

# HOUSE OF HCHV

## MARKETING SERVICES

### WHAT/HOW DO PEOPLE KNOW ABOUT YOUR BUSINESS?

Marketing is important because it allows you to share your products and services with a niche audience *strategically*. It helps you tell, show, and PROVE to people how terrific your business is and how you can help them. Marketing includes **advertising, selling, and delivering products to consumers or other businesses.**

**WEBSITE DESIGN** - \$600 (Unlimited drafts/changes before publishing. \$300 deposit required to start; remaining balance due upon completion, before the site is published.)

*-Monthly Maintenance - \$150/month (Including up to 5 monthly update requests)*

*-Website Handover - \$300 (Learn how to make your own changes and updates to your website.)*

Websites provide a sense of credibility and further establishes your brand as a professional service. Having a website gives you the opportunity to build a long-lasting online relationship with your clients. Giving them the reassurance and access they need to trust your brand.

**E-COMMERCE - \$250** (Give your clients the capability to purchase your products online.)

E-Commerce is **the buying and selling of goods and services over the Internet**. It is conducted over computers, tablets, smartphones, and other smart devices. Almost anything can be purchased through e-commerce today. It can be a substitute for brick-and-mortar stores, though some businesses choose to maintain both. (See maintenance options above)

**SOCIAL MEDIA MANAGEMENT - \$150/monthly** (Are you looking for someone to manage your social media platforms?)

Social Media Management is the **process of managing your online presence on social media platforms** like Facebook, Instagram, and Twitter by creating, publishing, and analyzing content you post. Managing social media also includes engaging and interacting with social media users.

**MARKETING STRATEGY SESSION - \$100** (Includes 2 one-hour private virtual sessions; biweekly) Mandatory 3 month commitment

A strategy session is a dedicated forum that pulls you away from daily operations to focus exclusively on strategy. You can use these sessions to **develop a new strategy, evaluate your current status, brainstorm ideas on how you will achieve your goals, and set benchmarks for measuring progress and success.**

**PLEASE NOTE AMOUNTS LISTED ABOVE ARE STARTING PRICES**

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