

HALF-MOON MEDIA
2019 SERVICES & PRICING





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*Half-Moon Media gives your
brand a voice to help tell your
story.*

About Half-Moon Media

Half-Moon Media can help your business find its voice. With an effective marketing strategy and brand, your customers will be able to find and know your business.

Our services range from strategy and branding to photography and digital marketing. We will create a plan that works within your budget, needs, and capabilities.

Owner Cody Half-Moon has served almost every major industry, marketing, consulting, and writing for her clients in oil and gas, print publications, biotech, commercial services, insurance, art, music, real estate, and even freelance design. No matter the focus, Cody can apply her knowledge and skills in SEO, SMO, UX Design, UI Design, brand management, content writing, and more to help her clients find their voice in marketing.

Cody is a certified WIX Website Designer, and employs a WordPress developer. All designs are custom, and website packages include search engine optimization, all written

content, brand consultation, website ownership (no monthly fees), and completely custom design work.

Half-Moon Media regularly hosts workshops, holds lunch and learns, and sits on panels to guide small businesses through the challenges of marketing, competitive analysis, search engine optimization, and prioritizing business needs. Clients include local restaurants, florists, authors, designers, service companies, wellness coaches, and others. Half-Moon Media works with local photographers, in-house social media and SEO experts, analytics assistants, and editors to help her clients' brands come to life. With a passion to help small and medium-sized companies achieve greatness through marketing, Cody can help you understand your brand, create a plan, and find success.

*Half-Moon
Media will be
here to answer
questions
and explain
analyses.*



HALF-MOON
MEDIA



ELIZABETH HALF-MOON WHITE

S

HALF-MOON MEDIA STANDARD SERVICES

Strategy, Consultation, Design

The following is a list of services provided by Half-Moon Media. Design items and consultation/strategy items are charged differently, and some elements are sold only as a package flat fee (such as a website design, or monthly analytic reports).

For a price list, please go to page 12 in this booklet.

Some items may be, by request, an **industry exclusive** for your company, such as award entry management

and Google Ad bidding. Special pricing would be quoted for industry exclusive services.

Half-Moon Media partners with local photographers and videographers for special client deals. If the client uses these vendors, Half-Moon Media will provide brand consultation and specific project direction to the photographer and videographer free of charge. For questions, contact Cody at cody@halfmoon-media.com.

WEBSITE DESIGN,
SEO, UX/UI
STRATEGY



ANALYTICS
MANAGEMENT &
OPTIMIZATION
(MONTHLY TRAFFIC REPORT)



