



ALIGN *by* DESIGN

Digital Marketing
&
Graphic Design
Pricing Guide



PRICING GUIDE OVERVIEW

Thank you for your interest in our creative collaboration!

Before we begin, please consider the following: Do you want me to have full creative autonomy? Do you want to start a project and have me finish it? Do you want me to start a project but then you will finish it? Knowing how you want to approach this collaboration from the start can help us fine tune all of your project needs. You will always have final approval for each completed project before it gets posted, emailed, or printed.

I work in Canva, Adobe Express, Illustrator, InDesign, and Photoshop. If you have a professional (paid) account in Canva, we can collaborate on designs and templates. I recommend the paid version of Canva. That is the version I use and there are so many more apps, options, and templates than the unpaid version. *Be sure that you add me as a collaborator and do NOT pay for me, as I already have my own Canva account. Use this email address: alignbydesignkaren@gmail.com*

Here are some of the services that I offer:

DIGITAL

Social Media Flyers & Templates in the form of Carousel, Story, and Reel; Websites; Email Marketing; Newsletters

PRINT

Flyers, Brochures, Business Cards, Letterhead and Envelopes, Posters, Signs, Postcards, Promotional Products, Tee Shirts, Stickers, Logo refresh, etc.

BUSINESS ASSISTANCE

Mentoring, Action Plans, Self Publishing, Staying Engaged with your customer base, and more ...

PAYMENT OVERVIEW

When it comes to investing in your small business, cost and value are most likely your two main concerns. It is my intention to offer competitive pricing and a flexible payment process that is accessible to you, the small business owner.

I accept the following forms of payment: An old-fashioned paper check, Venmo, PayPal, and Square. *Please see payment qr code links on last page.*

Here are a few ways that we can work out a mutually beneficial billing and payment process for my services:

- **A-La-Carte pricing** means you can pick and choose which projects we work on and then pay upon their completion.
- **A-La-Carte monthly billing** through an invoice system where I break down final cost based on the hourly rates per date that any particular project was worked on. Billed at the end of each month. Payment is due within 5 days of receipt of invoice.
- **One price per project** that is agreed upon ahead of time once we go over the details and determine the scope of the project(s). This can be beneficial if you have a lot of projects, as there may be a way to bundle it all into one slightly reduced price.
- **Retainer system** - If you know that you are going to need multiple services throughout the month, I would recommend we start with a retainer style system. You can pay a lump sum up front and I will work it off throughout the month on different projects that you are interested in. You can choose what that amount is each month, based on your budget. An example would be a \$500 retainer on the first of the month ... which would cover a few hours of website updating along with multiple scheduled social media posts and a few Facebook event creations. Let's say the next month you decide you want to put the next \$500 towards creating a brochure, business cards, stickers, and some email marketing with newsletters but only 1 or 2 social media posts. We will pre-determine an action plan to make sure that we cover your needs each week in the month. I will provide a detailed invoice breakdown of how I spent my time on each project. \$500 is the equivalent of \$125 per week. \$750 is equivalent to \$187.50 per week. \$1000 is equivalent to \$250 per week. This breakdown should help you determine which projects become your priority. Payments are due on the 1st of the month. There is no extended monthly contract, we will work on a month-to-month basis.

Social Media Flyers (Carousel & Story)

\$30 per 1 page

These flyers will incorporate your logo, contact info, colors, branding and all images and text content related to the subject of what you are posting on social media. They will be used for Instagram & Facebook posts and stories. I use the term “flyer” loosely here. What I’m creating are the images and designs that accompany FB and IG posts. These images can be used in email/text marketing as well. *This does not include the actual scheduling or posting. I am only creating the images.*

Social Media Reel

\$50 per reel

These reels will incorporate your logo, contact info, colors, branding and all images and text content related to the subject of what you are posting on social media. They will be used for Instagram & Facebook reels.

Social Media Flyer Template - Creation (Carousel & Story)

\$30 per flyer

Flyer templates for Instagram & Facebook posts and stories can be created for repeat offerings such as ... hosting a weekly or monthly workshop at the same location that will only need date changes, seasonal gift card offerings, weekly service reminders, etc. Templates help to show consistency through branding and offerings. You will have access to these templates if you choose to take over the updating of information, downloading of files, and posting when necessary.

