

## Pricing Sheet January 2025 - Hilary Buckley Marketing Group (expires December 31, 2025)

I have provided a matrix for my most popular services, so you can easily choose your own package. Feel free to mix and match.

|   | "Get It Done" Plan<br><i>You tell me what to do; I do it. High five!</i>   | Turnkey Plan<br><i>I figure out what needs doing; I do it. Yay!</i>  | "Extra Mile" Plan<br><i>I take care of pesky, extra details. Whew!</i>   |
|---|--|--|--|
| <b>Blogs</b><br><i>Goal: increase traffic</i>             | <ul style="list-style-type: none"> <li>• 2 short blogs per month</li> <li>• 1 target keyword per blog</li> <li>• You tell me the keyword</li> <li>• Topic ideation</li> <li>• Delivered as a Word doc</li> </ul> | <i>Everything in "Get It Done" plan, plus:</i> <ul style="list-style-type: none"> <li>• Posting blog on HubSpot or WP</li> <li>• Image licensing</li> <li>• Content strategy (per blog)</li> <li>• Keyword research (per blog)</li> <li>• Tie to HubSpot campaign</li> </ul>                           | <i>Everything in "Turnkey" plan, plus:</i> <ul style="list-style-type: none"> <li>• Pillar-style blogs instead of short blogs</li> <li>• Reporting</li> </ul>  |
| <b>Cost:</b>  | \$1,000  | \$1,500  | \$4,000  |
| <b>Landing Pages</b><br><i>Goal: increase conversions</i> | <ul style="list-style-type: none"> <li>• 1 short landing page per month</li> <li>• You give me the asset</li> <li>• Delivered as a Word doc</li> </ul>   | <i>Everything in "Get It Done" plan, plus:</i> <ul style="list-style-type: none"> <li>• Create landing page in HubSpot or WP</li> <li>• Create form in HubSpot or WP</li> <li>• Image licensing</li> <li>• Cobrand asset (if needed)</li> <li>• Tie to HubSpot campaign (if applicable)</li> </ul>     | <i>Everything in "Turnkey" plan, plus:</i> <ul style="list-style-type: none"> <li>• Find new assets to leverage per page</li> <li>• Reporting</li> </ul>       |
| <b>Cost:</b>  | \$500  | \$750  | \$1,000  |
| <b>Emails</b><br><i>Goal: upsells &amp; nurtures</i>      | <ul style="list-style-type: none"> <li>• 2 emails per month</li> <li>• You tell me the content</li> <li>• Delivered as Word doc</li> </ul>   | <i>Everything in "Get It Done" plan, plus:</i> <ul style="list-style-type: none"> <li>• Create emails in ESP (HubSpot, MailChimp, etc)</li> <li>• Email scheduling &amp; calendar</li> <li>• Image licensing</li> <li>• Content strategy</li> <li>• Tie to HubSpot campaign (if applicable)</li> </ul> | <i>Everything in "Turnkey" plan, plus:</i> <ul style="list-style-type: none"> <li>• NeverBounce list scrubbing (expensed item)</li> <li>• Reporting</li> </ul> |
| <b>Cost:</b>  | \$500  | \$750  | \$1,000 + NeverBounce expense  |
| <b>Webpages</b><br><i>Goal: SEO and informational</i>     | <ul style="list-style-type: none"> <li>• 1 webpage</li> <li>• 1 target keyword</li> <li>• You give me the keyword</li> </ul>   | <i>Everything in "Get It Done" plan, plus:</i> <ul style="list-style-type: none"> <li>• Create webpage in HubSpot or WP</li> <li>• Keyword research</li> </ul>   | <i>Everything in "Turnkey" plan, plus:</i> <ul style="list-style-type: none"> <li>• Reporting</li> </ul>   |

- Delivered as a Word doc

- Image licensing
- Content strategy
- Tie to HubSpot campaign (if applicable)

|              |       |         |         |
|--------------|-------|---------|---------|
| <b>Cost:</b> | \$750 | \$1,100 | \$1,300 |
|--------------|-------|---------|---------|

## Case Studies

*Goal: lead-gen*

- 1 case study
- Client scheduling
- Client interview
- Interview recording
- Delivered as a Word doc

*Everything in "Get It Done" plan, plus:*

- Format as PDF (using your InDesign file)
- Interview transcript
- Image licensing
- Testimonials from interview (if applicable)
- Tie to HubSpot campaign (if applicable)

*Everything in "Turnkey" plan, plus:*

- Design a new PDF from scratch
- Teaser blurb for webpage

|              |       |         |         |
|--------------|-------|---------|---------|
| <b>Cost:</b> | \$950 | \$1,200 | \$1,700 |
|--------------|-------|---------|---------|

## White Papers

*Goal: lead-gen*

- 1 white paper (usu. 2K - 4K words)
- Milestone project, includes outline
- Delivered as a Word doc

*Everything in "Get It Done" plan, plus:*

- Design and format as PDF
- Image licensing
- Content strategy
- Tie to HubSpot campaign (if applicable)

*Everything in "Turnkey" plan, plus:*

- 1 short promo blog (content and posting)
- 1 short landing page (content and posting)

|              |         |         |         |
|--------------|---------|---------|---------|
| <b>Cost:</b> | \$2,000 | \$3,200 | \$4,000 |
|--------------|---------|---------|---------|

## Slicks

*Goal: leave-behind*

- 1 one-pager slick (front and back)
- Delivered as a Word doc

*Everything in "Get It Done" plan, plus:*

- Format as PDF (using your InDesign file)
- Image licensing
- Content strategy

*Everything in "Turnkey" plan, plus:*

- Design a new PDF from scratch
- Print services from MOO (expensed item)

|              |       |       |                       |
|--------------|-------|-------|-----------------------|
| <b>Cost:</b> | \$700 | \$950 | \$1,500 + MOO expense |
|--------------|-------|-------|-----------------------|

**Note: We can negotiate other items, or you can choose hourly rates if you would prefer that.  
My current rates in 2025 are \$115 per hour.**