

STUDIO III

# ONLINE MARKETING ANALYSIS & PROPOSAL

Concierge Aesthetics & Plastic Surgery  
& MAE Plastic Surgery  
Chicago, Geneva, Barrington, Naperville & Northbrook, IL



# It All Starts With Your Website

At Studio III, we approach design scientifically. Our designs have the sole purpose of inspiring user response. While artistic skills are a critical facet of our process, we take it to a higher level, combining research into online behavior to enhance response rate. We focus on symmetry, balance, color, stunning imagery, and a simple, clean user interface to create the ideal environment for the customers who matter to your business.

The ideal result of a visit to your website, landing page, online ad, or social media post is a customer request, appointment, walk-in, or call. Every detail of your design is geared to trigger a response. The combination of stunning images, custom site architecture, clear and simple navigation, and intelligent design creates the ideal online user environment.



# Photography: The Foundation's Foundation

The secret sauce to our website design is having beautiful visual assets.

Without great photography, your website feels like everyone else's: a template website with stock photos. Great photography creates individuality for your brand, and sets you apart of hundreds of other competitors.

[Photography Samples](#)



# Current Website: Concierge Aesthetics

Discerning cash-paying medical aesthetics patients know they have *many* choices to choose from. They often make decisions based on their initial first impression and emotional connection with a brand, followed by deeper research. The care and attention to detail you place in your own online image are often used as a proxy to the level of care and professionalism you'll provide them if they entrust your practice to address their needs.

Here are some of our key takeaways after reviewing your website in terms of design and functionality:

- **Visually, your website looks somewhat template, dated and cluttered. It could do a better job setting your practice apart from the competition.** The current site appears dated and generic in overall look and feel. The homepage has a large field talking about an Allergan partner status from 2020, has an outdated Specials link ("Christmas in July"), lower resolution stock images and entire sections of the homepage that cannot be read due to font and background contrast issues ("The Non Surgical Face").
- **The site's core messaging and Call To Action buttons come across as sales'y and almost desperate.** Rather than elevating your practice and presenting it as a sought-after and desirable destination for all things medical aesthetics related, first time visitors are greeted with a large 20% off services discount pop-up, followed by additional intrusive pop-ups offering more discounts on individual service pages. When you try to find out more about the surgeon, there is an almost full screen offer for \$500 off towards plastic surgery procedures, followed by an offer for free consultations. Using pricing and discounts as the main driver to attract new patients is reminiscent of Groupon and does little to add to the perceived value of your services. Further, these tactics tends to attract the wrong types of prospects (price-conscious tire kickers) and repel more desirable prospective patients.
- **Heavy use of stock images, with very few high quality authentic photos and videos to create a meaningful connection with site visitors.** Your overall site is saturated with dated stock images. These do little to remove the fear of the unknown, build rapport with site visitors, instill confidence in the surgeon or the Medical Spa staff. Ideally, your site should create an emotional connection with visitors, captivate their attention throughout their interactions with it and ultimately inspire more visitors to choose your practice for their aesthetic needs, rather than continuing to search elsewhere.

## RECENTLY COMPLETED MEDICAL SPA WEBSITES

<https://www.marcusmedical.com/>

<https://www.mybeautywithin.com/>

<https://www.nassifmdmedspa.com/>

<https://www.restormedicalspa.com/>

<https://www.sviamedspa.com/>

<https://www.jspamedspa.com/>

<https://www.dreamspamedical.com/>

<https://www.faceforwardmedical.com/>

<https://www.privamedspa.com/>

<https://www.zlmedspa.com/>

# Current Website: MAE Plastic Surgery

Here are some of our key takeaways after reviewing your website in terms of design and functionality:

- **As with the MedSpa site, the MAE Plastic Surgery site doesn't elevate the practice, nor authentically portray the quality of service and results that patients experience in person.** When prospective patients are researching their options in a highly saturated and competitive metropolitan area like Chicagoland, they have *many* choices to choose from. When visitors arrive on this site, they should *immediately* know they have discovered a renowned board certified plastic surgeon with over 25 years of experience and thousands of highly satisfied patients. The site should be aesthetic, immersive, fast, responsive and intuitively elevate Dr. Epstein from the crowd.
- **Cluttered visual presentation with lots of messages and content that make viewing it seem tedious.** The site appears static, bland and cluttered. The Call To Action buttons are not optimized to achieve conversions. The WordPress design theme that was used gives it a dated and “banners and boxes” look and the text content is presented in a densely formatted manner similar to blog pages.
- **Virtually no photos or video content showcasing the physical practice or surgical center, to remove the fear of the unknown, build rapport and instill confidence.** The same 3-4 photos of Dr. Epstein appear to be used throughout the site, with little to no footage showcasing the physical practice. Statistically, sites with high quality authentic photo and video assets keep site visitors engaged longer and have drastically higher conversion rates compared to sites that rely heavily on stock images or dense pages with rambling text.
- **There are no branding elements, content or visual images to associate MAE Plastic Surgery with Concierge Aesthetics.** While this is a recent acquisition, it will require tactful strategy to smoothly merge these brands and practices together into one cohesive brand without alienating existing patients from either practice.

