



LeadOrigin

DIGITAL TRANSFORMATION
& INTELLIGENCE

SERVICES
PRICING 2021

Creative Services

Product	Description	Pricing		
Rebranding	Request A Proposal			
Logo	All design will be create on Vector Scale. All Concepts are designed by different Designers. Deliverable Format (Web & Print): .AI, .PNG, .EPS, PDF, PSD, .JPG, .BMP, .TIFF	3 concepts / 2 revisions \$499	6 concepts / 3 revisions \$999	8 concepts / 3 revisions / dedicated deisgner & access to phone \$1499
Business cards	All design will be create on Vector Scale. All Concepts are designed by different Designers. Deliverable Format (Web & Print): .AI, .PNG, .EPS, PDF, PSD, .JPG, .BMP, .TIFF	3 concepts / 2 revisions \$75	5 concepts / 2 revisions \$119	8 concepts / 3 revisions \$249
Brand Guide	Brand Colors, Fonts, & Styke	3 concepts / 2 revisions \$499	6 concepts / 3 revisions \$999	8 concepts / 3 revisions / dedicated deisgner & access to phone \$1199
Stationary	Letterhead & Envelope All design will be create on Vector Scale. All Concepts are designed by different Designers. Deliverable Format (Web & Print): .AI, .PNG, .EPS, PDF, PSD, .JPG, .BMP, .TIFF	3 concepts / 2 revisions \$49	5 concepts / 2 revisions \$79	8 concepts / 3 revisions \$99
Brand Kick Starter Pack	Logo, Business Card Design, Letterhead, and Social Media Cover All design will be create on Vector Scale. All Concepts are designed by different Designers. Deliverable Format (Web & Print): .AI, .PNG, .EPS, PDF, PSD, .JPG, .BMP, .TIFF	3 concepts each / 2 revisions each \$2999		
Social Media Covers	5 initial concepts 2 Revisions All All design will be create on Vector Scale. All Concepts are designed by different Designers. Deliverable Format (Web & Print): .AI, .PNG, .EPS, PDF, PSD, .JPG, .BMP, .TIFF	3 concepts / 2 revisions \$149	5 concepts / 2 revisions \$249	8 concepts / 3 revisions \$399
Social Media Posts	All All design will be create on Vector Scale. All Concepts are designed by different Designers. Deliverable Format (Web & Print): .AI, .PNG, .EPS, PDF, PSD, .JPG, .BMP, .TIFF	\$75/Post, 5 for \$250		
Email Newsletter	All design will be create on Vector Scale. All Concepts are designed by different Designers. Deliverable Format (Web & Print): .AI, .PNG, .EPS, PDF, PSD, .JPG, .BMP, .TIFF	3 concepts / 2 revisions \$349	5 concepts / 2 revisions \$549	8 concepts / 3 revisions / Dedicated Deisgner / Access to phone \$749