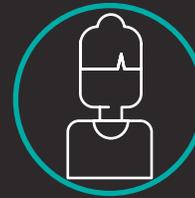
SOCIAL MEDIA
MANAGEMENT:
ADS, ENGAGEMENT,
OUTREACH



ADWORD CAMPAIGN
MANAGEMENT AND
OPTIMIZATION



REVIEW
SOLICITATION AND
MANAGEMENT



BRANDING
CONCEPT CREATION
& STRATEGY

MARKETING
MATERIALS DESIGN
- TYPICAL 5-DAY
TURNAROUND



COMPETITIVE
RESEARCH AND
TREND ANALYSIS



COMMUNITY
INVOLVEMENT/PR
OUTREACH



BRANDING DESIGNS:
LOGOS, BUSINESS
CARDS, MOOD BOARDS



MARKETING AWARD
ENTRIES AND
MANAGEMENT



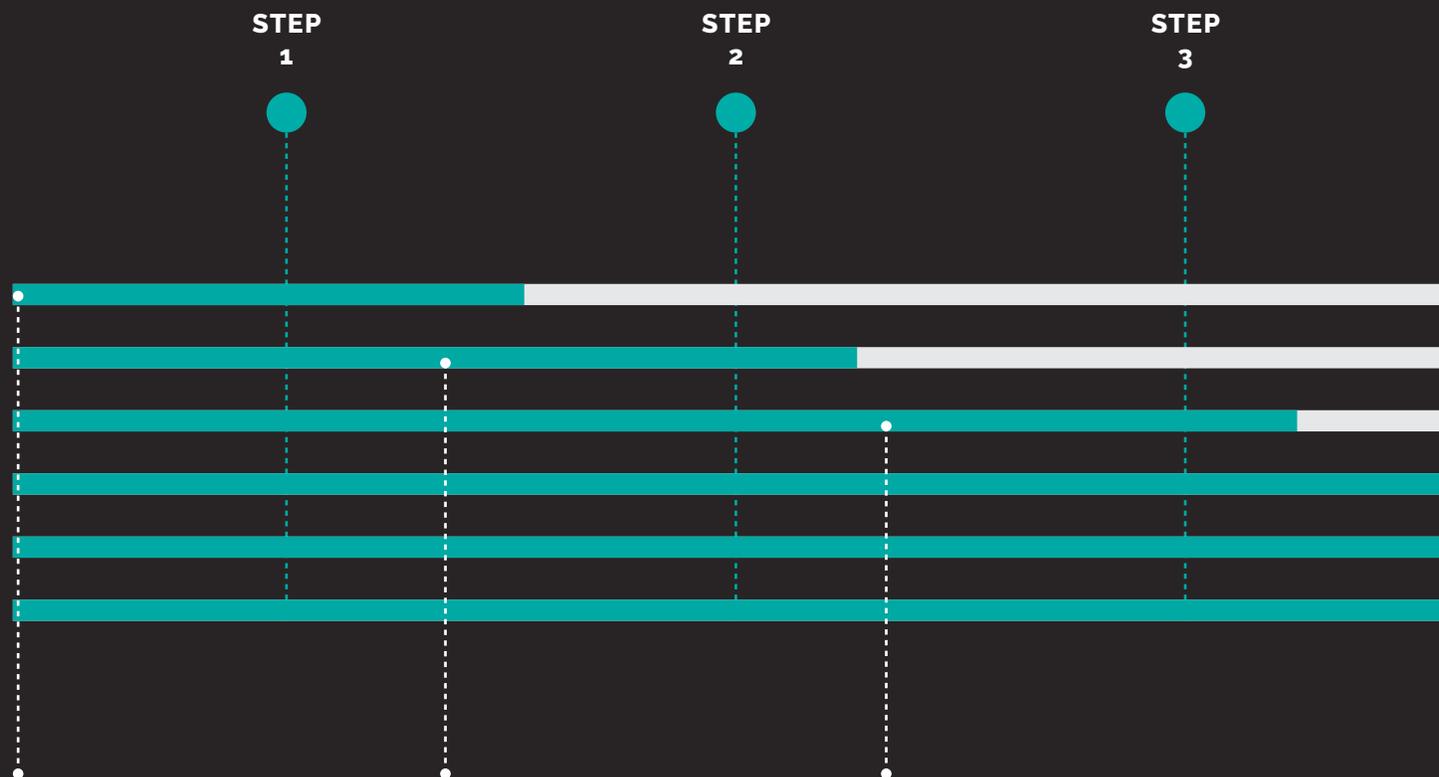
VIDEOGRAPHY AND
PHOTOGRAPHY
MANAGEMENT



A FULL MARKETING SCOPE

A Standard Marketing Timeline

The following is a standard plan of action for most Half-Moon Media marketing projects. This timeline includes branding consultation, website design, social media optimization, advertisements, analytics, and future growth.



**STEP
1**

**STEP
2**

**STEP
3**

STRATEGY

Meet to discuss branding goals, marketing needs, audience, relevant competitors, 5-year business goals, and brand preferences. From this meeting, set brand standards and goals.

BRAND ASSETS

Collect and/or create all brand assets (logos, business cards, photos, videos, etc.) needed to complete a full branding concept for the business. Design a mood board that will act as a brand guideline.

WEBSITE

Design a custom website that uses up-to-date brand elements that is search engine-optimized, connected to Analytics, and mobile-friendly. This process takes 1 - 2 months depending on media needs (photos, video).

A good marketing plan should consider all elements of the digital space, from the website to social media to analytics.

**STEP
4**



**STEP
5**



**STEP
6**



SOCIAL

Execute an aggressive social media plan that encourages audience members to visit new website, learn about the company, and understand your brand. Quarterly check-ins are scheduled to maintain plan.

ADVERTISEMENT

Create Google Ads and/or social media advertisements that call for audiences to visit your business website and learn more about your services and promotions.