## RECENTLY COMPLETED PLASTIC SURGERY WEBSITES

<https://www.fewinstitute.com/>

<https://www.rhmd.com/>

<https://www.drmentz.com/>

<https://www.drcourtney.com/>

<https://www.drpaulnassif.com/>

<https://www.thebodydoc.com/>

<https://www.drriidha.com/>

<https://www.drkimplasticsurgery.com/>

<https://www.dranthonycorrado.com/>

# Choose the Right Website Builds for You

**Tier 1  
Platinum**

100-200 Page Website  
200+ Patient Gallery

Up to 100 new pages added or edited

3 Rounds of Design, Content & Final Website Revisions

Custom Mobile Design for Home Page

*\$22,500*

**Tier 2  
Deluxe**

Up to 100 Page Website  
Up to 200 Patient Gallery

Up to 60 new pages added or edited

2 Rounds of Design, Content & Final Website Revisions

*\$17,500*

**Tier 3  
Foundation**

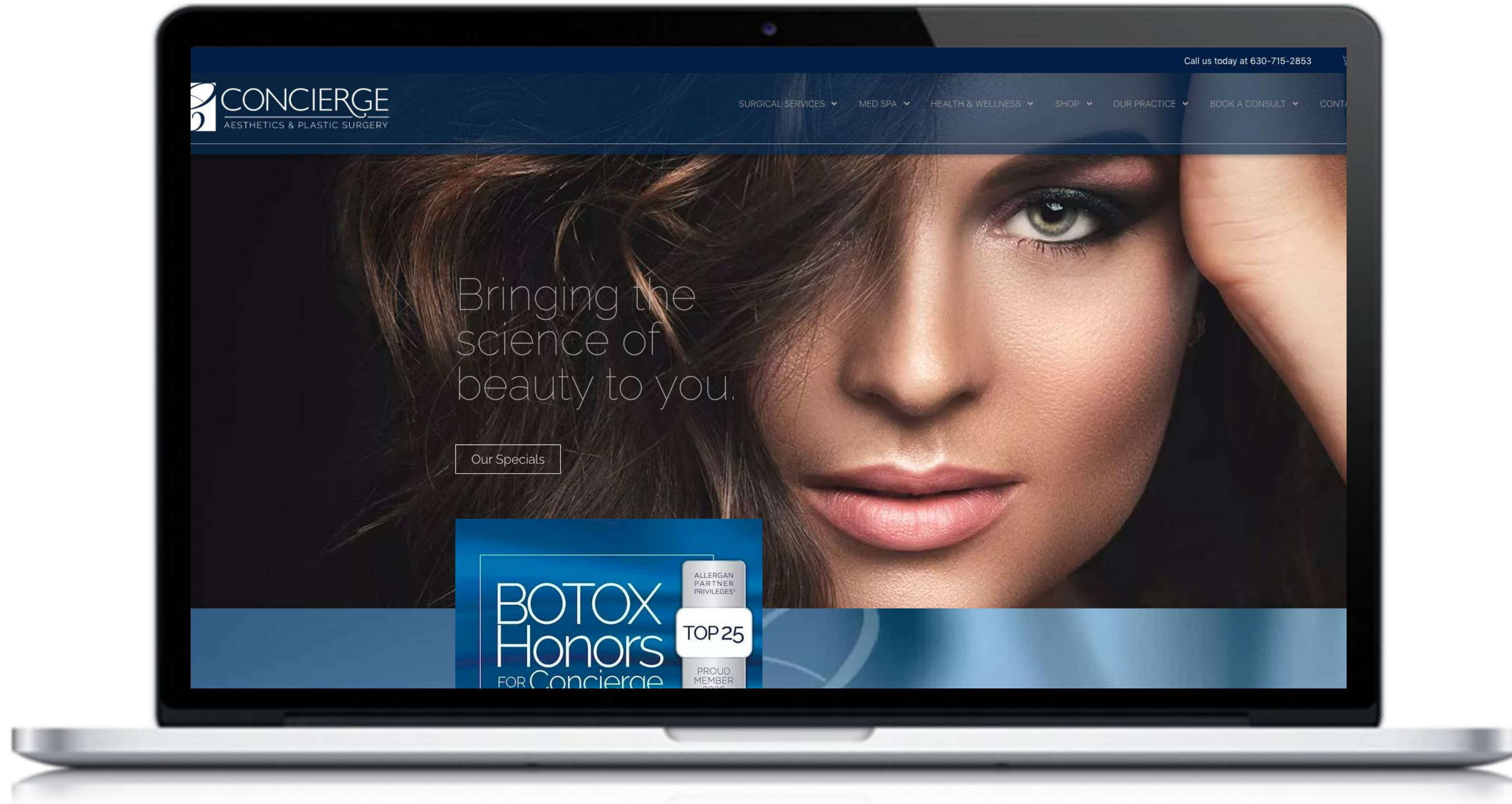
Up to 75 Page Website  
Up to 100 Patient Gallery

Up to 30 new pages added or edited

1 Round of Design, Content & Final Website Revisions

*\$12,500*

# Recommended Website Build: Tier 2 Deluxe



## Tier 2 Deluxe Package Includes:

Up to 100 Page Website  
 Up to 200 Patient Gallery

Up to 60 new pages added or edited

2 Rounds of Design, Content & Final Website Revisions

**Current Website  
 Page Count:**  
 89 + 17 blogs

**Current Website  
 Patient Gallery Count:**  
 9

# Recommended Website Build: Tier 1 Platinum



## Tier 1 Platinum Package Includes:

100 - 200 Page Website  
200+ Patient Gallery

Up to 100 new pages added or edited

3 Rounds of Design, Content & Final Website Revisions

Custom mobile design for home page

**Current Website  
Page Count:**  
158 + 69 blogs

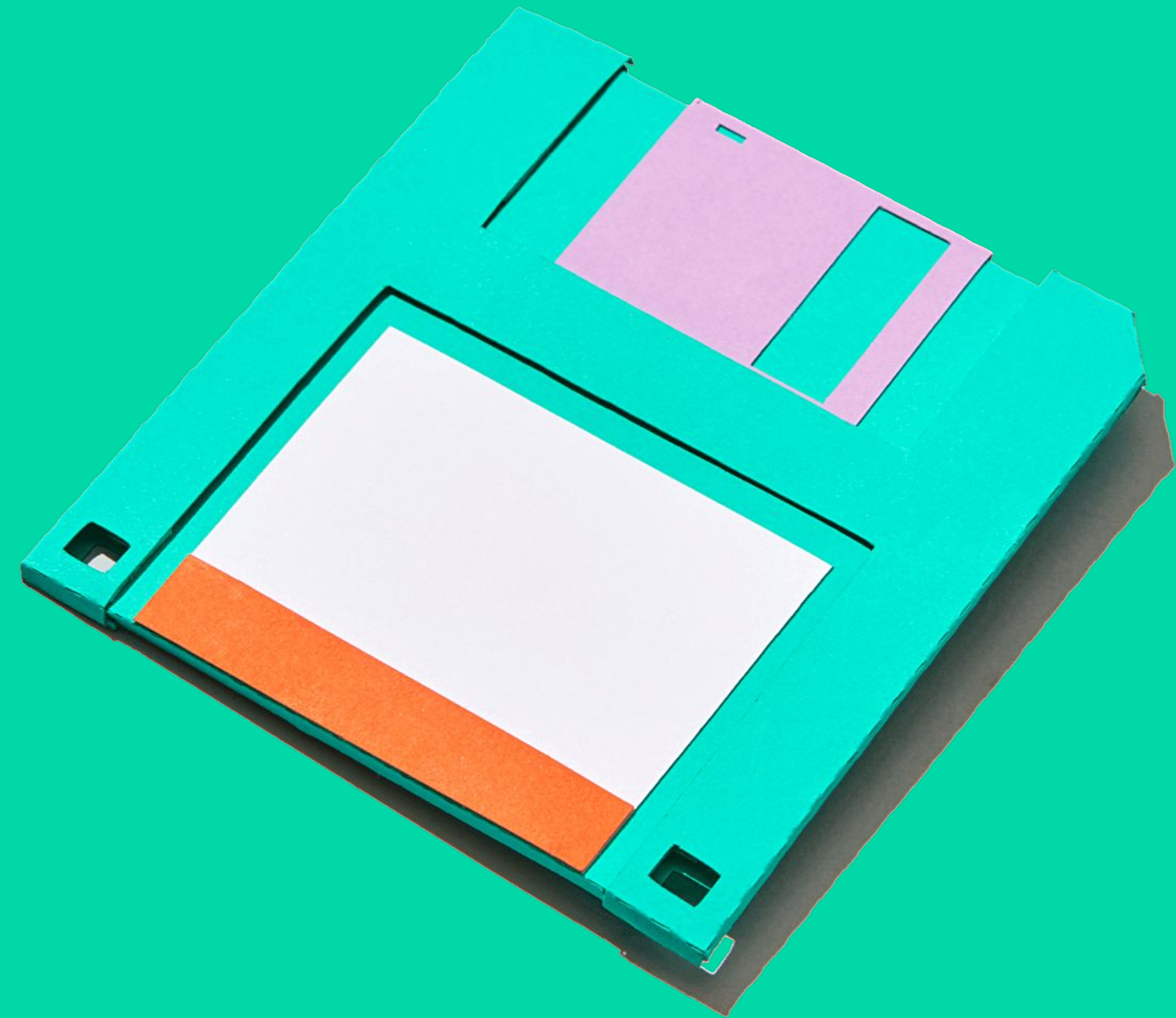
**Current Website  
Gallery Page Count:**  
223