Creative Services

Product	Description	Pricing		
Email Signature	All design will be create on Vector Scale. All Concepts are designed by different Designers. Deliverable Format (Web & Print): .AI, .PNG, .EPS, PDF, PSD, .JPG, .BMP, .TIFF	3 concepts / 2 revisions \$99	5 concepts / 2 revisions \$149	8 concepts / 3 revisions \$199
Flyers	All design will be create on Vector Scale. All Concepts are designed by different Designers. Deliverable Format (Web & Print): .AI, .PNG, .EPS, PDF, PSD, .JPG, .BMP, .TIFF	3 concepts / 2 revisions \$149	5 concepts / 2 revisions \$199	8 concepts / 3 revisions \$249
Brochures	All design will be create on Vector Scale. All Concepts are designed by different Designers. Deliverable Format (Web & Print): .AI, .PNG, .EPS, PDF, PSD, .JPG, .BMP, .TIFF	4 concepts / 2 revisions \$149	6 concepts / 2 revisions \$199	9 concepts / 3 revisions \$249
Clothing & Merchandise	All design will be create on Vector Scale. All Concepts are designed by different Designers. Deliverable Format (Web & Print): .AI, .PNG, .EPS, PDF, PSD, .JPG, .BMP, .TIFF	3 concepts / 2 revisions \$299	5 concepts / 2 revisions \$449	8 concepts / 3 revisions \$599
Packaging & Labeling	All design will be create on Vector Scale. All Concepts are designed by different Designers. Deliverable Format (Web & Print): .AI, .PNG, .EPS, PDF, PSD, .JPG, .BMP, .TIFF	3 concepts / 2 revisions \$749	5 concepts / 2 revisions \$999	8 concepts / 3 revisions \$1299
Book & Magazine Cover	All design will be create on Vector Scale. All Concepts are designed by different Designers. Deliverable Format (Web & Print): .AI, .PNG, .EPS, PDF, PSD, .JPG, .BMP, .TIFF	3 concepts / 2 revisions \$149	5 concepts / 2 revisions \$249	8 concepts / 3 revisions \$399
Menu	All design will be create on Vector Scale. All Concepts are designed by different Designers. Deliverable Format (Web & Print): .AI, .PNG, .EPS, PDF, PSD, .JPG, .BMP, .TIFF	3 concepts / 2 revisions \$149	5 concepts / 2 revisions \$249	8 concepts / 3 revisions \$499
Invitations	All design will be create on Vector Scale. All Concepts are designed by different Designers. Deliverable Format (Web & Print): .AI, .PNG, .EPS, PDF, PSD, .JPG, .BMP, .TIFF	3 concepts / 2 revisions \$49	5 concepts / 2 revisions \$79	8 concepts / 3 revisions \$99
Exhibit Design	All design will be create on Vector Scale. All Concepts are designed by different Designers. Deliverable Format (Web & Print): .AI, .PNG, .EPS, PDF, PSD, .JPG, .BMP, .TIFF	3 concepts / 2 revisions \$999	5 concepts / 2 revisions \$1299	8 concepts / 3 revisions / Dedicated Designer / Access to phone \$1,999

Creative Services

Product	Description	Pricing		
Billboard & Signage	All design will be create on Vector Scale. All Concepts are designed by different Designers. Deliverable Format (Web & Print): .AI, .PNG, .EPS, PDF, PSD, .JPG, .BMP, .TIFF	3 concepts / 2 revisions \$149	5 concepts / 2 revisions \$299	8 concepts / 3 revisions \$499
Vehicle Wrap	All design will be create on Vector Scale. All Concepts are designed by different Designers. Deliverable Format (Web & Print): .AI, .PNG, .EPS, PDF, PSD, .JPG, .BMP, .TIFF	2 concepts / 2 revisions \$199	5 concepts / 2 revisions \$299	8 concepts / 3 revisions \$499
Pop Up Banner	All design will be create on Vector Scale. All Concepts are designed by different Designers. Deliverable Format (Web & Print): .AI, .PNG, .EPS, PDF, PSD, .JPG, .BMP, .TIFF	3 concepts / 2 revisions \$99	5 concepts / 2 revisions \$149	8 concepts / 3 revisions \$299
Folders	All design will be create on Vector Scale. All Concepts are designed by different Designers. Deliverable Format (Web & Print): .AI, .PNG, .EPS, PDF, PSD, .JPG, .BMP, .TIFF	3 concepts / 2 revisions \$75	5 concepts / 2 revisions \$119	8 concepts / 3 revisions \$249
Post Cards	All design will be create on Vector Scale. All Concepts are designed by different Designers. Deliverable Format (Web & Print): .AI, .PNG, .EPS, PDF, PSD, .JPG, .BMP, .TIFF	3 concepts / 2 revisions \$99	5 concepts / 2 revisions \$149	8 concepts / 3 revisions \$299
Booklets	Investor / sales / custom All design will be create on Vector Scale. All Concepts are designed by different Designers. Deliverable Format (Web & Print): .AI, .PNG, .EPS, PDF, PSD, .JPG, .BMP, .TIFF	\$99/page	\$199/page	\$399/page

