections and Scalability
- A/B Testing Keywords and Copy
- 100% ownership of accounts and all assets to the business owner

• YouTube Ads Services Include:

- Complete installation and implementation of tracking
- Complete Keyword and competitive research
- Video Storyboard Development
- Budget Projections and Scalability
- A/B Testing Videos and Call to action
- 100% ownership of accounts and all assets to the business owner

• Facebook + Instagram Services Include:

- Complete installation and implementation of tracking
- Multiple Audience targeting
- A/B Testing Audience, Graphics, and Copy
- Account reviewed every 48 hours
- Advanced Facebook “Bad Spend” removal strategy
- Multi-step retargeting system
- 100% ownership of accounts and all assets to the business owner

Cost: \$1,750/month* + Ad Spend

Commitment: 60 Days then Month-By-Month

Minimum Ad Spend: \$1,500

*or 15% of ad spend, whichever is greater



Full Stack Marketing Package

• Google Search Ads Services Include:

- Complete installation and implementation of tracking
- Complete Keyword and competitive research
- Budget Projections and Scalability
- A/B Testing Keywords and Copy
- 100% ownership of accounts and all assets to the business owner

• YouTube Ads Services Include:

- Complete installation and implementation of tracking
- Complete Keyword and competitive research
- Video Storyboard Development
- Budget Projections and Scalability
- A/B Testing Videos and Call to action
- 100% ownership of accounts and all assets to the business owner

• Google My Business Ads Services Include:

- Complete installation and implementation of tracking
- Complete Keyword and competitive research
- Google My Business Page Optimization
- Budget Projections and Scalability
- A/B Testing Copy and Keywords
- 100% ownership of accounts and all assets to the business owner

• Facebook + Instagram Services Include:

- Complete installation and implementation of tracking
- Multiple Audience targeting
- A/B Testing Audience, Graphics, and Copy
- Account reviewed every 48 hours
- Advanced Facebook “Bad Spend” removal strategy
- Multi-step retargeting system
- 100% ownership of accounts and all assets to the business owner

• Search Engine Optimization Services Include:

- Actual PA Backlinks
- Article Posting
- Audio Submission
- Blog Commenting
- Document Sharing
- EDU Links
- Forum Posting
- Guest Post
- Image Submission
- Link Wheel
- Local Citation
- Profile Links
- Web 2.0 Submission

• Google Shopping Ads Services Include:

- Complete installation and implementation of tracking
- Complete Keyword and competitive research
- Google Merchant Center Development and Optimization
- Assistance with Product imagery and description
- Budget Projections and Scalability
- A/B Testing Budget Bidding, product bundling, description, and more!
- 100% ownership of accounts and all assets to the business owner

• Email Marketing Include:

- Includes up to 3 automated flows for your business so that you have a set and forget system for email outreach
- Up to 5 emails promoting your business, showcasing offers, products/services to keep in touch with your customers and push for them to purchase again

Cost: \$5,000/month* + Ad Spend

Commitment: 3 Months

Setup Fee: \$1,500

**or 15% of ad spend, whichever is greater*



Organic Social Media Management

Basic Social Media Management Package

Instagram/Facebook Organic Social Media

Management Services Include:

- Up to 3 posts per week
- Graphic and video editing where needed to polish the content delivered to us
- Bi-Weekly reporting on page performance
- Monthly content calendars to lay out the scope of the deliverables

Cost: \$500/month

Minimum Commitment: 2 Months

Silver Social Media Management Package

Instagram/Facebook Organic Social Media

Management with base level paid promotions Services Include:

- Up to 5 posts per week
- Posts on stories
- Graphic and video editing where needed to polish the content delivered to us
- Up to two posts on groups per month
- Bi-Weekly reporting on page performance
- Monthly content calendars to lay out the scope of the deliverables
- Paid promotions on Instagram and Facebook
- Guaranteed to reach 5,000 targeted customers per month

Cost: \$1000/month

Minimum Commitment: 2 Months

Gold Social Media Management Package

Instagram/Facebook Organic Social Media

Management with premium level paid promotion

Services Include:

- Up to 5 posts per week
- Posts on Stories
- Graphic and video editing where needed to polish the content delivered to us
- Up to two posts on groups per month
- Bi-Weekly reporting on page performance
- Monthly content calendars to lay out the scope of the deliverables
- Paid promotions on Instagram and Facebook
- Tracking and attribution set up for real time reporting
- Guaranteed to reach 10,000 targeted customers per month

Cost: \$1500/month +*

Minimum Commitment: 3 Months

**Additional spend can be added to reach a larger audiences*

Platinum Social Media Management Package

Omnichannel organic and paid Social Media Management

Services Include. PACKAGE IS ONLY AVAILABLE FOR THOSE WITH ONLINE TRACKING:

- Choice of 3 different platforms (Facebook, Instagram, TikTok, LinkedIn, GMB, ??)
- Up to 5 posts per week
- Posts on Stories
- Graphic and video editing where needed to polish the content delivered to us
- Up to two posts on groups per month
- Weekly reporting on page performance
- Monthly content calendars to lay out the scope of the deliverables
- Paid promotions on Instagram and Facebook
- Tracking and attribution set up for real time reporting
- Advanced A/B testing to find best performing content
- Direct advertising for business growth goals
- Clear CPA (Cost per customer acquisition) and ROAS (Return on ad spend)
- Enhanced graphic design to optimize sale results
- Website optimization to ensure highest return on dollars spent

Cost: \$2,000/month + Ad Spend

Minimum Ad Spend: \$1,000*

Setup Fee: \$1,500

Minimum Commitment: 3 Months

**Budget can increase at any request or scale with set KPI for ROAS or CPA*



Email Marketing Packages - Ecommerce

- **SET UP Email Marketing - \$1500**

Have a whole customer journey automated when a new customer signs up to your newsletter by inviting them back or offering them a thank you for their visit. Automations include:

- Welcome Series - Welcoming new subscribers/customers and giving them more information about you and your company.
- Purchaser Series - Thanking someone for their first purchase or thanking them for coming back
- Winback series - Inviting those that have purchased before but not as of recent to come back and repurchase.
- Abandoned Cart series - getting those people that have initiated checkout but haven't purchased yet.