# A Note on Technology

At Studio III, we are obsessed with technology, and rely on evidence-backed development techniques to optimize our custom sites. Our websites are built to perform, and strategically planned from the ground up. Once launched, we track every facet of performance.

Studio III websites score over 90 out of 100 on Google's four primary testing parameters: performance, accessibility, best practices, and SEO. Site performance on Google is of massive consequence to your online marketing success. We track every detail, taking advantage of increased user response to only improve your site over time.

We build blazing fast sites. The average website loads at 500 milliseconds. In comparison, our sites respond in under 100 milliseconds—an unimaginable speed.. The combination of artistry in design, simplicity of architecture for user response, and ultimate speed is the ideal mix—and that's just the start of our process.



# Video: Tell Your Story

Without video, even a great website can fall short of making a real connection between your brand and potential consumers.

## **Current Website Video Audit:**

- You don't have an overview video giving your brand statement and value proposition.
- Patient testimonial videos are key in research-based cash businesses.
- Videos detailing key points on services are essential.

[Video Samples](#)



# The Next Step: SEO – Can People Find Your Website?

Once your creative is completed with your beautiful new website, our real work begins. All of our creative will have gone to waste if no one comes to your site.

In our books, SEO is not one simple thing. It is the combination of actions taken on your website, starting at the very beginning of its creation, including originally written content, all the way through to a precise monthly analysis of progress in rankings against ranking factors recommended by Google (linking, on-page optimization, adding content, etc.). All this is done to ensure your rankings are maintained and continue to drive customers to your business.

Even when we get your rankings to page one, our job is far from over. The competition is constantly increasing, and we have to continually analyze and make improvements to your website to ensure those rankings don't drop. This constant improvement and analysis is part of what makes us a top SEO agency.



# Snapshot of Current Rankings: Concierge Aesthetics

Ultimately, you need people to find you when searching for your main service keywords. Once you have a great website, this is the first concern for your digital marketing: organic rankings in Google.

Here are some examples of keywords we could target in your campaign and their average monthly searches:

Chicago:	Per Month:
Botox Chicago	1,900
Laser Hair Removal Chicago	1,900
Med Spa Chicago	1,300
HydraFacial Chicago	880
CoolSculpt Chicago	480
EmSculpt Chicago	390
Microneedling Chicago	390

Geneva:	Per Month:
Botox Geneva IL	70
Facials Geneva IL	50
Med Spa Geneva IL	40
Laser Hair Removal Geneva	20
Facials Geneva	20
Botox Geneva	20
Body Sculpting Geneva	10

# Snapshot of Current Rankings: Concierge Aesthetics

Ultimately, you need people to find you when searching for your main service keywords. Once you have a great website, this is the first concern for your digital marketing: organic rankings in Google.

Here are some examples of keywords we could target in your campaign, their average monthly searches, and your rankings for them:

Naperville:	Per Month:
Med Spa Naperville	590
Botox Naperville	320
Laser Hair Removal Naperville	1,300
Body Sculpting Naperville	260
Facials Naperville	260
Dermal Fillers Naperville	260
HydraFacial Naperville	70

Barrington:	Per Month:
Botox Barrington IL	40
Med Spa Barrington	40
Laser Hair Removal Barrington	40
Geneva	20
Facials Geneva	20
Botox Geneva	20
Body Sculpting Geneva	10

# Snapshot of Current Rankings: Concierge Aesthetics

Ultimately, you need people to find you when searching for your main service keywords. Once you have a great website, this is the first concern for your digital marketing: organic rankings in Google.

Here are some examples of keywords we could target in your campaign, their average monthly searches, and your rankings for them:

Northbrook:	Per Month:
Botox Northbrook	30
Med Spa Northbrook	30
Laser Hair Removal Northbrook	20
HydraFacial Northbrook	10
Facials Northbrook	10
Lip Injections Northbrook	10
Microdermabrasion Northbrook	10

# Snapshot of Current Rankings: MAE Plastic Surgery

Ultimately, you need people to find you when searching for your main service keywords. Once you have a great website, this is the first concern for your digital marketing: organic rankings in Google.

Here are some examples of keywords we could target in your campaign, their average monthly searches, and your rankings for them:

Chicago Metropolitan Area:	Per Month:	Your Current Ranking:
Plastic Surgeon Chicago	1,900	#26 (3rd Page of Search Results)
Plastic Surgery Chicago	1,600	#29 (3rd Page of Search Results)
Best Plastic Surgeon Chicago	1,300	Past 3rd Page of Search Results
Breast Augmentation Chicago	1,000	#12
Rhinoplasty Chicago	880	#9
Tummy Tuck Chicago	590	Past 3rd Page of Search Results
Plastic Surgeon Northbrook	40	#1
Plastic Surgeon In Northbrook IL	20	#3
Breast Augmentation Northbrook	10	#1

# Your Current SEO Practices: Concierge Aesthetics

When analyzing your website's rankings and monthly website visitors, we found extreme fluctuations, rather than a stable improvement each month. Specifically, your monthly website visitors (including returning visitors) ranges from about 600 to 6,000 per month – currently in the lower range of that spectrum. It appears that your current SEO efforts are not consistent or appropriately aggressive based on the degree of competition in each of your markets and that your SEO efforts are not being adapted quickly enough to keep up with shifts in search engine ranking criteria.

