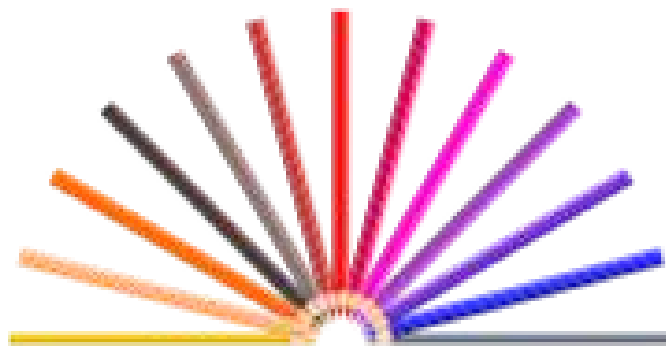


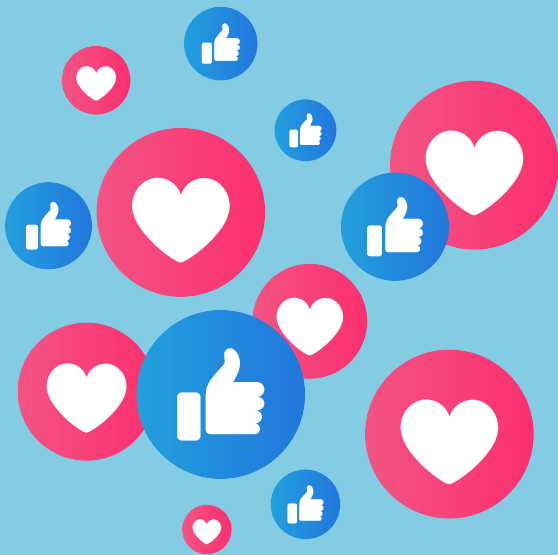
# *Services & Pricing Guide*



# First to Final

— DIGITAL MARKETING —





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# THANKS FOR YOUR INTEREST!

Thank you for considering First to Final for your digital marketing needs. We're excited about the possibility of working together to elevate your brand's voice.

Before we introduce our team, here's a bit about our company.

At First to Final, we believe in the power of words to transform, engage, and inspire. Our mission is to help your brand rise above the sea of mediocrity with content that not only stands out but also resonates deeply with your audience.

We're here to be your lifeline in the vast ocean of content creation, ensuring your message not only reaches but also captivates your audience.

As you embark on this journey with us, you're not just gaining a service provider; you're gaining a partner. We're committed to understanding your vision and tailoring our services to align perfectly with your goals. With our combined expertise in SEO, writing, editing, and social media we're ready to turn your ideas into compelling narratives that drive results.

So, are you ready to leave behind the bland and embrace the extraordinary? Let's make your brand's story not just heard, but remembered.

Thank you once again for your interest in First to Final. We look forward to the opportunity of working together and helping your brand achieve its full potential.



First To Final

## MEET THE TEAM



### VICKIE VELASQUEZ

Copywriter, SEO strategist, Social Media Consultant, Business Coach

Vickie is a dynamic Copywriter and SEO Strategist, known for crafting compelling content that boosts online visibility. As a Social Media Consultant, she excels in engaging audiences and enhancing brand presence. Her expertise as a Business Coach further empowers clients to navigate the digital landscape with strategic insight and creativity.



### LARISSA GALENES

Copyeditor, Social Media Consultant, Business Coach

Larissa is a skilled Copyeditor and Social Media Consultant, adept at refining content to perfection and maximizing its impact on digital platforms. Her keen understanding of social media dynamics helps brands connect authentically with their audience. As a Business Coach, she offers insightful guidance, helping clients navigate and succeed in the competitive business landscape.

# THE PROCESS

At First to Final, we believe in a seamless and personalized approach to every project we undertake. Our 6-step process is designed to ensure that every aspect of your content needs is handled with utmost care and professionalism, from the initial handshake to the final wrap-up.

Here's a snapshot of our journey together:



This process ensures that we are in sync with your vision at every step, delivering content that not only meets but exceeds your expectations.

On the following pages, you'll find a detailed breakdown of each phase, which will give you a deeper insight into how we transform your ideas into compelling narratives.

# PROCESS DETAILS

Here's a breakdown of our process:



## DISCOVERY CALL

We'll start with a one-on-one consultation to understand your needs, goals, and expectations. This step involves discussing the project scope, target audience, brand voice, and any specific requirements or preferences you may have. It's also an opportunity to set clear communication channels and timelines.



## PROPOSAL AGREEMENT

Based on the initial consultation, we'll create a detailed proposal outlining the services to be provided, project timeline, deliverables, and pricing. Once you review and agree to the terms, we'll sign a contract or agreement to formalize the engagement.



## PROJECT KICK-OFF

During the project kick-off meeting we'll set the project plan, deadlines, and first steps. This phase includes setting up a project management tool or system for tracking progress, establishing regular check-in points, and confirming any final details before work begins.



## CONTENT DEVELOPMENT & REVIEW CYCLES

We strive to keep you informed at key stages of the project. We'll incorporate regular review cycles to ensure the content we create aligns with your vision and incorporates the feedback you provide. This iterative process helps us refine the content to meet your expectations.



## DELIVERY & IMPLEMENTATION

Once content is finalized, we'll deliver the final product to you. We'll provide any necessary support for implementation, such as guidance on content deployment, SEO optimization, or integration with your platforms.