- **Basic Ongoing Email Marketing - \$750/month**

- 3-5 emails per month
- 1-2 SMS per month
- 2-3 emails that are used for optimizing current flows or building a new flow

- **Silver Ongoing Email Marketing - \$1500/month**

- 7-10 emails per month
- 4-6 SMS per month
- 3-5 emails that are used for optimizing current flows or building a new flow

- **Gold Ongoing Email Marketing - \$2000/month**

- 15-20 emails per month
- 6-8 SMS per month
- 5-10 emails that are used for optimizing current flows or building a new flow

- **Platinum Ongoing Email Marketing - \$3500+/month**

- *20+ emails per month*
- *8+ SMS per month*
- *10+ emails that are used for optimizing current flows or building a new flow*



Email Marketing Packages - Lead Gen

- **SET UP Email Marketing - \$1750**

Have a well oiled machine built for customer growth and retention. Automations include:

- Welcome series: Getting those customers that have opted in and nurturing them to get more value and understanding of the brand to turn into a purchaser.
- Nurture series: Those that have opted but haven't converted just yet, furthering the education and knowing where we need to fill in the knowledge gaps.
- Abandoned series: Recipients that have fallen dormant to us, reviving those users to re-engage or offering them on some incentive to close out a small revenue win to further upsell.

- **Basic Ongoing Email Marketing - \$750/month**

- 3-5 emails per month
- 1-2 emails that are used for optimizing current flows or building a new automated flow

- **Silver Ongoing Email Marketing - \$1250/month**

- 5-7 emails per month
- 3-4 emails that are used for optimizing current flows or building a new automated flow

- **Gold Ongoing Email Marketing - \$1500/month**

- 7-10 emails per month
- 5-7 emails that are used for optimizing current flows or building a new flow



Website Builds

We'll have our team take a deep dive to your website and rework any copy and graphics that we believe will help with the online experience and increase conversions.

Lead Generation Websites:

Basic:

\$2500 for site \$1500 for SEO Set Up for migration

- WordPress: 2 weeks + 1 week [for SEO]

Advanced: *Advanced animations*

\$4000 for site + \$1500 SEO Set Up for migration

- WordPress: 3 weeks + 1 week [for SEO]

Fully custom:

\$6500 for site + \$1500 SEO Set Up for migration

- WordPress: 1 month + 1 week [for SEO]

Ecommerce Website:

Basic - **\$2000**

- UX Design in Shopify. Main page development only
 - Home Page
 - About Us
 - Contact
 - Product Collection Page
 - One Product Detail Page

Detailed Shopify Store - **\$3000**

- UX Design in Shopify
- Pages listed previously
- Product import (up to 25 SKUs)

Full Arsenal Shopify - **\$5000**

- UX Design in Shopify
- Pages listed previously
- Product import (up to 150 SKUs)
- Backend set up of fulfillment and custom apps (Shipstation, Recharge etc.)



Website Ongoing Maintenance

Our team will handle all tech up keep for your site. Requests for changes and updates will be covered by allotted time from the package, anything out of scope will need a one-off quote.

- **Basic Website Maintenance - \$500/month**

- Regular security updates and backups
- Site speed optimization
- Up to 5 minor content edits/updates per month
- 48-hour response time
- Consistent plugin updates and maintenance

- **Growth Website Management - \$850/month**

- Everything in Basic, plus:
- Up to 15 content edits/updates per month
- Minor design adjustments
- Monthly heatmap analysis
- Basic A/B testing
- Basic UX improvements
- 24-hour response time

- **Performance Website Optimization - \$1,250/month**

- Everything in Growth, plus:
- Up to 30 content edits/updates
- Advanced CRO implementation
- Comprehensive A/B testing
- User behavior analysis
- Advanced heatmap and user recording analysis
- Conversion funnel optimization
- Priority support (12-hour response)
- Custom development hours (up to 5 hours/month)
- Regular competitive analysis
- Monthly CRO recommendations



A La Carte Solutions

Customize your package with the following options

Additional Monthly Graphics	TikTok Advertising	Google Ads (Local Campaigns)	Full Google Campaign	Email Marketing	SEO	All Additional Social Media Platforms
\$750	\$1,000	\$500	\$1,000	\$1,500	Click For More Info	\$750
This includes an additional 2-3 graphics.	Creation of assets and campaign building and optimization on TikTok.	Advertising and optimization of Google My Business and placing you on Google Maps.	This is the step further from the Local Google Ads campaign, this full approach we will be able to analyze and strategize based on the results we get. Expand your customer reach for those searching for relevant keywords, searching on google maps and retargeting on YouTube.	Have a whole customer journey automated when a new customer signs up to your newsletter by inviting them back or offering them a thank you for their visit. One off campaigns are \$100 per email and \$75 per sms	Best and only way to bump your website to the top of the google search page. With this service we will leverage guest postings and build the credibility of your site.	