We found that some of the keywords that bring the most visitors to your site are pricing related (i.e. “CoolSculpting prices” and “Liposuction cost Chicago”). This can have the negative effect of attracting those with limited budgets or who will choose to proceed with (or remain with) your MedSpa primarily because of how you're priced relevant to other local competitors – usually not the best patients to go after for long-term ROI.

Our team's initial analysis of your SEO efforts for Concierge Aesthetics found the following:

- **No effective multi-local SEO strategy in place. Little to no content geared to each distinct market you have a physical presence in.** In today's SEO landscape, hyper-local SEO and content geared to those within each distinct market play a huge role in achieving consistent rankings and high quality leads from *all* geographic markets. Simply put, while having a physical presence in a given city puts you at an advantage over a competitor with no presence in that city, as the medical aesthetics space becomes more saturated and competitive, it is no longer enough to dominate search results. Today, sites providing a user experience that caters to visitors from each distinct geographic market, as well as high quality location-specific content, links, images, etc. will outperform sites with location-generic content and additional locations listed at the bottom of their site, almost as an afterthought.
- **Extensive website design, coding and optimization errors (too many to list) that are resulting in a degraded user experience, high bounce-out ratio, low conversion rates and inconsistent rankings.** While it was relatively easy to achieve rankings in the past by simply sprinkling keywords and locations throughout a site or writing blogs on specific topics, those days are gone. Today, search engines want to provide *the most relevant and most desirable results* to their users. Sites that were built using cumbersome and slow to load coding practices of the past are no longer acceptable to users, as they often result in slow loading times, buffering, etc. As such, best practices for websites have evolved extensively over the past few years. To get a *high level* concept of just some of the issues with your site's performance, feel free to run this [website speed analysis tool provided directly from Google](#).

# Your Current SEO Practices: MAE Plastic Surgery

MAE Plastic Surgery has some existing rankings for both Northbrook and Chicago. Our estimates are that this website currently attracts between 10,000 - 20,000 visitors per month. But considering such a small fraction of these visitors are converting into new patients each month, it appears there is a combination of irrelevant visitors being driven to the site, coupled with a very low conversion rate.

We took an initial look into the state of your SEO efforts and found the following:

- **Some basic SEO best practices are not in use for your website.** Google and other search engines are continually evolving their ranking criteria, primarily based on evolving user preferences. One area there has been a major shift in emphasis is on the subject of website performance and overall user experience. Considering over 60% of all searches are conducted from mobile devices, website load time and usability play a major role in the overall user experience, engagement rate and conversions from your site. They are now also major ranking factors for search engines. Your current site failed [Google's "Core Web Vitals" assessment](#). This appears to be due to outdated site architecture and coding practices, as well as files, photos and video content that are not optimized to current performance standards.
- **Technical SEO issues that are causing your site to be red flagged by search engines or not show up in search results.** Looking throughout your website, we found that your website is not consistently using its priority keywords across the various types of HTML tags, it has incorrectly formatted Meta Descriptions, web page URLs that are not easily readable by humans or search engines, duplicate H1 header tags (akin to having multiple chapters in a book with the same name), images that do not have proper labels to provide context for search engines, outdated and inefficient website coding practices that require a lot of bandwidth and time to process (thereby slowing and degrading the user experience).
- **Website not optimized for mobile devices.** In addition to website load speed issues mentioned above, your website's mobile design is subpar and cluttered. There are font sizes and tap targets being used at various points of your site that are too small to be viewed easily by those visiting your site from mobile devices. This can lead to increased bounce-out rates and also hold your site back in organic rankings.

# Our SEO Strategy

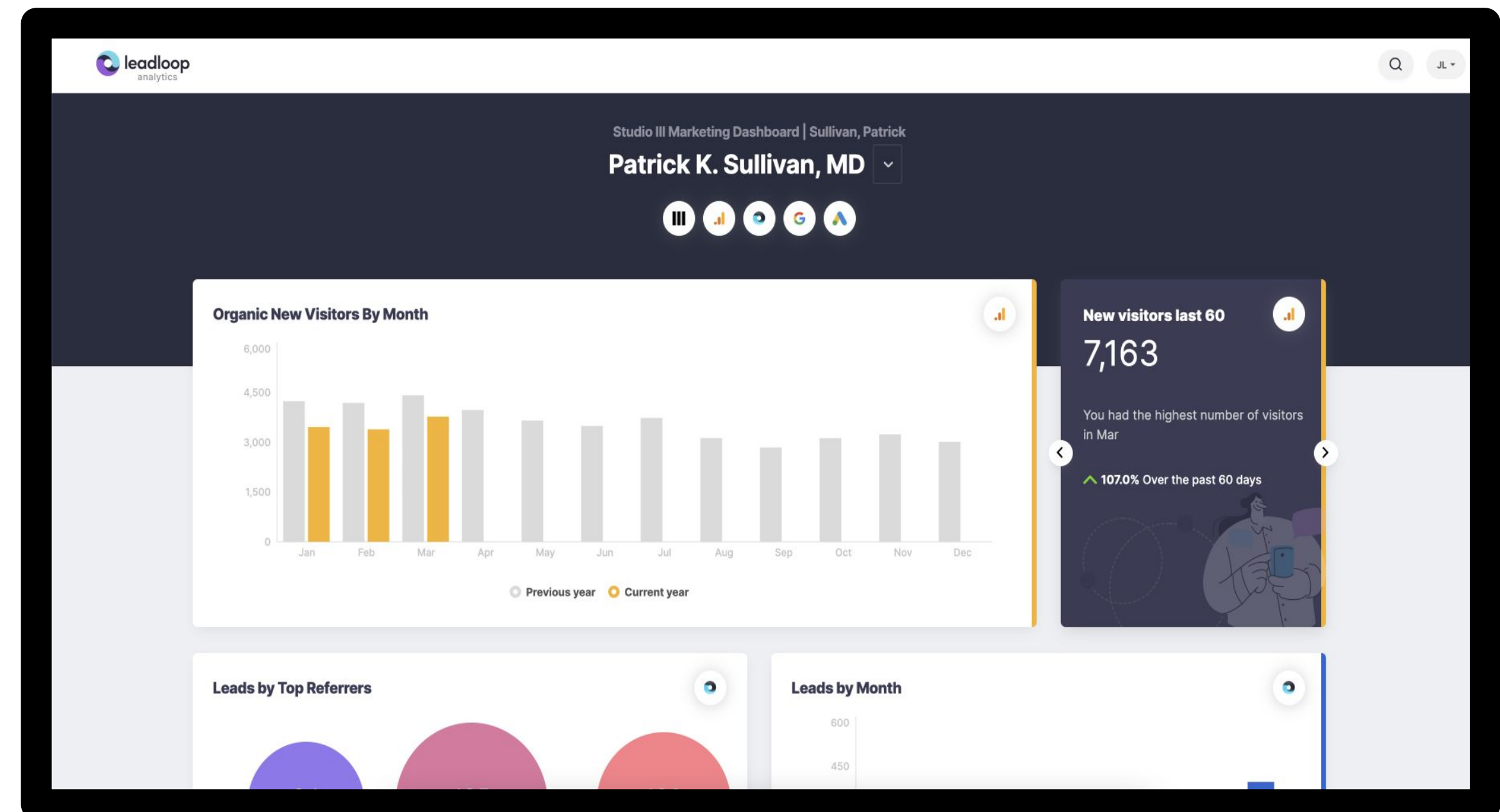
1. **Get the website right.** Our SEO “secret sauce” always starts with a rebuild from bottom up, getting every detail of your website right, before we begin SEO. Our SEO team is intimately involved with this process to combine great design with a website that ranks well. One of the distinctions with our sites is that they are fully custom (no templates) hard-coded sites that are purpose-built for your exact needs. They are also built from the ground up to provide a blazing fast user experience and ensure you are competitive in your market.
2. **SEO best practices start with the launch of the new website.** From title tags, header tags, meta descriptions, on-page content optimization and internal linking, there are many, many SEO best practices that have to be put in place upon launch of your new website.
3. **Focus on a few top services in the beginning.** Instead of a “shotgun” approach, we first target immediate page 1 rankings we can get as soon as possible, then build into the tougher, more competitive keywords. While SEO is still a long-term play, this approach allows us to move the dial and start attracting new patients through organic search traffic much faster.
4. **Monthly action, no set it and forget it.** Every month, everything is reviewed, analyzed, challenged until your campaign gets to “Green Tag” status, which means we have hit our first goals for your rankings that have turned into real, tangible leads for your business. There are hundreds of variables and changes that can be made to alter the course of your website’s SEO - the crucial part is to do the right changes.

