Quick Package Snapshot

Package	Primary Purpose	Best For	Reporting Included
Red Flag Assessment	Diagnose & clarify	Businesses unsure what's broken	✓
Website Package	Digital foundation & lead capture	Companies needing a high-performing site	✓
Social Package	Awareness & demand generation	Brands building visibility and trust	✓
Outreach Package	Proactive lead generation	Teams ready to go on offense	✓
TV Package	Authority & market dominance	Established brands scaling reach	✓
Custom Package	Fully tailored growth plan	Complex or multi-channel needs	✓

Red Flag Assessment – Tier Comparison

Feature	Core Assessment	Strategy & Training	Premium Brand Offsite
Marketing audit & gap analysis	✓	✓	✓
Performance & spend review	✓	✓	✓
Improvement recommendations	✓	✓	✓
Team training	—	✓	✓
Go-to-market strategy	—	✓	✓
Execution roadmap	—	✓	✓
2-day offsite brand strategy	—	—	✓
Brand promise & positioning	—	—	✓

CTA: Schedule a Red Flag Assessment

Website Package – What's Included

Capability	Included
Website design & development	✓
WordPress or Ecommerce options	✓
Templated or custom builds	✓
Hosting & maintenance	✓
Conversion-focused landing pages	✓
Local SEO (9–300 keywords)	✓
National SEO options	Optional
SEM / PPC (Google & Bing)	✓
Reputation monitoring & response	✓
Review solicitation	✓
Performance reporting	✓

CTA: Talk to Us About Your Website

Social Package – Channel Comparison

Channel	Included
Organic social posting	✓
Caption writing & scheduling	✓
Video production & campaigns	✓
Paid social (Meta & LinkedIn)	✓
A/B testing & optimization	✓
Lead nurturing	✓
Interest & audience targeting	✓
YouTube pre-roll (15s & 30s)	✓
Display & retargeting ads	✓
Reporting & insights	✓

CTA: Build My Social Presence

Outreach Package – Lead Generation Tools

Feature	Included
LinkedIn organic posting	✓
LinkedIn paid advertising	✓
Email campaign creation	✓
Email monitoring & optimization	✓
Local verified email lists (5k–20k)	✓
National email lists (30k–1M)	✓
Blog drafting	Optional
Newsletter drafting	Optional
Reporting & analytics	✓

CTA: Start Outreach Campaigns

TV Package – Media & Reach

Capability	Included
Commercial production	✓
Video editing	✓
Go-to-market TV strategy	✓
Streaming TV placements	✓
Linear television placements	✓
YouTube pre-roll	✓
Retargeting display ads	✓
Performance reporting	✓

CTA: Explore TV Advertising

Custom Package – Build Your Own

Requirement	Details
Minimum selection	3 solutions from any package
Channel mix	Fully customizable
Strategy alignment	✓
Execution & optimization	✓
Reporting & insights	✓

CTA: Build a Custom Plan

Tradeshow Design Package – What's Included

Capability	Included
Tradeshow goals & KPI definition	✓
Audience & competitor research	✓
Booth concept & visual strategy	✓
Brand-aligned booth design	✓
Messaging & value proposition copy	✓
Signage & large-format graphics	✓
Interactive elements planning (QR, demos, screens)	✓
Lead capture strategy & flow	✓
Pre-show promotion strategy	Optional
Post-show follow-up strategy	Optional
Vendor coordination & print specs	✓
On-brand collateral (one-pagers, handouts)	✓

Included as a dropdown menu in the "custom" package