Website Development Packages

Features	Starter	Essential	Pro	Enterprise
Research & Consultation	x	x	x	x
Responsive Design	x	x	x	x
Creative Assets for the website	x	x	x	x
Number of Pages	Up to 10	Up to 30	Up to 50	Up to 250
Copy & Content for all the Pages	x	x	x	x
Templated Design	x	x	If Requested	If Requested
Custom Design with 2 Rounds of Edit	By Quote	By Quote	x	x
Ecommerce Functionality	N/A	By Quote	By Quote	x
SEO: Page Optimization	By Quote	x	x	x
SEO: Title Tags & Meta Description	By Quote	x	x	x
CMS Development	x	x	x	x
Domain & Hosting Management	N/A	On Request	x	x
Pricing	\$3,999 - \$5,999	\$6,000 - \$19,999	\$20,000 - \$49,999	\$50,000 - \$149,000

AdOrigin - Search	Starter	Essential	Pro	Enterprise
Monthly PPC spend with PPC networks	\$2000 - \$5,000/ month ad spend (paid to networks)	\$5,001 - \$15,000+/ month ad spend (paid to networks)	\$15,001 - \$30,000+/ monthly ad spend (paid to networks)	\$30,001 +/monthly ad spend (paid to networks)
Keywords in campaign (s)	Up to 1,000	Up to 5,000	Up to 10,000	Up to 30,000
Google PPC Set Up	x	x	x	x
Monitoring clicks, conversions and click fraud activity	x	x	x	x
Setup and management of rule based bidding	x	x	x	x
Google customer match & audience match	x	x	x	x
Initial & quarterly campaign development & strategy	x	x	x	x
Advanced keyword research and selection		x	x	x
Industry & market analysis	x	x	x	x
Ad campaign copywriting	x	x	x	x
Ad copy performance testing	x	x	x	x
Ongoing keyword development and tweaking	x	x	x	x
Dynamic keyword insertion into ads	x	x	x	x
Google analytics integration & goal tracking	x	x	x	x

AdOrigin - Search	Starter	Essential	Pro	Enterprise
24/7 reporting dashboard	x	x	x	x
Quarterly strategy calls with the marketing team	x	x	x	x
Ad banner design & creatives	x	x	x	x
Google Shopping Management (E-Commerce Business only)	By Quote	x	x	x
Google Text Ad Remarketing & Banner Remarketing (if banner ads are included, provided by the client, or creative banner design is paid for)	By Quote	x	x	x
Ad banner design & creatives	By Quote	x	x	x
Single account representative	By Quote	By Quote	x	x
Bing PPC Set Up	By Quote	By Quote	x	x
Call tracking set up for ads (Monthly)	\$199	\$199	\$199	\$199
International PPC campaign management (English only campaigns)	\$900/mo/country	\$900/mo/country	\$900/mo/country	\$900/mo/country
Campaign Landing Page Strategy & Set Up	\$1,999	\$1,500	\$1,000	\$800
One time setup	\$800 + 1st Month Management fee	\$500 + 1st Month Management fee	1st Month Management fee	1st Month Management Fee
Monthly Management Fee	\$999 or 30% of Ad Spend, whichever is higher	\$1999 or 25% of Ad Spend; whichever is higher	20% of Ad Spend	15% of Ad Spend

AdOrigin - Social	Starter	Essential	Pro	Enterprise
Monthly Social Ad spend	\$2000 - \$5,000/ month ad spend (paid to networks)	\$5,001 - \$15,000+/ month ad spend (paid to networks)	\$15,001 - \$30,000+/ monthly ad spend (paid to networks)	\$30,001 +/monthly ad spend (paid to networks)
Social Media Platforms	Facebook	Facebook & Instagram	All Channels (TBD per client's strategy)	All Channels (TBD per client's strategy)
Ad Accounts Creation & Set Up	x	x	x	x
Ad Creation & Optimization	x	x	x	x
Complimentary Ad Creatives & Design Options (Video & Slideshow for Pro & Enterprise only)	x	x	x	x
Ad campaign copywriting				
Mobile Device Optimized Ads	x	x	x	x
Placement Optimizations				
Targeted Audience Creation (Interests, Look-a- like, Retargeting, Upsell, Workplace, etc)	x	x	x	x
Geographic/Persona Targeting (And Exclusions)	x	x	x	x
Initial & quarterly campaign development & strategy	x	x	x	x
Industry & market analysis	x	x	x	x