# Included with your Retainer: LeadLoop™ Analytics

**LeadLoop™ Analytics, lead tracking software reporting built in-house.** Instead of just white-labeling software, we have built our own platform to give you an easy-to-understand dashboard for your digital marketing. This is available to you 24/7 and is live, not “built” - it pulls directly from your actual website data real-time.

**Review Management:** Included with our software platform is review aggregation and reporting to manage your online reputation along with your marketing campaigns.

**Built-In Lead Management capability at your fingertips.** The complete Leadloop experience covers the full range of lead management, completing a true “loop” to allow you to manage the whole process of lead generation to closing and scheduling. Learn more about LeadLoop [here](#).



## Other Monthly Services Included

1. **Website Maintenance/Requests/Ticketing System.** With a team of 15 designers and developers in-house, along with a dedicated Account Manager to manage the process, we have a robust website ticketing system that turns around your website changes usually within 24-48 hours, depending on the amount of work involved. You have a direct line to your Account Manager for RUSH changes without additional costs to you.
2. **YouTube Content Optimization.** As part of your monthly retainer, our team manages up to 5 video uploads per month, including optimizing title tags and descriptions in alignment with your digital marketing strategy.
3. **Monthly meetings with your Account Manager and Studio III team and executives.** Each month, our team wants to meet with yours. This is where the rubber meets the road - are we having an impact on your business? We want to see that the rankings and new visitors to your website are converting into a real difference to your bottom line, and then we want to discuss new strategies to keep your business at the forefront of your industry.

# Proposed Budget & Timeline



# Rebranding Services (Per Practice)

## BASIC

\$2,500

**Logo** — After completing research and establishing a direction with you, we will sketch and refine ideas until we have multiple variations on a theme for the logo. From there, the best 2-3 concepts will be presented to you. Your favorite version will then be selected. You will then receive a final bundle of files suitable for every application, from print to web to promotional items, etc., and unrestricted usage rights. - 2 Rounds of revisions

**Basic Brand Style Guide** — A PDF document that ensures consistency in future communications. Elements include visual identity guide, logo usage, and color palette.

**Logo Files** — Illustrator file, PNG files, EPS files

## DELUXE

\$5,000

**Logo** — After completing research and establishing a direction with you, we will sketch and refine ideas until we have multiple variations on a theme for the logo. From there, the best 3-4 concepts will be presented to you. Your favorite version will then be selected. You will then receive a final bundle of files suitable for every application, from print to web to promotional items, etc., and unrestricted usage rights. - 2 Rounds of revisions

**Deluxe Brand Style Guide** — In addition to Basic Style Guide deliverables, typography and a brand in use guide.

**Logo Files** — Illustrator file, PNG files, EPS files

**Font Files** — .tff/.otf files

## PREMIUM

Starts at \$15,000

### Includes Basic & Deluxe deliverables plus:

Initial creative call with client, Competitor analysis, Surveys of interested parties, Surveys of consumers, Internal discussion to establish fundamental brand identity. - 2 Rounds of Revision on Premium Brand Style Guide

**Platinum Brand Style Guide** — In addition to Deluxe and Basic Style Guide deliverables, visual accents and complementing brand graphics

**Brand Identity Guide** — Brand overview, target personas, brand voice, primary value proposition, key differentiators, brand “do’s & don’ts”, competitor map, internal brand protocols, full naming presentation including descriptions and philosophy and other unique brand components that may arise based upon discovery

**Brand Element Files** — Outlined illustrator file with graphic elements and supporting brand graphics

# Creative Services Budget: Concierge Aesthetics

## ➤ WEBSITE DESIGN AND BUILD (DELUXE): \$17,500

Includes:

- Custom Design, including Home Page and inner pages, up to 100 pages.
- Custom Mobile-Friendly, Responsive Coded Website.
- Up to 200 Patient Gallery.
- Up to 60 new pages added or edited.
- 2 Rounds of Design, Content & Final Website Revisions.

