



## WEBSITE DEVELOPMENT PRICING\*

<b>Custom Website:</b> Includes Blog & Contact Forms.	<b>\$5,600</b>
<b>Catalog Website:</b> Incl. Above + Auto Product Updates, Request Quote Forms. <b>*ADD brand/products +\$360/50-100 products</b> <b>ADD Ecomm HYBRID (ie. accessories) +\$3600</b>	<b>\$9,000</b>
<b>Ecommerce Builder Website:</b> Incl. Above + Product Builder, Request Quote and/or Merchant Svc. <b>*ADD brand/products +\$360/50-100 products</b> <b>*Catalog &amp; Ecomm. sites include major manufacturers &amp; brands (request list)</b>	<b>\$13,500</b>
<b>Welcome Mat:</b> An interative pop-up guiding customers thru sale/service journey.	<b>+ \$1,900</b>
<b>Gallery Pro: Auto Photo Share (Gallery Lite +\$900)</b>	<b>+ \$1,400</b>
<b>Silent Auction:</b> Reduce inventory and/or Promote Clearance Items	<b>+ \$900</b>
<b>Chat:</b> (Tawk.To includes dashboard)	<b>+ \$900</b>
<b>Auto Promos</b>	<b>+ \$900</b>

\*NOTE: ALL PRICING IS IN US DOLLARS. FINAL ESTIMATE WILL BE DELIVERED BASED ON PROJECT CUSTOMIZATION. ALL WEBSITES ARE MOBILE RESPONSIVE AND DEVELOPED ON A SECURE SERVER IN WORDPRESS. ADDITIONAL CHARGES MAY OCCUR PENDING SITE POPULATION AND ADDED FEATURES. CONSULT GOOD MARKETING GROUP FOR DETAILS. HOSTING CHARGES OF \$100/MO (\$175/MO CATALOG SITES) WILL BE CHARGED TO CREDIT CARD ON FILE AT LIVE OR 90 DAYS.

### SOCIAL MEDIA TOOLS

PLAN / PROGRAM	Price	Platforms
<b>Toolkit:</b> Claim & Update Your Online Listings	<b>\$800/1x</b>	Google My Business, Yahoo, Bing, Social, Directory, BBB
<b>Weekly Posts</b> (2-4 Industry & Co-Related, Holiday)	<b>\$350/MO</b>	Facebook, Instagram, Google
<b>Additional Platforms</b>	<b>\$25/EA</b>	Twitter, YouTube, LinkedIn, Pinterest, Tumblr
<b>Video Package</b>	<b>\$50/MO</b>	YouTube Shorts, FB/IG Reels
<b>Advertising Package:</b> (*does not include click/imp. budget)	<b>\$75/Camp.</b>	Set-up: FB Business Suite, Creative, Tracking Code, Audience

### GOOGLE ADS - DYNAMIC DISPLAY & PAY-PER-CLICK

REQUIRES A 6-MONTH COMMITMENT.

<b>Google Click Budget:</b> (Billed directly by Google)	<b>\$500 to \$1500 per month click budget</b> <b>\$1501 to \$3000 per month click budget</b>				
<b>Account Management:</b> (Billed by GMG) *Includes 1st Month Mgmt. Fee	<table border="1"> <tr> <td>One-time Set-up Fee: <b>\$700*</b></td> <td>Beginning in 2nd month: <b>\$350/MO</b></td> </tr> <tr> <td><b>\$900*</b></td> <td><b>\$650/MO</b></td> </tr> </table>	One-time Set-up Fee: <b>\$700*</b>	Beginning in 2nd month: <b>\$350/MO</b>	<b>\$900*</b>	<b>\$650/MO</b>
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## PACKAGED TIME BLOCKS (AS NEEDED)

Agency Hourly Rate	PRICE	SAVINGS
<b>Account Management (5 Hr)</b> Including: layout & graphic design, radio scripts, videos, marketing plans.	<b>\$800</b>	<b>Bulk price =</b> discount of <b>25% off agency rate \$225/hr</b> timesheet kept; balances applied to future work
<b>Website Management (3 Hr)</b> Pricing based on WordPress website - ask for pricing for other platforms.	<b>\$400</b>	<b>Bulk price =</b> discount of <b>25% off agency rate \$180/hr</b> timesheet kept; balances applied to future work

THE HOMEOWNER EXPERIENCE  
Good Marketing Beyond the Sale



## THE HOMEOWNER EXPERIENCE....

AUTOMATED PROGRAMS	Lead Chaser	‘DO IT ALL’ BUTTON
<b>Account Mgmt. &amp; Creative Design</b> <i>no limit to recipients; unlimited licenses</i>	<b>\$1000/MO*</b> 1x Set Up Fee <b>\$1500</b>	<b>\$1600/MO*</b> <b>ALL C1:1 PROGRAMS</b> 1x Set Up Fee <b>\$2200</b>
<b>Email Communications</b> <i>personalized to sales &amp;/or service team members</i>	👍	👍
<b>Review Management</b> <i>Includes Referral Program &amp; Cause Marketing</i>	👍	👍
<b>Service Reminders</b> <i>Anniversary &amp; Scheduled (with or without Texting)</i>		👍
<b>Monthly Promo Eblasts</b>		👍
<b>Promos Plus Boomerang</b>		👍

\*THE HOMEOWNER EXPERIENCE REQUIRES A 12-MONTH COMMITMENT.

## A LA CARTE PROGRAMS...

### AUTOMATED EMAIL MARKETING COMMUNICATIONS

EMAIL PROGRAM PRICING BASED ON UP TO 2,500 UNIQUE RECIPIENTS.  
ADDITIONAL MONTHLY CHARGES MAY APPLY WHEN RECIPIENT LIST EXCEEDS 2,500.



<b>Review Management</b> <i>Automated email requests to post review to social platform: Facebook, Google, Yelp.</i>	One-time Set-up Fee: <b>\$450</b>	<b>\$250/MO</b> <i>(Beginning in 2nd month)</i>	+ \$50/mo
<b>Service Reminders: Off-Season / Anniversary</b>	One-time Set-up Fee: <b>\$450/\$800</b>	<b>\$250/\$300/MO</b> <i>(Beginning in 2nd month)</i>	+ \$50/mo
<b>Promos Plus Boomerang</b> <i>Schedule promos, monthly eblast, cross marketing via tagging.</i>	One-time Set-up Fee: <b>\$450</b>	<b>\$250/MO</b> <i>(Beginning in 2nd month)</i>	+ \$50/mo

[www.GoodMarketingGroup.com](http://www.GoodMarketingGroup.com) | (484) 902-8914