AdOrigin - Social	Starter	Essential	Pro	Enterprise
Conversion Based Bidding	x	x	x	x
Ad copy performance testing	x	x	x	x
Analytics integration & event tracking	x	x	x	x
24/7 reporting dashboard	x	x	x	x
Quarterly strategy calls with the marketing team	x	x	x	x
Monthly Campaign Review & Strategy Sessions	N/A	N/A	x	x
Dedicated account representative	N/A	N/A	x	x
Monthly Updates to Ad Campaigns	By Quote	By Quote	Up to 4	Up to 10
A/B Testing	By Quote	By Quote	Up to 4 per year	Up to 10 per year
Campaign Landing Page Strategy, Creatives, Copy & Set Up	\$1,999	\$1,500	\$1,000	\$800
One time setup	\$1000+ 1st Month Management fee	\$800 + 1st Month Management fee	\$500 + 1st Month Management fee	\$300 + 1st Month Management Fee
Monthly Management Fee	\$999 or 30% of Ad Spend, whichever is higher	\$1999 or 25% of Ad Spend; whichever is higher	20% of Ad Spend	15% of Ad Spend

SearchOrigin	Starter	Essential	Pro	Enterprise
SEO Audit Analysis & Strategy Report	X	X	X	X
Custom Keyword research, analysis and selection	X	X	X	X
Keyword mapping to target pages	X	X	X	X
Title Tags & Meta Descriptions	X	X	X	X
Robots.txt optimization	X	X	X	X
Initial Link redirect audit	X	X	X	X
Internal linking restructuring & optimization	X	X	X	X
Duplicate content analysis	X	X	X	X
Header Tags Optimized (Ex. H1s)	X	X	X	X
Image Optimization	X	X	X	X
Custom 404 error page setup and optimization	X	X	X	X
Google Search Console setup	X	X	X	X
GMB Page setup & optimization (1 Location only)	X	X	X	X
24/7 reporting dashboard	X	X	X	X
Ongoing quarterly keyword ranking reporting	X	X	X	X
Quarterly strategy calls with the marketing team	X	X	X	X
Google Analytics setup	X	X	X	X

SearchOrigin	Starter	Essential	Pro	Enterprise
Blogs Per Month (Additional Blog Request by Quote)	N/A	1	2	3
Competitor analysis and monitoring	N/A	x	x	x
Google Analytics traffic analysis	N/A	x	x	x
Ongoing user experience reporting (bounce rate, device category, etc.)	N/A	N/A	x	x
A/B Testing of SERP title & description to improve clickthrough	N/A	N/A	x	x
Website conversion analysis implementation	N/A	N/A	N/A	x
Number of keywords & keyphrases optimized	Up to 20	Up to 30	Up to 50	Custom
Number of Pages Optimized	Up to 5	Up to 10	Up to 20	Up to 40
External Backlinking Strategy (reviewed every month)	Custom			
Call Tracking through Organic Search	By Quote			Included
Local SEO Optimization for more than 1 location (local SEO helps achieve top rankings so more people can find and contact you — and visit your local business.)	\$400 per added location per month			Custom
GMB Management	\$149	\$149	x	x
Dedicated Account Manager	N/A	N/A	x	x
SEO Content Writing (Copywriting, editing, implementation, and optimization of the new page)	\$100/per page	1 free update then \$90/per page	2 free update then \$80/per page	5 free update then \$60/per page
Initial campaign investment (Set-up)	\$999	\$1,999	\$2,999	\$3,999
Monthly Optimization Management Fee	\$699	\$1,199	\$2,199	\$2,499

ReviewOrigin

Single Location	Multi-Location	Franchise Locations
\$99/mo	\$75/mo/Location	\$50/mo/Location
Set-up: \$250	Set-up: \$650	Set-up: \$1500
1 Location	2-8 Location	9-25 Locations
Online Brand Reputation analysis	Dashboard	Dashboard
	Quarterly Consultation	Monthly Consultation
		Setup, claim, and optimize review assets

