

DOMINO - A PROFESSIONAL SERVICES
MARKETING COMPANY

Services & Pricing Guide



www.dominomarketingservices.com



Hello,
friend!

Welcome to Domino - A Professional Services Marketing Company!

We specialize in helping busy professionals with their marketing needs. We proudly provide branding, web and graphic design, SEO, search engine management, content creation, digital advertising, and social media management services to serve all your digital marketing needs.

Your relationship with your clients begins long before you ever meet them. Work with us to tell your story so that clients start seeking you, allowing you to focus on what you do best.

Megan Swain

Founder, Domino - A Professional Services Marketing Company



Megan's Storytelling Journey

Storytelling is not simply spinning a tall tale. It is presenting information in a way that makes it interesting and memorable to make a lasting impact.

Megan has spent her entire career mastering storytelling skills. Formally trained her as a high school history teacher, Megan attended law school to enter a different kind of classroom: the courtroom.

Megan spent 10 years presenting her clients' stories to judges, juries, and appellate courts. Since opening a boutique law firm with her husband, Megan has also been the firm's creative director since 2018.

With a lifetime of storytelling experience, Megan is ready to help other professionals navigate the ever-changing world of digital marketing to present their stories and attract their ideal clients.



**"Storytelling is . . .
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information in a way
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Our Services

Successful digital marketing requires 2 elements: an effective product, and active management.

To ensure that you have an effective product, we offer a number of one-time services for our new clients. These include branding (or rebranding), website design, and a social media update. These services are listed in the next section and include one-time expenses.

Once your brand is setup, we can start actively managing your digital marketing. We can help manage your website, search engine profiles, your social media like Facebook, Instagram, or other sites of your choice. We offer custom social media and advertising graphics, and can offer social media and search engine campaigns.



Your *Investment*

To be honest, we hate talking about money. That's why we only ask for it 3 times & hopefully we will never need to talk about it again.

1

Waitlist Down Payment

Secure your place on our new customer waitlist 50% of your one-time expenses.

2

Remainder Payment

This is the other 50% of your one-time expenses, plus the first month of ongoing services. These are due when you move from the waitlist to new customer.

3

Monthly Invoice

On the 15th of the month, you will receive a monthly invoice for ongoing services, including the upcoming month's ad budget. Payment is due by the end of the month.





The Complete Creative Experience

Ensure consistent and compelling digital marketing through branding, logo creation, web design, and more

LET'S WORK TOGETHER

SUMMARY:

- ✓ Perfect for new companies or rebranding
- ✓ Limited new customers per month
- ✓ **Includes Standard Website Design**
- ✓ Includes brand **logo** with 2-3 additional variations, **3 creative pieces** (business cards, letterhead, or packaging) & **Branding Guidelines**

TOTAL VALUE:

\$7,500

YOUR INVESTMENT

\$3,000

The *Creative* Process

1 **Build Your Brand (Week 1)**

We spend significant time getting to know you and what you do, so that we can build a brand that will help you tell your story to attract your ideal client.

2 **Research, research, research!**

Once I have a good understanding of you and your vision, I will look at other professionals in your field and your geographical area to make sure your brand is effective for your audience, but also stands out.

3 **The Creative Brief (Week 1-2)**

Your creative brief will detail the scope, vision, and timeline for the project, as well as information about your ideal client and your preliminary brand guidelines.





4

Initial Design Review (Week 3)

Once you have the creative brief in hand, I will present you with my initial designs for your logo, website, and other creative materials, and review your feedback.

5

Mid-Point Review (Week 3-4)

By this point, things are coming together nicely! Basic branding like your logo, colors, and font choices will be complete, and you can review the structure and form of your website and other materials.



6

Final Review

The final review is for "tweaks" in spacing, sizing, and other design elements. Your project is nearly complete and we are finalizing your product.

7

Publish!*

It's time to use your designs on social media and any other digital or print marketing. Choose from several ongoing services to assist with your digital marketing needs.

*Please note that our prices do not include the cost of any printed materials; however, we are happy to coordinate your designs with your printer of choice for no additional charge.



Website *Design*

Already have a logo and branding you love, but you'd like to refresh your website? We can help with that, too! Working with an existing brand strategy can also shorten your project timeline and stretch your budget.

LET'S WORK TOGETHER

- WHAT YOU'LL GET:**
- ✓ A basic, 3-page website, including home, services, and about pages.
 - ✓ SEO- and SEM-friendly
 - ✓ Premium stock photos & custom design
 - ✓ Up to 3 rounds of review & editing

BASIC WEBSITE
\$750

Website Design

For more complicated websites within an existing brand

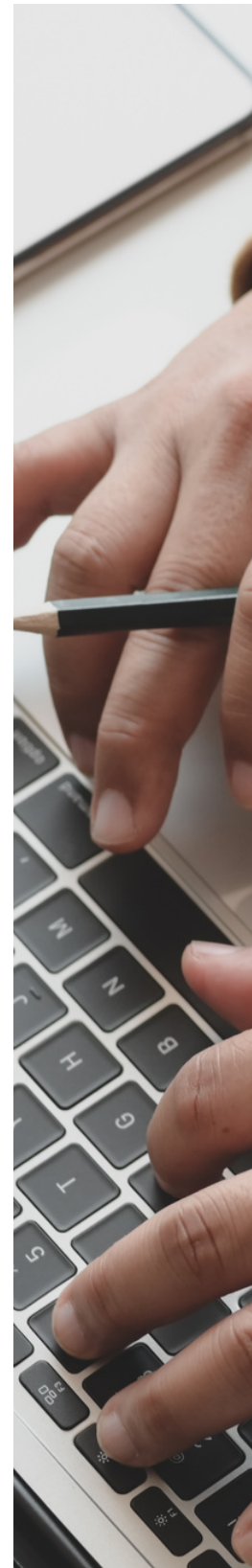
WHAT YOU'LL GET:

