

ZEB CARLSON CONSULTING: PRICE SHEET

HEALTH CHECK

This is a summary of performance over benchmarks and utilized to bring you quick insights on where there can be areas to improve, not to mention calling out what is rockin' so far. If you've implemented previous programs, this is a good way to check-in on them to see if it's working like you need it to.

\$1350

DATA ANALYSIS

Reviewing platforms utilized to support your marketing efforts. Email services like Mailchimp, Google Analytics, your CRM; these are a few examples, and we'll build an analysis based from up to 5 of these sources.

\$1650

BRAND & CONTENT AUDIT

Taking a full 360 view of all of your content, outreach, programming, donor engagement, volunteering, social media performance, and brand look & feel. Also included is a gap analysis, which helps focus on missing elements and how we can focus future efforts to ensure everything is a cohesive ecosystem.

\$3825

CASE STATEMENT

For donors to get involved, you gotta build a strong case. While it seems easy, it can be challenging to keep things easy to understand for donors. An extension of your mission, this is used for donor relations and is the core of all of your marketing outreach.

\$2500

CREATIVE PLATFORM

Everyone loves this part! We create a manifesto related to your mission that helps guide all design and copy efforts. This will include a style guide, voice guide, and other 1-pagers that serve as your brand's foundation.

\$4450

KEY MESSAGES & MESSAGE BANK

Individual messages that you can syndicate throughout...well, everything! This includes a key message for your organization and individual messages related to your services offered.

\$1350

SOCIAL STYLE GUIDE

Defining your brand voice, goals and objectives, as well as measurement guidelines. Also included are protocols for when things go wrong, such as bad press or angry troll management on your channels.

\$1600

SOCIAL MEDIA MANAGEMENT

Up to 4 channels, such as Facebook, Instagram and Twitter, 2 posts/week. We also include a monthly performance summary, and longer-term contracts include social listening to help overall brand performance on these channels.

Starting @ \$900/month

MEASUREMENT PLAN

You all know what happens if we don't measure our work. We create an approach to quantify impact of your work into measurable goals in the digital space. It includes tagging your website and social channels as a foundation for how we optimize ongoing efforts.

\$975

PAID MEDIA STRATEGY

For you to get your voice heard, you'll likely need to put some fuel in the paid media tank. This includes a channel strategy and suggested budgets, role of each paid media platform, and where there are opportunities for earned media (such as PR) to help extend your reach.

\$2500

PROGRESS MAP

Purely an internal document, this helps us see what the coming months look like to achieve your marketing efforts. It's a great way to check-in on your overall health and see how your pacing to successes.

\$375

DONOR JOURNEYS

We build up to 3 roadmaps that outline the experience your donors have as they continue to give their time and money to your organization. Within this effort, we'll outline stewardship and other personal touches that make them feel part of one community.

\$3000

RENT-A-MARKETING-MANAGER

This is more immersive and positioned to accelerate your efforts. Sometimes, there just simply isn't enough time in the day to get work accomplished! Having a focused, extra set of talented hands is a helpful way to give your organization a boost. These are hourly-based services for short engagements and flat-fee for efforts longer than a few weeks.

Starting at \$45/Hour

ASSET LIBRARY

200+ Images and video b-roll for a variety of usages. Includes 5 :15, :30, and/or :45 edits for you to utilize into your program.

\$11,500

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