ANALYTICS

Maintain Analytic research to determine changes in audience behaviors and promotion statistics. Updates to audiences, ads, and hashtags should be made every few weeks for continuous optimization.

MARKETING DETAILS

WEBSITE DESIGN

Half-Moon Media is a certified WIX Designer and WordPress developer, creating completely custom websites that are specific to clients' brand and needs. All websites include optimized content to improve search engine results, with special keyword selections based on the client's business. Meta data for each page and alt-text for all images are included to help improve search engine results. Typical websites are 8 - 10 pages and include brand consulting, all written content, custom design work, and interactive elements such as videos and maps. Half-Moon Media does not create or use out-of-the-box templates, providing a completely unique brand experience for each client. Half-Moon Media also employs User Experience design best practices and all IT work needed to transfer the domain and make the website live. All websites include a mobile-optimized design and ownership transfer, meaning that there are no monthly fees.

SITE OWNERSHIP

Unlike most marketing agencies, Half-Moon Media believes that small business owners should also own their websites. Website Ownership is transferred to the client once the final payment is made.

INVOICING AND PAYMENTS

Half-Moon Media accepts payments via bank transfer, card, PayPal, check, or cash. Websites require a 30% deposit before work begins, with the remainder due once the website goes live. Website ownership will not be transferred until this payment has been made. Retainer agreements are to be paid between the 1st and the 5th before services for that month are provided. Consulting agreements are to be paid at the end of the month upon invoice receipt. Flat-fee design projects require a 50% upfront deposit. Custom quotes are available for special projects and bundle packages.



LOGO DESIGN & MOOD BOARD

CUSTOM WEBSITE DESIGN

GOOGLE ANALYTICS & GOOGLE ADS

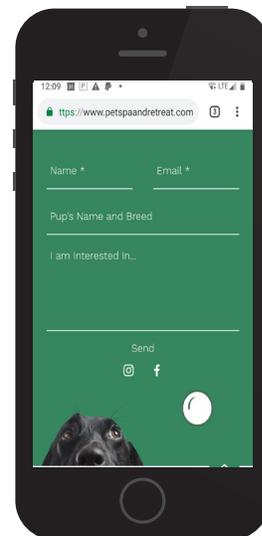
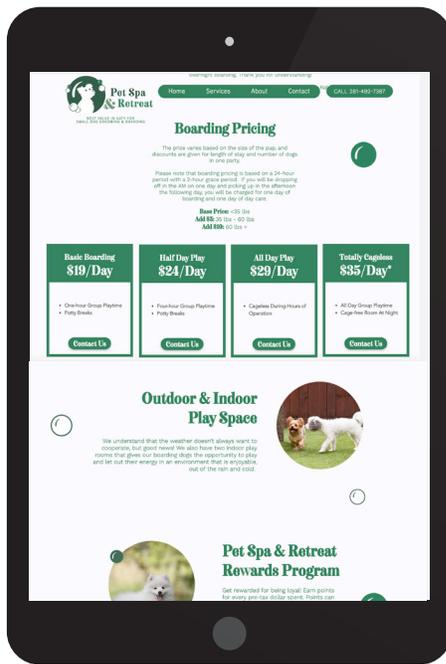
Half-Moon Media is a strong proponent of analytics, research, and data to determine the effectiveness of marketing plans and to gain a better understanding of your audience behaviors, demographics, and marketing preferences. Half-Moon Media specializes in Google Analytics, and every custom website includes a Google Analytics set-up. Half-Moon Media can also provide monthly analytics analysis (and reports by request) on audience behavior, visitation reports, acquisition data, bounce rates, and more.

Separate offers and some packages also include Google Ad set-up, optimization, and reporting. Google Ads help companies bid on keywords to show up higher in search results, and to leverage browser cookies to target past site visitors with display advertisements. Some packages include Google Ad analysis, management, and updates.

SOCIAL MEDIA MANAGEMENT

Social media posts will be managed and published by Half-Moon Media using specified branding guidelines and approved posting schedules. A Brand Mood Board is suggested to help set the tone, mood, and feel of your brand. Half-Moon Media works on all major social media platforms, including Facebook, Instagram, LinkedIn, Yelp!, and Twitter, and will recommend which platforms are best to prioritize for your time and brand. Social posts include Story Sharing for each post, hashtags (10-15 per post) relevant to your brand and post to help drive audience engagement, inbox replies, and other types of outreach.

