



**Kreative Solutions**  
**2021 Pricing Guide**

# About Kreative Solutions



Kreative Solutions

Marketing Strategy | Branding | Website Design | Digital Marketing | Graphic Design

## About

Kreative Solutions specializes in website designs with search engine optimization. Every client relationship begins with a website!

With a customer-focused approach, Kreative Solutions has expanded its service portfolio to include branding, digital marketing, and graphic design services. Kreative Solutions can be the all-in-one marketing solution for entrepreneurs, small businesses, and non-profits.



### Logo & Branding

- Logo Design
- Brand Standards
- Business Cards
- Flyers & Brochures
- Promotional Items



### Website Design

- Informational Sites
- Ecommerce Stores
- Member Directory
- Portfolios & Galleries
- Blogs & Events



### Digital Marketing

- SEO & Visibility
- PPC Advertising
- Email Marketing
- Content Marketing
- Social Media

## Testimonial

*"Loved creating my new business identity and website with Kristina of Kreative Solutions. She is a joy to work with because she: listens, creates, understands, recommends, keeps her promises, meets her deadlines, keeps me focused, keeps me on track, and has all the skills to make things happen. The end result speaks for itself. The best recommendation I can give is that I will be continuing to work with Kristina as my business continues to develop and grow."*

- Robert Sivek, Realtor, Lake Home Info

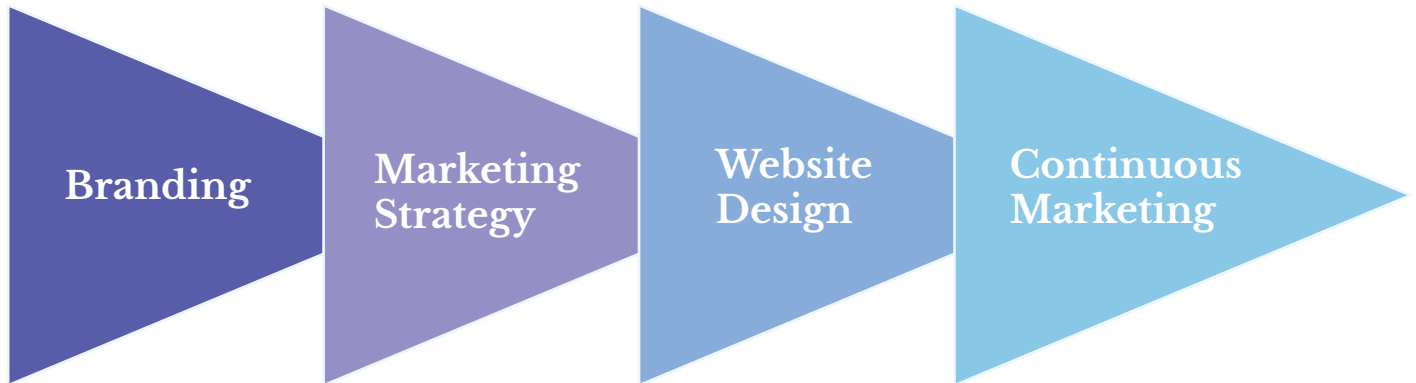
Kreative Solutions | [Kristina@Kreative-Solutions.com](mailto:Kristina@Kreative-Solutions.com) | [Kreative-Solutions.com](http://Kreative-Solutions.com)

# Our Process



Kreative Solutions

Marketing Strategy | Branding | Website Design | Digital Marketing | Graphic Design



## ▶ Branding

Design your visual, voice, attitude, and physical identity to represent what your company stands for. Craft your logo and receive a brand identity guide to promote consistency.

## ▶ Marketing Strategy

Craft your marketing strategy so that you can be purposeful with your marketing efforts & use your resources efficiently & effectively. It's a roadmap from where you are to where you want to be!

## ▶ Website Design

Your website is the foundation of your online presence. Develop an effective website that helps you reach your business goals, engage new customers, and foster customer loyalty.

## ▶ Continuous Marketing

Update your website with fresh content and leverage digital marketing to drive more traffic to your website. Kreative Solutions can be your all-in-one marketing provider!