## DEBRIEFING

After the project is completed and the content is live, we'll schedule a debriefing session. This is an opportunity to discuss the project's success, challenges encountered, and feedback. This step is crucial for continuous improvement and can also facilitate discussions for future collaborations.

# WRITING SERVICES

## PRICELIST

### BLOG POSTS

- 300 to 1000 words
- Post includes full professional edit
- Includes 3-5 images
- Includes up to 3 revisions

*\$250-\$800*

### PILLAR POSTS

- Establish your brand as an authority on a specific subject with an all-encompassing guide written for readers and SEO.
- 4000 words
- Includes full professional edit
- Includes 5-8 images

*\$1497*

### ARTICLES

- Bring in SEO traffic with helpful content
- 1,200-2,000 words
- Search engine optimized
- Includes professional edit
- Includes 3-5 images

*\$997*

### LEAD MAGNET (EBOOK OR GUIDE)

- Create and format a highly useful lead magnet to help generate leads
- Prices vary based on length and content

*\$1997-3997*



# WRITING SERVICES

## PRICELIST

### PRESS RELEASE/ MEDIA KIT

- Create promotional materials to provide information to members of the media to help them write articles about or announcements from your company

*\$697*

### SQUEEZE PAGE (LANDING PAGE)

- Create a short-copy "squeeze" page to bring in leads and sales

*\$497*

### COPYEDITING / LINE EDITING (CLIENT-GENERATED COPY)

- Price: \$50 - up to 1,500 words
- Price: \$250 - 1,500-5,000 words
- Price: \$450 - 5,000-10,000 words
- Consult for prices beyond 10,000 words

*\$50-\$450*

# SOCIAL MEDIA & EMAIL SERVICES

## PRICELIST

### SOCIAL MEDIA (PER POST)

- Writing, editing, and scheduling social media posts on Facebook, Pinterest, or Instagram

*\$50*

### SOCIAL MEDIA (MONTHLY)

- Writing, editing, and scheduling social media posts on Facebook, Pinterest, or Instagram
- Post 2-3 times per week based on client needs
- Includes basic analytics report

*\$497*

### SOCIAL MEDIA SETUP

- Create an inviting page with robust ABOUT content, etc.
- \$297 per network (Facebook, Instagram, Pinterest, X + others)

*\$297*

### EMAIL MARKETING (STAND ALONE EMAIL)

- Reach out and grow sales with special promotions, invitations + more

*\$197*

### AUTO-RESPONDER (FUNNEL) EMAIL SERIES

- Deepen customer relationships and/or drive follow-up purchases and engagement
- \$297 per email (minimum 3-email sequence)

*\$297*

# OTHER SERVICES

## PRICELIST

### SEO OPTIMIZE EXISTING CONTENT

- SEO optimize existing posts/ articles up to 1000 words
- Consult for pricing beyond 1000 words

*\$497*

### COMPETITOR AND KEYWORD RESEARCH

- Report that identifies top 5 competitors in your niche
- Report includes 20 keywords each competitor they ranks for that you do not

*\$497*

### BRAND STYLE GUIDE

- PDF that includes your brand's:
  - Tone of voice
  - Logo colors
  - Fonts and font styles
  - Messaging
  - Imagery guidelines for photographs and social media assets
  - Patterns

*\$997*

### ONGOING MONTHLY WEBSITE MAINTENANCE

- Update plug-ins
- Repair broken links

*\$50*

# OTHER SERVICES

## PRICELIST

### BUSINESS COACHING SERVICES

- **Strategic Planning and Goal Setting:** Assisting clients in defining clear business goals, developing actionable strategies, and creating a roadmap for success
- **Performance Improvement:** Offering guidance on optimizing business operations, enhancing productivity, and fostering a growth-oriented mindset
- **Personalized Mentorship and Support:** Providing one-on-one coaching sessions for personalized advice, motivation, and support tailored to individual business challenges and aspirations

*\$75/Hr.*

### ALL OTHER REQUESTS

- All other tasks requested to be approved by both parties in writing

*\$75/Hr.*

# TESTIMONIALS

At First to Final, we take pride in the success and satisfaction of our clients. Their experiences speak volumes about the impact of our work.

Our clients' stories not only reflect our dedication but showcase the tangible results and positive changes we've helped bring to their businesses.



**JANICE S.**

I have been working with Vickie and Larissa for over a year. They are creative, efficient, SEO savvy, and just a pleasure to work with. Whether it's editing my material or creating original content, their work is always first rate. I am very grateful to Vickie and Larissa for making my website so much better.



**RACHEL H.**

What truly sets Vickie and Larissa apart is their commitment to understanding and aligning with my business objectives. Their insights and actions have consistently been in sync with my vision, making our collaboration not just effective but also incredibly rewarding. I am deeply appreciative of the role they have played in expanding my business.



**MICHELE O.**

Working with Vickie and Larissa of First to Final is an absolute pleasure. For over a year, they have helped problem-solve the website I cobbled together when I started my podcast and coaching business three years ago. Their creativity and efficiency has certainly been put to the test, as they have rebuilt and refined my existing content and also designed original content with an eye toward clarity and engagement.

# CONTACT US

We greatly appreciate your interest in First to Final. Our journey together begins with understanding your unique needs and crafting a solution that resonates with your brand's voice.

If you have any questions or need further information about our services and pricing, please don't hesitate to reach out.

We're here to provide the clarity and support you need to make the best decision for your business. Thank you for considering us as your partner in this exciting journey. We look forward to the opportunity of working together and helping your brand's story unfold.



First to Final  
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