## ➤ Beginner Photo + Video Package (optional): \$15,000

- One-day website photoshoot
- One Main/Overview Video
- Two additional videos (Procedurals, Testimonials, Meet the Founder, Staff Intros, Office Tour, Social Media Ads, FAQs)
- One Homepage Loop Video

# Creative Services Budget: MAE Plastic Surgery

➤ WEBSITE DESIGN AND BUILD (PLATINUM): ~~\$22,500~~ \$20,000\*

\*Price reduced if both projects start together

## Includes:

- Custom Design, including Home Page and inner pages, up to 200 pages.
- Custom Mobile-Friendly, Responsive Coded Website.
- 200+ Patient Gallery.
- Up to 100 new pages added or edited.
- 3 Rounds of Design, Content & Final Website Revisions.
- Custom mobile design for home page.
- (Does not include redesign of 50+ products online store. Separate quote for this is available upon request).

# Video + Photo Shoot Packages

**Beginner**

One-day web photoshoot

One-day video shoot

One (1) main/overview video

Choose two (2) additional videos:

Types of videos – Procedurals, Testimonials, Meet the Founder, Staff Intros, Office Tour, Social Media Ads, FAQs

One (1) Homepage Loop Video

**\$15,000**

**Pro**

One-day web photoshoot

One-day video shoot

One (1) main/overview video

Choose five (5) additional videos

Types of videos – Procedurals, Testimonials, Meet the Founder, Staff Intros, Office Tour, Social Media Ads, FAQs

One (1) Homepage Loop Video

**\$22,500**

**Premier**

One-day web photoshoot

Two-day video shoot

One (1) main/overview video

Choose eleven (11) additional videos

Types of videos – Procedurals, Testimonials, Meet the Founder, Staff Intros, Office Tour, Social Media Ads, FAQs

One (1) Homepage Loop Video

**\$30,000**

[CLICK TO SEE VIDEOS](#)

# Ongoing Services Budget

➤ Monthly SEO & Website Services: \$2,550/month for Chicago and Northbrook  
+\$500 per location (Geneva, Barrington, Naperville)

## Monthly SEO Services:

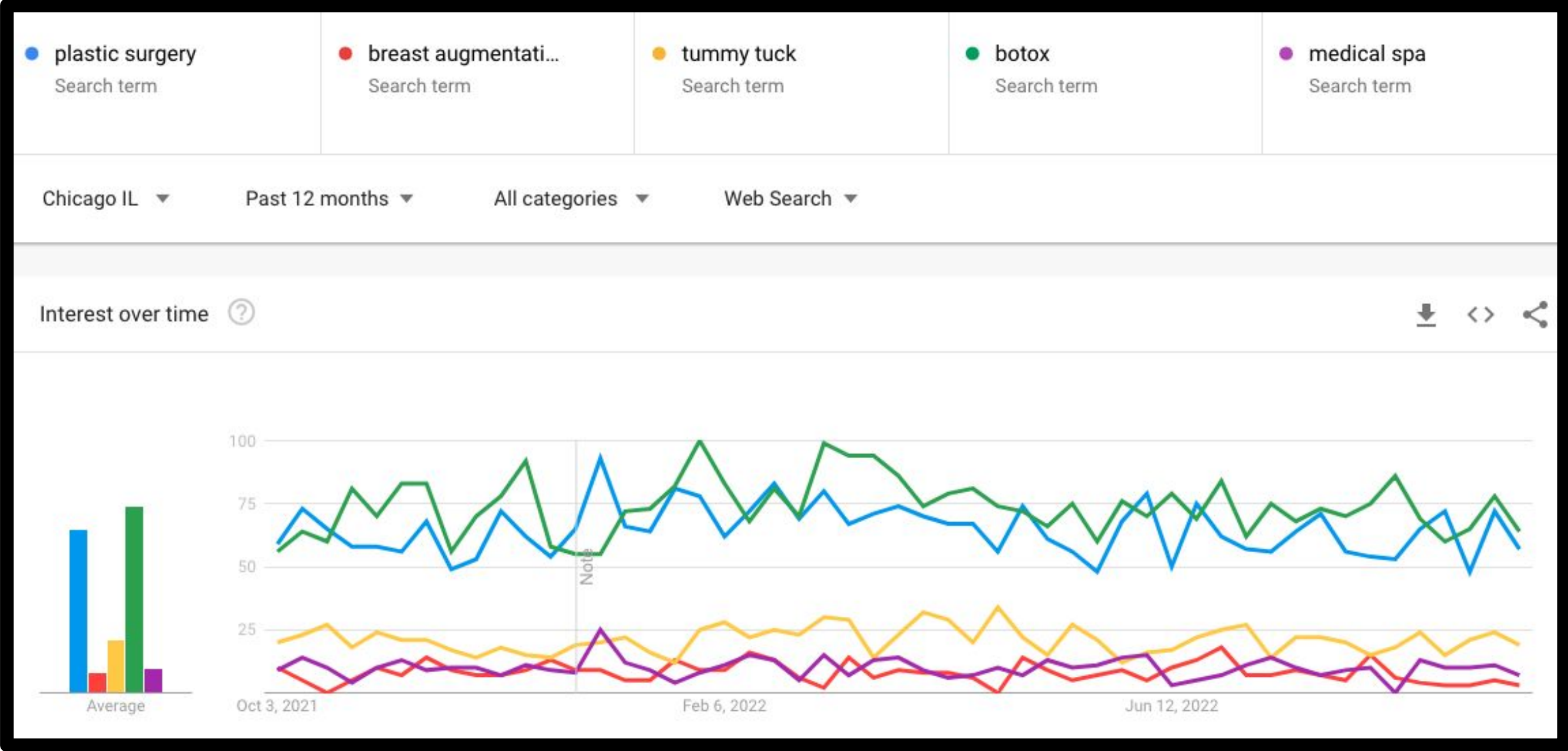
- Keyword campaigns targeting **Plastic Surgery & Medical Spa services in Chicago, Northbrook, Geneva, Barrington & Naperville, IL (up to 40 keywords)**
- Monthly review and analysis of keyword progress
- Content revisions/additions
- SEO best practices executed monthly

## Monthly Website Services:

- Monthly meetings with a dedicated Account Representative
- Analytics platform with real time data available to you 24/7, including review aggregation & reporting
- Lead tracking and target numbers included
- Website hosting & performance monitoring
- Website Update Service for 24-48 hour turnaround on updates

# Google Pay-Per-Click, Campaign Budget Recommendations

Here is a snapshot of traffic in your area. This gives a view to the competitiveness of the industry within your geographical zones.