- ✓ A standard website with 5-9 pages of your choice
- ✓ Blog with custom graphic design header
- ✓ Accept payments & other premium features
- ✓ Unlimited rounds of review & editing

STANDARD WEBSITE
\$1250

Add unlimited additional for \$100/page.

LET'S WORK TOGETHER



Social Media Refresh



Perfect for customers who have an existing brand and current website, a social media refresh gives your profile a fresh look to start your new social media management campaign.

LET'S WORK TOGETHER

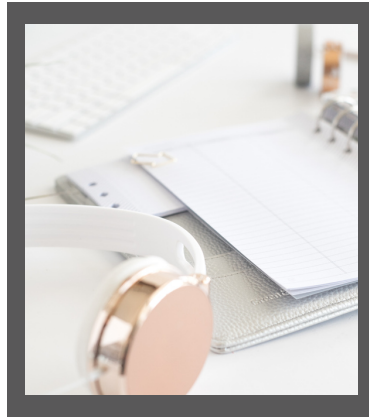
YOUR INVESTMENT
\$250

WHAT YOU'LL GET:

- ✓ Custom graphic design materials to update your existing social media page
- ✓ Page audit for SEO- and SEM-friendly information
- ✓ Ensure consistent branding
- ✓ Renew interest in your page to begin your new campaign

Monthly Services

Package Suggestions



\$300

BASIC

Website maintenance, search engine profile maintenance & basic SEM, basic SEO

Social Media:
Facebook only.
Profile maintenance
1 post per week with 2 custom posts per month

AFFORDABLE

\$750

STANDARD

BASIC, PLUS:
Unlimited Blog Updates (your content only)
Advanced SEO
1 search engine post

Social Media:
Facebook & Instagram.
2 posts per week with 4 custom posts per month

MOST COMMON

\$1,250

PREMIUM

STANDARD, PLUS:
1 SEO-friendly blog post per month
Advanced SEO & SEM
2 custom search engine posts

Social Media:
Facebook, Instagram, & 1 of your choice.
3+ posts per week with 8 custom posts per month

BEST VALUE

Don't see what you're looking for? We offer custom monthly packages, too!

Additional Services



Social Media Advertising

Custom graphic design and ad-writing, priced per campaign.

\$25+

Blog Drafting

Custom, SEO-friendly blog content drafted for you.

\$100+

Google AdWords

Ad-writing and analytics, priced per ad campaign.

\$50+

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- MEGAN



Getting Started

01 SIGN UP FOR OUR WAITLIST

We take on a limited number of new clients on a rolling basis from our waitlist.

02 BUILD YOUR PACKAGE

We offer many different options for our one-time services and different tiers for our ongoing services. Once you decide, we'll send you a contract.

03 MAKE YOUR DOWN PAYMENT

A 50% downpayment is required to hold you place on our waitlist. We accept cash, business checks, PayPal, and all major credit cards.

04 NEW CLIENT INTAKE

Using our refined customer intake, we will get to you and your company - its history, culture, philosophy, purpose, and aesthetic preferences - and more!

05 SEE WHAT YOU LIKE

Start getting ideas for your new website and branding!



COMMUNICATION

CONTACT DETAILS

(865) 229-6045

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Knoxville, TN

WEBSITE

www.dominomarketing
services.com

SOCIAL MEDIA



FAQ's

When should I expect my website?

Approximately 1 week, depending on the scope of your project. If your web design is part of a large campaign, it will take longer to complete.

Will there be other expenses to get my website?

You will also need to purchase a web domain and hosting. If you would like us to host your website, there will be a nominal additional fee.

How do I pay?

We accept cash, business checks, cashier's checks, and all major credit cards. We will send a payment link when it's time for your downpayment.

How long is the wait on your waitlist?

It constantly changes, but we will let you know the estimated wait before you submit your downpayment.

How many business cards, letterhead, and other print materials will I receive as part of my one-time expenses?

None. Our prices do not include any printed materials. However, we are happy to coordinate with the printer of your choice.

Ready to tell *your story?*

For a professional services business to be successful today, it must have a respectable web presence and the ability to connect with its clients.

Nothing impacts your reputation in the community at large like digital media. Your clients will "meet" you on the web long before you ever speak to them, and they have the power to influence your future clients. Effective digital marketing improves your visibility, and your perceived value. This is one tool you cannot afford to ignore.

As a small business owner myself, I KNOW hours of blood, sweat, tears, and worry that go into waiting to see if anyone will "get" your business.

I can't promise anyone success, but I can promise that your story will be told. The rest is up to you and your dream.

Megan



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