



MINORIMPACT

COPYWRITING

MARKETING PACKAGES

➡ **STARTUP SUPERCHARGE: \$350 + \$750 RETAINER**

- Copy Creation/ Update
- Basic Email Marketing
- Basic Advertising
- Basic Website Design
 - Landing Page Structure
 - Page Editing
- Content Proofreading/ Editing
- Keyword Research
- Monthly Strategy Call

➡ **BRAND BOOSTER BLUEPRINT: \$750 + \$750 RETAINER**

- Copy Creation/ Update
- SEO Analytics
 - Content Audit Review
 - Keyword Audit Review
- Basic Email Marketing
- Basic Advertising
- Basic Website Design
 - Landing Page Structure
 - Page Editing
- Content Proofreading/ Editing
- Monthly Strategy Call

➡ **IMPACT INSTIGATOR PLAN: \$1,250 + \$750 RETAINER**

- Copy Update
- SEO Analytics
 - Content Audit Review
 - Keyword Audit Review
- Social Media Writing
 - Posts
 - Captions
 - Blogs
- Level 1 Email Marketing
- Innovative Level 1 Advertising
- Content Proofreading/ Editing
- Content Creation
- Product Descriptions
- Level 1 Website Design
 - Landing Page Structure
 - Page Editing
- Monthly Strategy Call

➡ **INFLUENCE IGNITION PLAN: \$1,750+ \$750 RETAINER**

- SEO Analytics
 - Content Audit Review
 - Keyword Audit Review
- Newsletter/ Email Sequencing
- Premium Copy Content
- Premium Level Ad Copy
- C.R.O.- Conversion Rate Optimization
- Content Proofreading/ Editing
- Website Design Revamp
 - Landing Page Structure
 - Page Creation/ Editing
 - Mobile Site Integration
 - Typography- Letter Design
- Social Media/ Website Management
 - Site Content Review/ Edit
- X Monthly Strategy/ Review Calls

**CONTACT ME FOR MORE
INFORMATION OR INQUIRIES:**



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PACKAGE DISCLAIMER & NEED TO KNOWS

Service Packaging with Retainers:

These packages are designed to provide flexibility, value, and consistency, allowing you to choose the services that align with your goals and budget with ease. A monthly service package allows you to avoid back-to-back transactions and have the answer to anything you may need.

What Your Package Covers:

Dedicated Servicing: The retainer guarantees a dedicated back-pocket service each month for copywriting and digital marketing services tailored to your specific requirements, along with priority scheduling.

- **Package Customization:** Service packages can be customized to accommodate specific needs. If your requirements change over time, your package can be adjusted accordingly to align with your evolving goals after written discussion before implementation.
- **Monthly KPI Reports:** You'll also receive detailed reports outlining work completed, and key data points/results.
- **Revisions:** All projects receive 3 revisions after discussions have been had about any discrepancies.

Billing and Payment:

Package retainer invoices are issued at the beginning of each agreement and are expected to be **paid in full** within **7 days** from the invoice date. Late payments may result in a suspension of services until the outstanding balance is settled.

- **Payment Plans:** Pay breakdowns simply need to be discussed to see what best fits your marketing budget blueprint (**Bi-Weekly, 50/50 Split, Quarterly/Annual Installments**).
- **Cancellation Policy:** Clients can terminate the retainer agreement with a 7-Day written notice. Any paid retainers with outstanding days in the month at the time of cancellation will be forfeited. Refunds for any unused days must be discussed in writing.

By engaging M.I. services and opting for a monthly service package retainer, clients acknowledge and agree to the information outlined above. Minorimpact Copywriting is committed to providing exceptional copywriting and digital marketing services and ensuring your brand's success.

Thank you for choosing M.I. Copy as your success-building partner.

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**Note: I reserve the right to display completed work for portfolio purposes publicly. While withholding any vital information.*