### Recommended Budgets (Per Campaign):

#### Breast Augmentation

- Conservative: \$2,500/month
- Moderate: \$3,500/month
- Aggressive: \$5,000/month

#### Botox

- Conservative: \$2,000/month
- Moderate: \$3,000/month
- Aggressive: \$4,000/month

# Digital Advertising Management & Costs

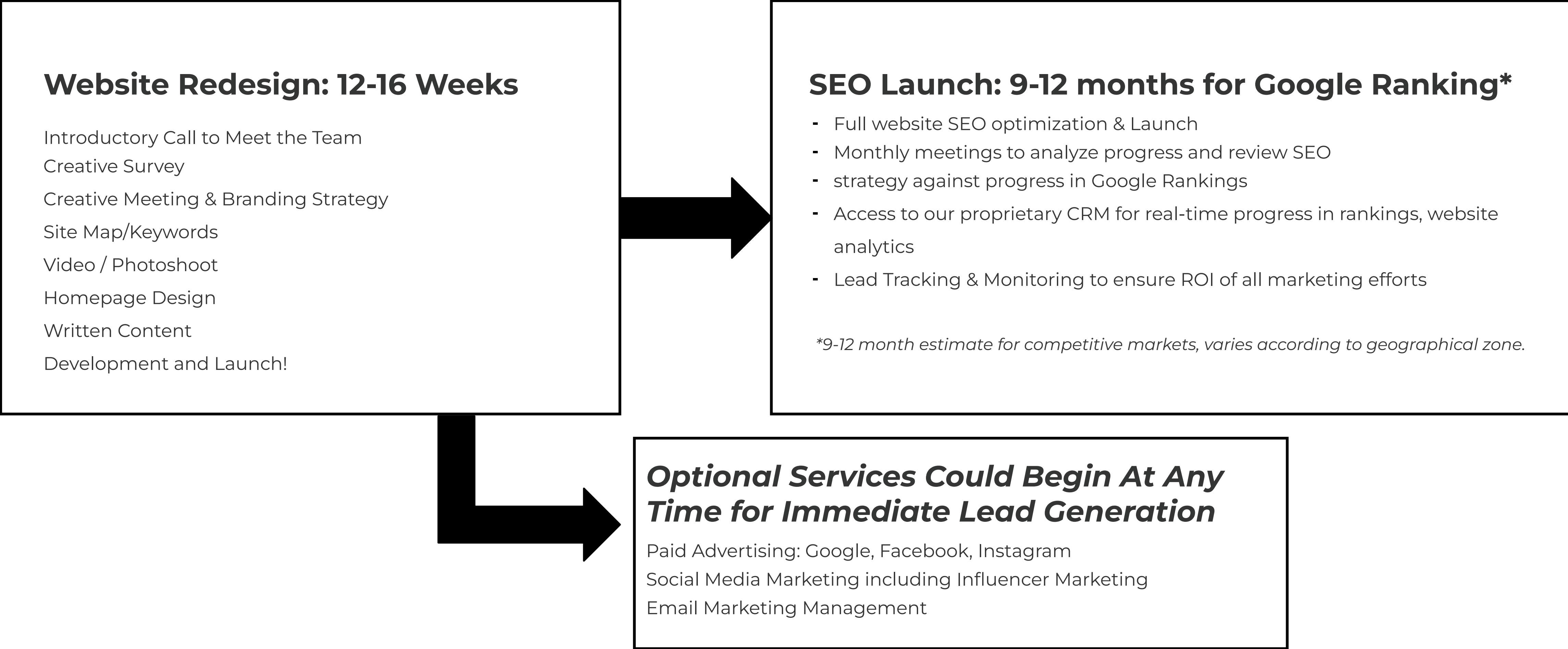
➤ DIGITAL ADS MANAGEMENT: 20% of the Ad Spend\*

*\*If your Ad Spend is less than \$5,000/month, Management Fee will be billed at a minimum rate of \$750/month.*

Partial list of services included:

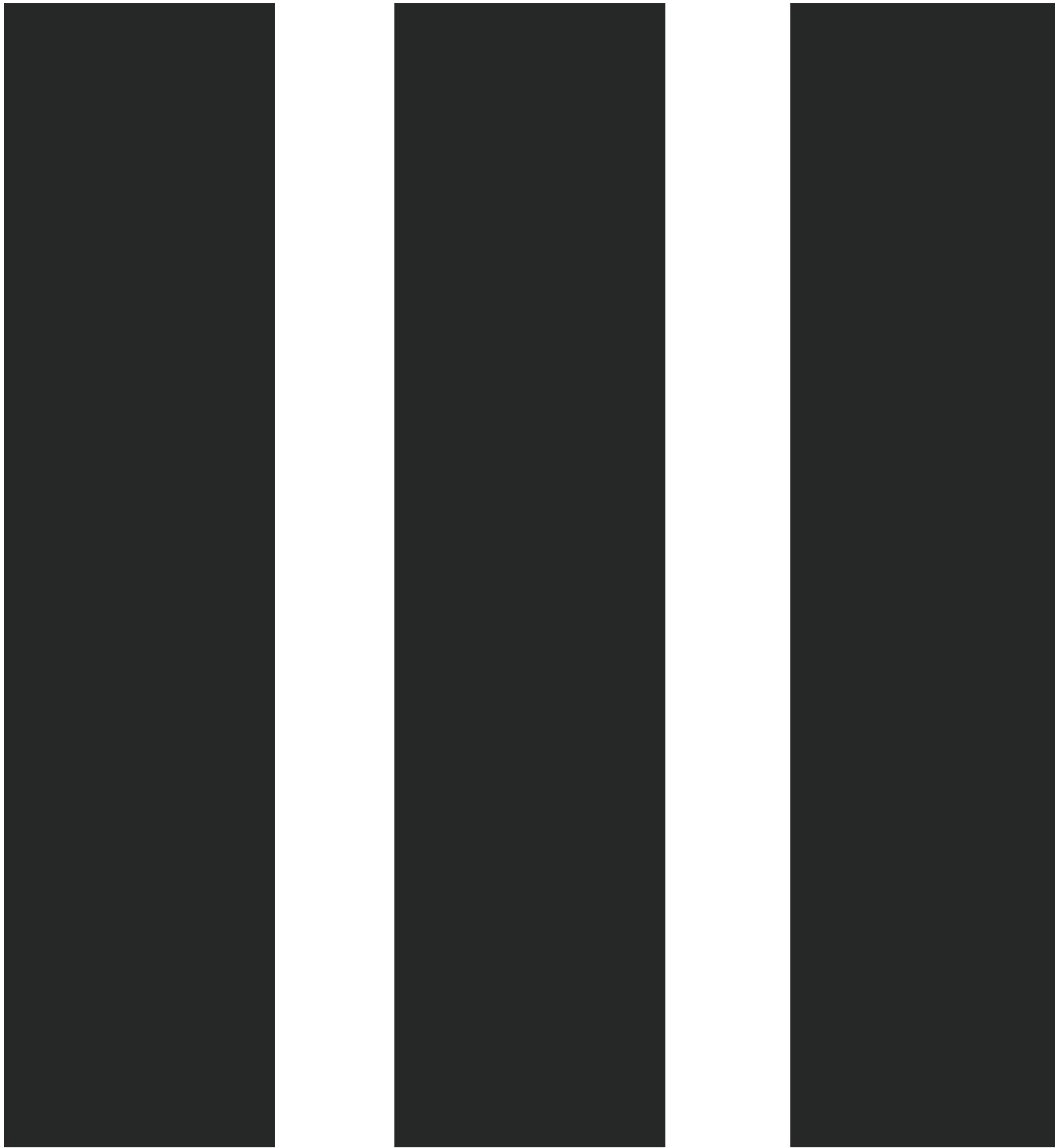
- Initial meeting and strategy discussion with our Digital Ads team (ranked in the top 3% of all marketing companies by Google), including which services you want to focus on bringing more patients in for, etc.
- Full campaign research: deep dive to analyze your local market, your competitors, keyword search volumes, which geographic areas are best to target near your practice, etc.
- Campaign strategy formulation: including which Ads platforms will be used (Google, FB, IG, etc.), ads messaging and content, Call-To-Actions and budget allocation recommendations.
- Design and Development of custom landing pages for each major campaign, for best conversion purposes. (One for every \$2,500 of ad spend.)
- 24/7 access to our proprietary analytics dashboard, allowing real-time insight into campaign performance.
- Monthly reports and meetings with our team on effectiveness of our campaigns and recommendations for the following month.
- Tracking of all leads generated, including the source of the lead (Google Ad, FB ad, etc.) and first portion of all calls recorded for quality review of all inbound phone calls generated by your ads.