How hands-on Half-Moon Media is with your social posts depends on your package selection. For Full Social Media Marketing, Half-Moon Media will meet with you every quarter to discuss social media analytics and plans.



MOBILE-FRIENDLY DESIGNS

STANDARD PRICING

WIX CUSTOM WEBSITE DESIGN - SMALL PACKAGE

Includes 2-3 pages, all written content, search engine optimization ((keywords, meta data, alt-tags, etc.), Google Analytics & Google Business set up, all custom graphic design elements, transfer of website ownership, and 2 hours of brand consultation. One template revision included. \$2,800

WIX CUSTOM WEBSITE DESIGN - STANDARD PACKAGE

Includes 8-10 pages, all written content, search engine optimization (keywords, meta data, alt-tags, etc.), Google Analytics & Google Business set up, all custom graphic design elements, transfer of website ownership, and 4 hours of brand consultation. Two template revisions included. \$5,500

WORDPRESS CUSTOM DESIGN - SMALL PACKAGE

Includes 3 pages, completely custom-built WordPress template, search-engine optimization (keywords, meta data, alt-tags, etc.), all written content, Google Analytics set up, all custom graphic design elements, transfer of website ownership, and 2 hours of brand consultation. One template revision included. \$4,500

WORDPRESS CUSTOM DESIGN - STANDARD PACKAGE

Includes 8 pages, completely custom-built WordPress template, search-engine optimization (keywords, meta data, alt-tags, etc.), all written content, Google Analytics & Google Business set up, all custom graphic design elements, transfer of website ownership, and 4 hours of brand consultation. Two template revisions included. IDX set-up included (add-on charges may apply based on design needs). \$6,000

SOCIAL MEDIA SET-UP

Includes writing all biographical content, social media plans and suggested timeline, audience configuration for advertisements, proposed ad plan, and all graphic design elements for up to 4 platforms. Marketing plan will be provided via PDF and a 1-hour consultation to review the plan is included. \$1,000

ADWORDS CAMPAIGNS

Set up and optimize a Google AdWord campaign, keyword or display. Includes one follow up analysis to check in on ad performance (click-through rate, audience response, impressions, etc.). Reports are provided to client. One-time set-up service. Up to two advertisements. \$1,000

STANDARD PRICING

MARKETING CONSULTING

This is the typical hourly fee for Half-Moon Media marketing consultation, which can include employee training, brand guidance, competitive analysis, marketing strategy, event promotion, PR outreach, videography/photography direction, and more. Some hours are included in packages and offered separately. \$120/HOUR

GRAPHIC DESIGN

Design items can include social media posts/story slides, Yelp! advertisements, business cards, marketing flyers, landing pages, table-top cards, postcards, etc. Some hours are included in packages and offered separately. \$150/HOUR

SOCIAL MEDIA MANAGEMENT - SMALL PACKAGE

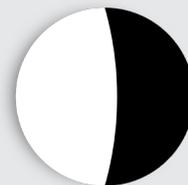
Half-Moon Media will develop a social media plan, provide custom graphics when needed, and post on up to two platforms three times a week. Each post includes cross-posting on two platforms and include Stories sharing, highlights, and hashtags. This package does not include audience engagement. \$400/MONTH

SOCIAL MEDIA MANAGEMENT - STANDARD PACKAGE

Half-Moon Media will develop a social media plan, provide custom graphics when needed, and post on up to four platforms, four times a week. Each post includes cross-posting across all platforms and include Stories sharing, highlights, and hashtags. Half-Moon Media will also engage audiences, interact in hashtags, and respond to direct message inquiries (up to 4 hours of engagement work each week). Every post is set to specific brand standards and this package includes a quarterly consulting check-in to review social media plan, audience engagement, and more. \$800/MONTH

COMPANY INFORMATION

Half-Moon Media can help your business find its voice. With an effective marketing strategy and brand, your customers will be able to find and know your business.



HALF-MOON
MEDIA

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