## Description

A logo is a great starting point, but there is so much more to your brand identity including:

- Visual Identity - Logo, colors, fonts, & imagery
- Voice Identity - Taglines, word choice, & tone
- Attitude Identity - Values, mission, & personality
- Physical Identity - Packaging, uniforms, & signs

*Example of client logo:*



### Logo Essentials

- 1-3 logo concepts
- For selected concept, three alternative versions (i.e. normal, stacked, & white)
- Logo optimization
- Delivery of master logo file (vector)
- Delivery of logo files (JPG, PNG, & PDF)
- Logo Specifications Guide detailing colors, typography, and basic use

**Investment**                      **\$280- \$1,050**

### Brand Essentials

- 1-3 logo concepts
- For selected concept, three alternative versions (i.e. normal, stacked, & white)
- Logo optimization
- Delivery of master logo file (vector)
- Delivery of logo files (JPG, PNG, & PDF)
- Brand Identity Guide specifying the visual, voice, and attitude identity

**Investment**                      **\$700 - \$2,100**

## Testimonial

*"Kristina has a wonderful ability to identify the defining elements of a business and use them to create a great brand. The logo she created for us is not only a visual reminder of the interior and exterior of The Book Teller's physical location, but conveys the concept of spreading the light of knowledge that one associates with books. She consistently maintained that brand throughout the website design, through her use of color, the logo, and focusing on the role of the bookstore as a community space. The site is beautiful, balanced, and engaging. Thank you, Kristina!"*

-Kristen Burton, Owner, The Book Teller

# Marketing Strategy



Kreative Solutions

Marketing Strategy | Branding | Website Design | Digital Marketing | Graphic Design

## Description

Small business owners need to have a marketing strategy that aligns with their business goals and nurtures leads along their customer journey. A marketing strategy enables you to be purposeful with your marketing efforts and enables you to use your resources effectively and efficiently. The marketing guide serves as a roadmap.

### Marketing Strategy

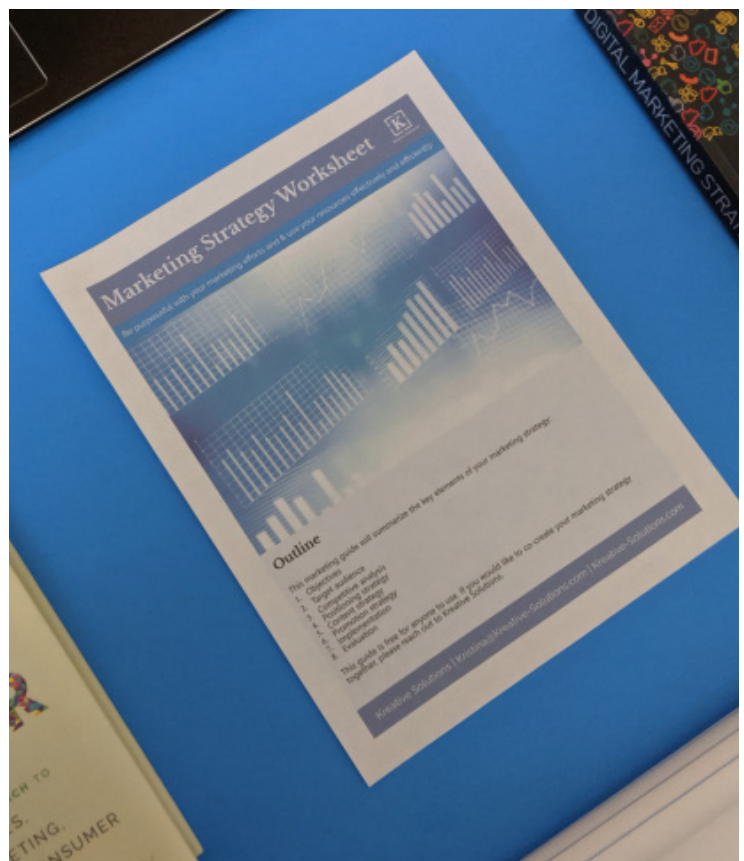
The marketing strategy package includes:

- Competitive Analysis Presentation
- 2-hour consultation to outline strategy
- Digital Marketing Guide
- 2-hour follow-up consultation to integrate tools and implement the plan

The marketing guide will detail:

- Marketing objectives
- Target audience
- Competitive analysis
- SWOT analysis
- Positioning strategy
- Content strategy
- Channels & tactics
- Implementation
- Evaluation & KPIs

**Investment**                      **\$850 - \$1,275**



## Testimonial

*"Kreative Solutions supplied the Cyber Security Center for Small Business all of the tools it needed to effectively market itself across the country. Quick response times and a collaborative approach to creativity really made for an easy working relationship."*

-Brian S. Dennis, Director, Cyber Security Center for Small Business

# Informational Websites



Kreative Solutions

Marketing Strategy | Branding | Website Design | Digital Marketing | Graphic Design

## Description

Your website is the foundation of your online presence. Before a prospect will pick up the phone to call your business, he/she will review your website to evaluate your company and your products/services. It is essential to have a visually-appealing and user-friendly website.

All of our informational websites include the following:

- A website with up to 8 pages.
- A design that aligns with your brand identity & marketing strategy.
- Setup of Google My Business, two social profiles, and MailChimp.
- Set-up of free MailChimp account and email subscription integration.
- A responsive website that is tested across devices.
- Performance testing across the latest browser versions.
- Search engine optimization.
- Integration with Google Analytics.
- A privacy policy and cookie notice due to Global Data Protection Regulations.
- A 1-2-page training guide with links to tutorials.
- One project meeting and a 1-hour training session.

### Squarespace

Squarespace is a website builder where all the technical details are handled for you and you can simply focus on the content. Ideal for startups, creatives, and nonprofits.

**Investment**      **Starting at \$1,995.00**

### WordPress

WordPress is a content management system that powers over 30% of the web. You host your own website and the customization possibilities are endless! Great for tech startups, and small businesses.

**Investment**      **Starting at \$2,995.00**

## Testimonial

*"The website is beautiful, I can't thank Kristina of Kreative Solutions enough for working so hard on it. I have already received emails saying how awesome it is!! Honestly words can't express how thankful I am. I look forward to a long relationship with Kristina!!"*

-Barbara Casados, Founder, Capes4Heroes

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# Ecommerce Websites



Kreative Solutions

Marketing Strategy | Branding | Website Design | Digital Marketing | Graphic Design

## Description

Ecommerce can help small businesses reach more customers, increase brand awareness, break free from the dependence on foot traffic, leverage a second revenue stream, and discover customer insights with analytics.

All of our informational websites include the following:

- A website with up to 5 pages.
- An ecommerce store or directory with up to 25 products.
- A design that aligns with your brand identity & marketing strategy.
- Setup of Google My Business, two social profiles, and MailChimp.
- Set-up of free MailChimp account and email subscription integration.
- A responsive website that is tested across devices.
- Performance testing across the latest browser versions.
- Search engine optimization.
- Integration with Google Analytics.
- A privacy policy and cookie notice due to Global Data Protection Regulations.
- A 1-2-page training guide with links to tutorials.
- Two project meetings and a 1-hour training session.

### Squarespace

Squarespace is a website builder where all the technical details are handled for you and you can simply focus on the content. Ideal for startups, creatives, and nonprofits.

**Investment**      **Starting at \$2,495.00**

### WordPress

WordPress is a content management system that powers over 30% of the web. You host your own website and the customization possibilities are endless! Great for tech startups and small businesses.

**Investment**      **Starting at \$3,995.00**

## Testimonial

*"Kristina Koslosky of Kreative Solutions, was recommended to me by a friend. I needed to rebuild and update my website. I have no experience with this process, and find it rather intimidating. Kristina soon put me at ease. She is amazing, and so easy to work with. She definitely listened to what I wanted, added her own touch, and I'm absolutely delighted with what she has produced."*

– Donna Tronca, Artist

# Informational Maintenance



Marketing Strategy | Branding | Website Design | Digital Marketing | Graphic Design

## Description

With WordPress websites, website maintenance plans serve as insurance. To keep your website functioning as designed and secure, routine and timely software updates are essential. Outdated websites present a great opportunity for security concerns, functionality lapses, and downtime.