# Timeline Estimate



# Other Digital Marketing Services Available

- Digital Advertising
- Social Media
- Email Marketing
- Branding



# Social Media Management

All Social Media pricing is custom, depending on the needs and goals of each client, but starts at \$1,500 per month for a Basic Social Media Package. This is being provided as an example, to illustrate deliverables and pricing.

## **Basic Social Media Services Retainer: \$1,500/month**

3 posts a week on Instagram/Facebook (12 posts/month)

\*This includes 2 custom videos per month.

First month of service (set-up process) includes:

- Social Creative Survey
- Creation of Custom templates (reviews, before and afters, video, etc.)
- Social Media Creative Brief
- First 6 posts proposed for the first month of posting
- Instagram/Facebook Accounts set up (if not already done)
- Social Accounts access to analytics set up

Second month of service / monthly services:

- Monthly Content Calendar Creation
- Monthly Analytics Report
- Monthly Strategy Call/Email
- Community Management (responding in a timely fashion based on a provided FAQ sheet, determined with the client for best practices)

**A custom social media retainer is available, based on scope of work discussed with our VP Social Media.**

These services can be started and stopped by Client at any time by providing 30 days notice to your Social Media Account Manager.

# Influencer Marketing Management

## Noninvasive Multi-Appointment Procedure: \$2,000

(per collaboration)

Includes:

- Identifying the Influencer, coaching, negotiations, and contractual agreement
- Obtaining photo and video assets
- Influencer scheduling for posting
- Tag Face by @X or Body by @X
- Reports / call to analyze results

First month of service (set-up process) includes:

- Influencer Creative Survey
- Kick-off call
- Influencer type nailed down
- Demographic of influencer's following
- Geolocation of influencer's following
- Breakdown of campaign goals
- Unique selling points of brand, procedure or product.
- Begin seeding influencers
- Post timelines negotiated

Second month of service / monthly services:

- Pinpointing influencer(s) for campaign
- Monthly Strategy Call
- Monthly Analytics Email/Report
- Turnover of influencer assets
- Boosting influencer content

Non-surgical procedures are usually done for trade.

If the client is looking for macro-influencers, an additional influencer budget will be needed.

Sliding scale available for 2nd, 3rd, etc. collaboration with the same influencer.

# Email Marketing Services

**The first month of service is an onboarding process which includes:**

Deep dive into current email marketing scene (if one is running currently), Creative Meeting to go over goals and strategies, comprehensive data collection for email creatives, email template designed and proposed for approval, schedule for first month of email marketing campaign, list testing to ensure high deliverability and more.

**\$450 one-time set-up fee**

TIER ONE  
RETAINER

**\$450/MO**

- 1 Custom Email
- 1 Round of Corrections (layout & content)
- Analytics & Tracking
- Monthly Report (going over exact results and how to improve future campaigns, etc.)
- List Maintenance

TIER TWO  
RETAINER

**\$750/MO**

- 2 Custom Emails
- 2 Rounds of Corrections (layout & content)
- Analytics & Tracking
- Monthly Report
- List Maintenance
- Subject Line Testing

TIER THREE  
RETAINER

**\$900/MO**

- 3 Custom Emails
- 3 Rounds of Corrections (layout & content)
- Analytics & Tracking
- Monthly Report
- List Maintenance
- Subject Line Testing + Time Optimization Testing

TIER FOUR  
RETAINER

**\$1,500/MO**

- 4 Custom Emails
- 4 Rounds of Corrections (layout & content)
- Analytics & Tracking
- Monthly Report
- List Maintenance
- Full AB Testing: Subject Line, Time & Content
- 1 List Segmentation

# Additional Branding Services

## BRAND NAMING

\$5,000

### Process:

- Creative discussion
- Research, competitor review
- URL/Domain research
- 5 Proposed Names with descriptions, strategy concepts
- Legal research not included

### Deliverables:

- Naming Convention presentation:  
5 proposed names researched for approval with presentation/explanation/  
strategy
- Review/creative meeting to decide on names
- 1 round of revision for alternates, 1 additional follow-up meeting for discussion

## SUPPLEMENTAL BRANDING COLLATERAL UPON REQUEST

- Messaging/Communications Planning - aka Brand Identity Guide - 25 hrs
- Business Card Design - 2.5 hrs
- Letterhead Design (Traditional) - 2.5 hrs
- Letterhead Design (Digital) - 2.5 hrs
- Envelope Design - 2.5 hrs
- Marketing/Promotion Collateral Design - 20-50 hrs
- Signage Design (banners, retractable banners, flags, etc.) - 20-30 hrs

**\$150/hour is flat rate for all creative services. Hourly estimates are purely estimates and not final. These estimates do not include rounds of revisions.**



THANK YOU

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