Social Media Flyer Template - Updating Content (Carousel & Story)

\$5 per flyer

Using previously made flyer templates, I can update the date, time, image or any other relevant information while keeping the same template theme, structure, and design.

EMAIL MARKETING

Email Marketing

\$30 per digital flyer to be sent via email/text

Most websites offer the ability to do email marketing through their own pre-determined templates. You can put a form on your website that will allow people to sign up to receive email marketing and notifications. There are also other email marketing sites such as MailChimp or Constant Contact (or a ton of other sites) that you can use instead. The email marketing flyers that I will create for you will incorporate your logo, contact info, colors, branding, and relevant theme. If you so choose, you can place the already designed-by-me social media flyers into these email campaigns. Each flyer image can be inserted into an email or text blast to all of your clients, or a select group of your choosing.

Newsletters - from scratch

\$30 per digital newsletter to be sent via email/text

Most websites offer the ability to create Newsletters as another version of an email marketing campaign. These newsletters are accessible via a template based system.

Newsletters - from previously made template

\$10 per digital newsletter to be sent via email/text

For recurring themes, we can re-use an older template. This process is quicker because we are not starting from scratch, we are duplicating and updating information and images.

Website Build and Design - from scratch

\$150 domain and hosting setup charge, plus \$150 per page

Please note that I offer services to design and create small scale website design through Wix, Squarespace, and GoDaddy. I do not create complex large-scale e-commerce sites. If you need a brand new website, I have an extensive checklist for you to fill out before we can work together. This will help you decide which options you need to incorporate into the design and how much work it will be for me. Once you have filled out the checklist, we will go over your needs in a complimentary 30 minute phone call to determine the scope of the project.

Website Re-Design or Refresh

\$80/hour

Do you already have a home page or a website that needs a refresh? Maybe you need to add more webpages or start a re-design based on new branding? We aren't technically starting from scratch because you already have a domain name and a hosting service. I have an extensive website checklist for you to fill out. This will help you decide which options you need to incorporate into the re-design and how much work it will be for me. Once you have filled out the checklist, we will go over your needs in a complimentary 30 minute phone call to determine the scope of the project.

Website Content Updates

\$60/hour billed monthly

When you already have a website that you are happy with, but just need someone to maintain it and periodically update the text content and images, or add a new page.

Graphic Design - PRINT

\$80/hr

The following print projects are included in the price mentioned above. At the end of each project you will receive all relevant art files at no extra charge:

- Flyers
- Brochures
- Business Cards
- Letterhead and Envelopes
- Posters
- Signs
- Postcards
- Promotional Products
- Tee Shirts
- Stickers
- Logo updates

Logos

I no longer offer logo development from scratch. If you have a logo idea that you would like to develop, I can refer you to a very talented illustrator/designer that I work with.

If you already have a logo but it needs updating, refreshing, or slight changes in color, layout, or fonts then I can help you with that. This kind of work falls under the Graphic Design pricing category listed above.

ADDITIONAL SERVICES

Additional Services

\$60/hr

There is so much to do when you run your own small business. I know this firsthand! We wear many hats and it can be difficult for us to let go and outsource. There are many other pieces to running a business that I haven't mentioned in the previous pages.

Here are a few ways I may be able to help you:

Business Mentoring and Feedback

Let's sit down and discuss your needs and come up with an action plan to help you reach your goals. I find that creating an action board complete with moveable sticky notes containing hand written goals really helps me to focus on certain projects and to get a broader view of next steps and how they all relate. We can create one of these for you to track your progress. If you need to run ideas by someone or figure out how to execute a potential plan, I will be available to walk through it with you and maybe give you a perspective you haven't seen yet.

Self Publishing

If you are an author or have any printed works you would like to self publish, I can help you set up your account and get your works uploaded to Amazon, Lulu, and Ingram Sparks. I have self published 2 coloring books, 2 workbooks, 1 workshop manual, and over 30 journals. If you have an oracle or tarot deck that you would like to publish, I can help you there too! I have self published 2 small oracle decks and am in the process of publishing one large 71 card Clarity deck.



ALIGN *by* DESIGN

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