

ABOUT MOXIE MARKETING . . .



What is Moxie?

moxie noun

mox-ie

1. Energy, pep, verve
2. courage, determination, grit
3. skill, know-how

Our Mission:

To guide businesses and organizations in finding their message and telling their stories to their customers to reach goals and achieve success . . . all with a dose of moxie.

Our Brand:

A marketing company committed to story branding that approaches business and organizational goals with innovation, strategy and moxie to achieve goal success for their clients.

About Kelsey:

Even at a young age, I found anything that allows me to flex my creativity something that draws me. My communication arts and business marketing degrees, my 10+ years work experience in a media company corporate setting, and my passion for entrepreneurship give me the tools to help my clients succeed. It is a long-time dream of mine to own and operate my own business. I am so grateful to be living that dream and serving my customers.

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."
- Maya Angelou



MOXIE
Marketing
OF THE MIDWEST

605.568.0181 | kelsey@moxiemarketingmw.com
www.moxiemarketingmw.com

CONSULTING

Does your business need a marketing professional? Maybe your marketing team could use an extra arm? Is there an event you would like to have someone assist you with from budget to execution? Moxie Marketing of the Midwest, LLC has you covered.



Marketing Outsource Services

Let us become your marketing team.

5 Hours / Month
\$400/month

10 Hours / Month
\$780/month

15 Hours / Month
\$1125/month

- Any hours outside the allotted time is billed according to package contracted.
- Other marketing contracts available for temporary terms or annual terms.
- Prices are subject to change with 30-day notice.

Event Consulting Services

Let us take the stress out of your event.

Event consulting fees depend on the customer and the business objectives. We will sit down with you to discuss what your needs are, what your budget entails, and how we can maximize success and remain economical. Contact us for a free consultation today!



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GRAPHIC DESIGN

We want to create marketing material with moxie for you. Choose one of the packages or, pick from our a la carte menu.

Complete Logo Design

- Logo Design
- 5 Versions to Choose From
- Unlimited Rounds of Revisions
- Alternate Logo
- One Color & Full Color
- Branding Guide

\$750

Basic Logo Design

- Logo Design
- One Color & Full Color
- 5 Versions to Choose From
- Unlimited Rounds of Revisions

\$475

Business Launch Toolkit

- Logo Design
- 5 Versions to Choose From
- Unlimited Rounds of Revisions
- Alternate Logo
- Branding Guide
- Business Cards
- (1) Promotional Item (flyer, rack card, post card, advertisement, etc)
*Brochure, menu and other larger items not included, but can be bundled.
- Facebook Cover Photo
- Facebook Post/Template (or Instagram or Linked In)
- Linked In Page Setup

\$1275

Branding Bundle Toolkit

- Business Cards
- (2) Promotional Item (flyer, rack card, post card, advertisement, etc)
*Brochure, menu and other larger items not included, but can be bundled.
- Facebook Cover Photo
- Facebook post/template (or Instagram or Linked In)

\$775

Branding Bundle Toolkit Premium

- Business Cards
- (2) Promotional Item (flyer, rack card, post card, advertisement, etc)
*Brochure, menu and other larger items not included, but can be bundled.
- Facebook Cover Photo
- Facebook Post/Template (or Instagram or Linked In)
- Print Advertisements (3 sizes)
- Digital Ads (3 sizes)

\$1150

Layout Design Services

- Booklet, Annual Report, Member Guide, etc - Design
- Prep for Print
- Ad Sales – commission incurred outside of design fee – call for quote
- Price Depends on Size and Complexity of Project

Starts at \$750

Livestock Catalog Layout Design

- Lot Photo and Data Implementation
- Custom Designed Layout
- Prep for Print
- Print Quotes Available
- Price Depends on Size and Complexity of Project

Starts at \$2250



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Marketing Tools Al La Carte

Business Cards

\$275

Brochures

- Contact for custom quote based on size and complexity.

Starts at \$325

(1) Promotional Item (flyer, rack card, post card, advertisement, etc)

* Brochure, menu and other larger items not included, contact for custom quote.

Starts at \$225

Need ideas on what promotional items you might need?

- Single or Double-Sided Business Cards
- Flyers
- Rack Cards
- Brochures
- Single or Double-Sided Flyers
- Postcards
- Social Media Cover Photos

Complex Marketing Tools

- Newsletters
- Menus
- Annual Reports
- Programs
- Booklets
- Membership Guides
- Educational Tools

The complex marketing tools vary so much in size and complexity that we exclude them from our bundles, but would love to offer a custom quote and bundle them in for an adjusted price with our other bundles.

CUSTOM QUOTES

- If there's something that you are looking for that isn't on the list, we can create it! Just give us a call or shoot us an email!

DESIGN ONLY

- Graphic design prices are design only. We can send you the files if you have a preferred printer.

PRINT RATES

- If you would like a price for on printing, we would love to provide you with a custom quote. Substitutions and upgrades may be made to any of the packages making prices vary.

GRAPHIC DESIGN HOURLY RATE:

\$75/Hour

(Prices are subject to change without notice)

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WEB DESIGN

Choose a website package or let us provide a custom quote to build the website that is right for you.

Affordable Basic Web Package

- Homepage
- Contact Page
- Search Engine Optimization
- Google Analytics Account Setup

Investment with Hosting: \$1300

Investment without Hosting: \$1000

Basic Web Package

- WordPress Content Management System
- Premium Theme Customization
- Responsive (Mobile Friendly) Design
- From 3-6 Pages
- Text Writing & Editing
- Up to 5 Stock Images
- General Plugin Add Ons
- Social Media Integration
- Google Analytics Web Tools
- Up to 2 Hours of Site Training for Autonomy
- All websites are done with your individual branding in mind. Further assistance on branding available.
- 1st Year of Hosting Included

Investment: \$2650+

***Pricing and timeline of execution depend on content readiness and requested site functionality.**

Hosting:

- Hosting includes: hosting, maintenance, security, backups, support and minor updates throughout the year.
 - Hosting: Where your data and files live out on the internet securely.
 - Maintenance: scheduled and routine updates to site apps and backend programs.
 - Security: Comes with an SSL certificate that is a \$150 value.
 - Backups: Scheduled Routine backups to your site.
 - Support: Technical support on retainer for troubleshooting issues that may arise. Timely and friendly service.
 - Minor Updates: Any minor visual or content updates to the site that are needed, for instance uploading a new YouTube video or editing a gallery issue.
- \$500/annually or \$65 per month**

Major Updates:

Moxie Marketing of the Midwest, LLC charges \$75/hour with a \$75 minimum charge for content/system updates or changes.

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WEB DESIGN

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Optional Upgrades

Online Store

\$750 Setup (Starts At)
\$75/Month Maintenance

Online Event Registration

Starts at \$250

Licensed Plugins or Custom Plugin Solutions

Varies

Custom Online Forms

Starts at \$200

Content Development - Writing Copy

\$75/Hour

Content Development - Photography / Videography

\$75/Hour

Additional Pages

Starts at \$150

Domain Management

\$5/Month or \$50/Annually

Google Analytics Reporting

Monthly - \$250/Annually
Quarterly - \$200/Annually
Annually - \$175/Annually

Additional Stock Photos

\$15 Each

(Prices are subject to change without notice)



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