SocialOrigin	Starter	Essential	Pro	Enterprise
Number of Social Platforms (doesn't include variation per platform e.g Instagram Story)	3	4	5	x
Number of Posts Per Month (custom variation of each post for all platforms)	10	20	40	Up to 75
Tailored Design & Caption Per Month	x	x	x	x
Initial Social Media Audit + Recommendations	x	x	x	x
Social Media Strategy Per Channel	x	x	x	x
Monthly Cover Photo & Profile Photo Design/Optimization	N/A	N/A	x	x
24/7 Reporting Dashboard	x	x	x	x
Quarterly Review Calls with the Marketing Team	x	x	x	x
2-Month Editorial Calendar	N/A	x	x	x
1 personal social media consultation per month	N/A	N/A	x	x
Social Media Monitoring	Monthly	Bi-weekly	Weekly	Daily
Monthly Content Presentation for Review + 1 Round of Changes	N/A	N/A	x	x
Social Media Brand Reputation Management	N/A	N/A	N/A	x
Social Media Competitor Analysis	N/A	N/A	N/A	x
Set Up Fee	By Quote; Applicable only when pages are not set up or require dispute work			
ADDITIONAL PAGE				
"Monthly Campaign Management (Design, Copy, Standard Consultation and Reporting)"	\$599	\$999	\$1,699	\$2,499

DirectOrigin	Starter	Essential	Pro	Enterprise
Number of Monthly Newsletters	1	1	2	4
Initial Strategy Call	x	x	x	x
Automated Email Creation & Strategy	N/A	1	Up to 3	Up to 6
Free Design & Content Creation	x	x	x	x
Copywriting of the Emails (Client's feedback is required)	x	x	x	x
One Complimentary Round of Changes/ Updates	x	x	x	x
Campaign & target strategy	x	x	x	x
Creative theme development	x	x	x	x
Distribution List Management	x	x	x	x
Quarterly Strategy Calls with the Marketing Team	x	x	x	x

DirectOrigin	Starter	Essential	Pro	Enterprise
24/7 Reporting Dashboard	x	x	x	x
Subject Line Testing	N/A	N/A	x	x
Conversion Tracking	N/A	N/A	x	x
On-going Competitor Research & Analysis	N/A	N/A	x	x
Monthly Analysis Report & Recommendations	N/A	N/A	N/A	x
Additional Newsletter Each Month	\$349			
One-off Set Up Fee	\$199	\$349	\$599	\$899
Monthly Management Fee	\$399	\$599	\$899	\$1,499
Campaign Landing Page Creation & Optimization Including creation of forms for lead generation & revenue tracking	By Quote	By Quote	By Quote	By Quote

Project Rates

Services	Existing Clients	New Clients or Spend Under \$2000 a month
Landing Page Creation (Includes Design & Development)	\$1,000	\$1,999
Google Shopping Setup (Google Ads Account access to be provided by the client)	\$200	\$699
Campaign/Promo Marketing (Special Request) Includes: Marketing Automation, Lead Generation Campaigns, etc.	\$2,500 +15% Ad Spend	\$3,999 + 15% Ad Spend

Hourly Rates

Credited If They Signup For Services

Services	Rate	Block Hour Discount *Minimum 8 Hours including research, presentation & meeting
SEO Tasks	\$150/hour	\$1,000
Website Management (does not include creation of page) Includes: content update, CMS updates, URL, Plug-in issues etc.	\$85/hour	\$500
Creative Asset Request	\$95/hour	\$700
Social Media Consultation	\$150/hour	\$1,000
Newsletter Consultation	\$95/hour	\$700
Start Up Digital Marketing Consultation	\$199/hour	\$1,400
Data Analysis & Consultation	\$350/hour	\$2,500
Data Analysis	\$299/hour	\$2,200
Campaign Consultation	\$350/hour	\$2,600
Ad Strategy Consultation; without analysis	\$150/hour	\$1,000
Ad Strategy Consultation; with analysis	\$350/hour	\$2,600
General Marketing	\$95/hour	\$700



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