Website maintenance plans have 3 components that are billed monthly or quarterly.

1. **Technical Maintenance:** Choose between Essentials or Comprehensive packages.
2. **Non-Routine Maintenance:** Non-routine maintenance services include content updates, troubleshooting, and resolution of unforeseen problems (i.e. internal server error, database connection error, hacks, third-party errors, etc.). The hourly rate is \$99/hour.
3. **Consulting:** Before making large changes to the website, it is sometimes beneficial to have a project meeting. The consulting fee for meetings is discounted to \$99/hour.

### Essentials

- WordPress updates
- Theme updates
- Plugin updates
- Daily backups
- Wordfence (free) security monitoring
- Uptime monitoring

**Investment**                      **\$65.00/month**

### Comprehensive

- WordPress updates
- Theme updates
- Plugin updates
- Daily Backups
- Wordfence Premium security monitoring
- Uptime monitoring
- Automated security checks
- Automated performance checks
- Monthly website care reports

**Investment**                      **\$89.00/month**

### Deep Scan

Kreative Solutions also offers a deep scan of your website through our partnership with VanBo, our go-to cybersecurity experts! The deep scan will assess and identify any potential security vulnerabilities, so that you can take proactive action & reduce the risk of cyberthreats.

**Add-on Deep Scan**                      **\$60.00/month**



# Ecommerce Maintenance



Kreative Solutions

Marketing Strategy | Branding | Website Design | Digital Marketing | Graphic Design

## Description

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3. **Consulting:** Before making large changes to the website, it is beneficial to have a project meeting. The consulting fee for meetings is discounted to \$99/hour.

### Essentials

- WordPress updates
- Theme updates
- Plugin updates
- Daily backups
- Wordfence Premium security monitoring
- Uptime monitoring

**Investment**                      **\$79.00/month**

### Comprehensive

- WordPress updates
- Theme updates
- Plugin updates
- Daily backups
- Wordfence Premium security monitoring
- Uptime monitoring
- Automated security checks
- Automated performance checks
- Automated website reports

**Investment**                      **\$99.00/month**

### Deep Scan

Kreative Solutions also offers a deep scan of your website through our partnership with VanBo, our go-to cybersecurity experts! The deep scan will assess and identify any potential security vulnerabilities, so that you can take proactive action & reduce the risk of cyberthreats.

**Add-on Deep Scan**                      **\$60.00/month**

# Marketing Services



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## Description

Following the marketing strategy and launch of the website, clients may opt-in for additional marketing services. If you'd like to continue to work together, we can work through the Marketing Strategy package detailed on page 5 of this guide to outline a promotional plan to drive traffic to the website. The Marketing Strategy package is a pre-requisite to marketing implementation.

Most often, the marketing strategy details a combination of digital and traditional marketing strategies that require promotional materials such as business cards and/or flyers. Graphic design services can be added on to the routine marketing services.

## Digital Marketing

Based on the promotional plan detailed in the marketing strategy, digital marketing packages are quoted on a monthly basis.

Digital marketing packages may include:

- Website content updates
- Search engine optimization
- Blogging, copyrighting, and content creation
- Email marketing
- Social media marketing
- Paid advertising (i.e. Google AdWords, Facebook, etc.)

The hourly rate for digital marketing services is \$75.00/hour. Digital marketing packages are quoted on a sliding range with a minimum starting rate of \$500/month.

## Graphic Design Services

The hourly rate for graphic design services is \$70.00/hour. Graphic design services include:

- Business cards
- Promotional flyers and brochures
- Magnets and other promotional items
- Shipping and mailing labels
- Letterhead and signature blocks
- Tradeshow and/or yard signage
- Magazine advertisements