

**Darian Witty**

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Go To Market strategy

Brand strategy

Brand creation, development & management

Content strategy & creation

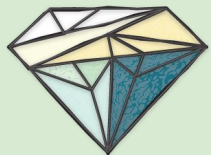
Social media strategy, creation & deployment

Graphic design

Sales enablement

Graphic design

Storytelling



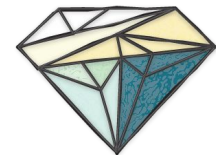
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# Price List

Brand creation - \$5,000

*includes*

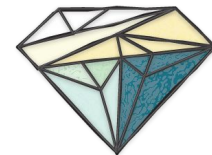
- Logomark (lettermark or wordmark)
- Mini brand guide including logo usage, brand narrative, tone-of-voice
- Typography
- Iconography
- Colour palette
- Imagery style
- 2 x iterations



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# Price List

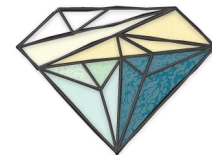
Basic print collateral - business card, letterhead and A5 or DL brochure	1600
Signage: Main store / office signage	1280
Store / office decals	1280
Retail conceptualisation	3040
Retail brand implementation	on request
Retail fit out sourcing	on request
Merchandise mockups	on request
Merchandise sourcing	on request
Presentation template / sales deck: design only	3040
Presentation template / sales deck: content and design	4560
Pre-built marketing templates on Figma or Canva	320
User personas	480



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SEO analysis and strategy	640
SEO Management	1600
Marketing Audit	1280
Marketing strategy - holistic	3040
Product / Go To Market Strategy	1520
2,000 word landing page - Optimised to serve both reader and search algorithm requirements	560
1000 word article / blog post	280
500 word article / press release / newsletter	240
Social media: 5 posts per week, up to 3 channels, community management, listening for engagement opportunities	4000
Social media: 3 posts per week, up to 3 channels, community management, listening for engagement opportunities	3040
Social media: 1 post per week, up to 2 channels, community management, listening for engagement opportunities	1520
Project management / marketing co-ordination	



on request  
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