



WickedGood Marketing



Questions?
hello@wickedgoodmarketing.co



Package 1

1. Social Media Management

- **12-16** LinkedIn posts per month*
- LinkedIn advertising and reporting
- **12-16** X (Twitter) posts per month
- Includes **9** static social media graphics
- Includes **3** carousel (great for statistics)
- WickedGood Marketing schedules the posts for you
- Revisions by WickedGood Marketing through approval by your team
- This is the highest touch by WickedGood Marketing, freeing up your team to focus on other revenue-generating activities
- Includes behind-the-scenes posts (within the **12-16** allotment) about your team at on-site events. The in-house team is responsible for sending images from these events, including names and titles of colleagues or organizations who should be tagged.
 - These posts tend to be high-performing and demonstrate your organization's culture

2. Content Strategy & Creation

- **Up to 6** blog posts per month, optimized for SEO
- Includes **4** pillar pages per year
- SEO expert assigned on all blog posts and pillar pages

3. SEO

- Includes monthly report, tracking SEO visibility, keyword rankings (branded and non-branded search terms), impressions, and clicks
- Includes one monthly meeting with your matched SEO expert to discuss results
- Includes monthly project recommendations to increase your SEO visibility month-over-month
- Includes on-page SEO review of homepage and up to 10 website pages



Package 1, continued

4. Email Marketing

- Includes copy + design for **4** emails per month.
- Includes revision by WickedGood Marketing through approval by your in-house team on all emails
- Use us for your newsletter, announcements, or other key email campaigns

5. Email Deliverability

- Quarterly email health score reporting, including recommendations for improvement
- Monthly email list verification
- We remove invalid email addresses to lower your hard bounces

6. Marketing Collateral Design

- We will provide graphic design, compliant with your brand guidelines for **2** (two) design assets per month. This includes infographics, trend sheets, tip sheets, brochures, sales sheets, etc.
- Does not included PowerPoint sales deck designs or support

7. Marketing Technology Recommendations

- You got a (MarTech) problem? Yo, we'll solve it. We're familiar with a myriad of MarTech tools to help you deliver where you're struggling. Lean on us for recommendations, and we'll share where we've found success with other organizations.

Package 2

1. Social Media Management

- **10** LinkedIn posts per month*
- LinkedIn advertising and reporting
- **10** X (Twitter) posts per month*
- Includes **8** static social media graphics
- Includes **2** carousel (great for statistics)
- Your team schedules the posts
- **2** rounds of revision by WickedGood Marketing on copy and design

2. Content Strategy & Creation

- **4** blog posts per month, optimized for SEO
- Includes **2** pillar pages per year

3. Email Marketing

- Includes copy + design for **2** emails per month
- Includes **2** rounds of revision by WickedGood Marketing per email
- Use us for your newsletter, announcements, or other key email campaigns

4. Marketing Collateral Design

- We provide graphic design, compliant with your brand guidelines for 1 (one) design asset per month. This includes infographics, trend sheets, tip sheets, brochures, sales sheets, etc.
- Does not include PowerPoint sales deck designs or support

5. SEO

- Includes monthly report, tracking SEO visibility, keyword rankings (branded and non-branded search terms), impressions, and clicks
- Includes one monthly meeting with your matched SEO expert to discuss results
- Includes monthly project recommendations to increase your SEO visibility month-over-month

Package 3

Social Media Management

- **8** LinkedIn posts per month*
- **8** X (Twitter) posts per month
- Includes **7** static social media graphics
- Includes **1** carousel (great for statistics or educational content)
- Your team schedules the posts
- 1 round of revisions by WickedGood Marketing

Content Strategy & Creation

- **2** blog posts per month, optimized for SEO
- Does not include pillar page creation

Not Included

- Additional SEO Support
- Email Marketing
- Email Deliverability
- Marketing Collateral Design
- Marketing Technology Recommendations

Pricing

Full package details above.
Packages start at \$8K per month.
Request a proposal for your custom quote.

Package 1

Heavy Social Media Management

Content Strategy & Creation

SEO

Email Marketing

Email Deliverability

Marketing Collateral Design

Marketing Technology Recommendations

Request a proposal

Package 2

Social Media Management

Content Strategy & Creation

Email Marketing

SEO

Request a proposal

Package 3

Social Media Management

Content Strategy & Creation

\$8K

Add-ons

SEO

Website Development

HubSpot Implementation & Training

Websites are built on WordPress or HubSpot CMS.

Thank you!

WickedGood Marketing, LLC



WickedGood
Marketing

Ready for a proposal?
hello@wickedgoodmarketing.co

*WickedGood Marketing does not manage social media platforms other than company LinkedIn or X for our B2B services. WGM does not manage your executive team's social media accounts.

Have a custom need or request not outlined here?
Let us know and we'll create a custom proposal for you.