



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

# About Kreative Solutions



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

## About

Kreative Solutions specializes in website design 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

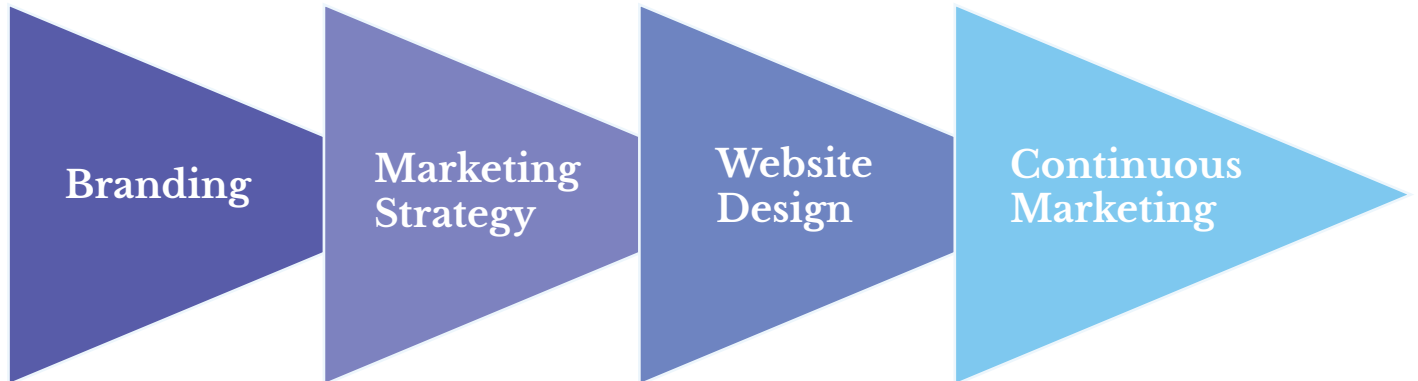
Kreative Solutions | [Kristina@Kreative-Solutions.com](mailto:Kristina@Kreative-Solutions.com) | [Kreative-Solutions.com](http://Kreative-Solutions.com)

# 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 Recreation

- 1 vector logo based on provided drawing, illustration, etc.
- Logo optimization
- Delivery of master logo file (vector)
- Delivery of logo files (JPG, PNG, & PDF)
- Logo Specifications Guide detailing colors, typography, and basic use

Rate	Est. Hours	Investment
\$75/hour	5-10	\$375 - \$750

## 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

Rate	Est. Hours	Investment
\$75/hour	5-20	\$375 - \$1,500

## 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

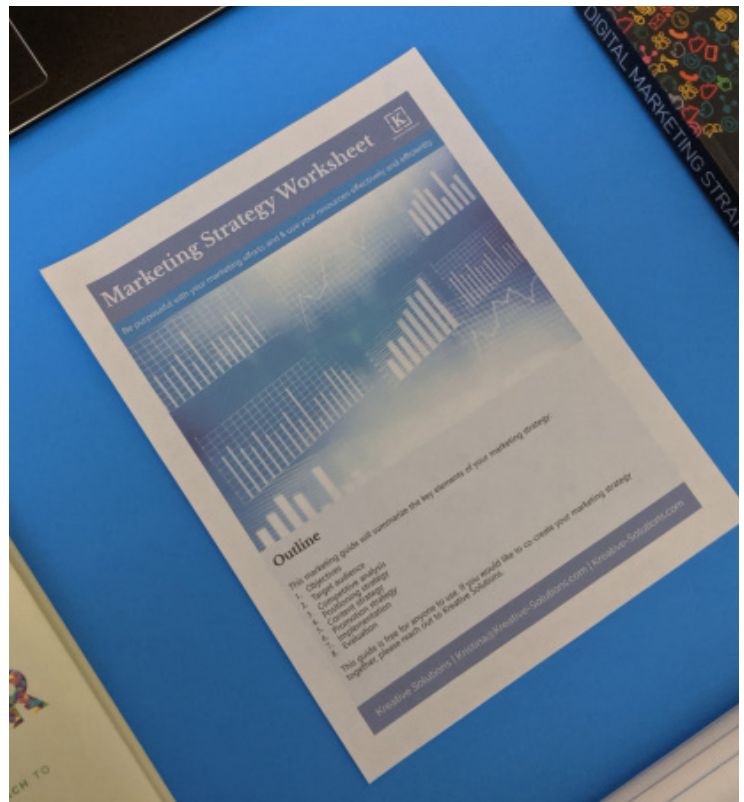
The marketing strategy package includes:

- Competitive Analysis Presentation
- 2-hour consultation to outline strategy
- Digital Marketing Guide

The marketing guide will detail:

- Marketing objectives
- Target audience
- Competitive analysis
- Brand positioning strategy
- Content strategy
- Promotional strategy
- Implementation
- Evaluation & KPIs

Rate	Est. Hours	Investment
\$75/hour	10-15	\$750 - \$1,125



## Testimonial

*"We have been working with Kristina Koslosky with Kreative solutions for 3 years now. We are a small company with limited staff and resources. We have hired Kreative Solutions to manage our website and provide digital marketing (i.e. Adwords, social media, blog, etc). Kreative Solution's work has increased our business taking us to the next level. Kristina's attention to detail, staying in budget, and creative ideas has made a big difference to our bottom line"*

-Dave Riemer, Owner of Riemer Systems

Kreative Solutions | Kristina@Kreative-Solutions.com | Kreative-Solutions.com

# Informational Websites



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

## Description

When you choose Kreative Solutions, you are choosing affordable quality with customer service. Kreative Solutions standard package provides much more than just website design services and is designed to include everything you know you need as well as necessities you may not have considered (i.e., consulting, training, search engine optimization, & on-time delivery).

### Website Design & Development

- A website with up to 8 pages.
- Account and/or server setup.
- A design that aligns with your brand identity
- Integration with your marketing strategy (i.e. email opt-in, social shares, or chat bot)
- Integration with Google Analytics.
- A privacy policy and cookie notice due to Global Data Protection Regulations.

### Search Engine Optimization

- Keyword research
- On-page Optimization of page titles, meta descriptions, headings, text, & images
- Google Search Console registration and sitemap submission
- Structured data as applicable
- Page speed optimization

### Quality Assurance

- A responsive website that is tested across devices (i.e., phone, tablet, desktop)
- Performance tested in the latest browser versions (i.e., Chrome, Safari, Edge & Firefox)
- Testing of all functionality upon launch
- Mobile-friendliness testing

### Consulting & Training

- 1-hour Website Kick-Off Planning Meeting
- 1-hour Customer Discovery Interview
- 1-hour Training session
- 2+ page Website Guide

## Squarespace & Wix

Squarespace and/or Wix are website builders where all the technical details are handled for you and you can simply focus on the content. Ideal for startups, creatives, and nonprofits.

Rate	Est. Hours	Investment
\$85/hour	18-30 hours	\$1,530 - \$2,550

## 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.

Rate	Est. Hours	Investment
\$99/hour	25-35 hours	\$2,475 - \$3,465

# Ecommerce Websites



Kreative Solutions

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

## Description

Kreative Solutions standard package provides much more than just website design services and is designed to include everything you know you need as well as necessities you may not have considered (i.e., consulting, training, search engine optimization, & on-time delivery).

### Website Design & Development

- A website with up to 5 pages.
- Account and/or server setup.
- A design that aligns with your brand identity
- Integration with your marketing strategy (i.e., email opt-in, social shares, or chat bot)
- Integration with Google Analytics.
- A privacy policy and cookie notice.

### Ecommerce Setup

- Creation of up to 25 products.
- Checkout process (i.e., my account, cart, checkout page, order confirmation, etc.)
- Automated email notifications
- Payment processor integration
- Shipping integration

### Consulting & Planning

- 1-hour Website Kick-Off Planning Meeting
- 1-hour Customer Discovery Interview
- 1-hour Product Planning Meeting
- 1-hour Product Review Meeting

### Search Engine Optimization

- Keyword research
- On-page Optimization of page titles, meta descriptions, headings, text, & images
- Google Search Console registration and sitemap submission
- Structured data as applicable
- Page speed optimization

### Quality Assurance

- A responsive website that is tested across devices (i.e., phone, tablet, desktop)
- Performance tested in the latest browser versions (i.e., Chrome, Safari, Edge & Firefox)
- Testing of all functionality upon launch
- Mobile-friendliness testing
- Store Test and Live Transactions

### Training & Guides

- 2-hour Website & Store Training session
- 2+ page Website Guide
- Store Guide PPT & Order Fulfillment 1-sheet

## Squarespace & Wix

Squarespace and/or Wix are website builders where all the technical details are handled for you and you can simply focus on the content. Ideal for startups, creatives, and nonprofits.

Rate	Est. Hours	Investment
\$85/hr.	30-40 hours	\$2,550 - \$3,400

## 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.

Rate	Est. Hours	Investment
\$99/hr.	40-50 hours	\$3,960 - \$4,950



# 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 include the following services and are billed monthly or quarterly.

- 1. Technical Maintenance:** Choose between one of the packages below.
- 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.). Non-routine maintenance services are only rendered by client request or per contractor's recommendation with client approval.
- 3. Consulting:** Before making large changes to the website, it is beneficial to have a project meeting. Consulting services are only rendered by client request or per contractor's recommendation with client approval.

### Basic

Technical maintenance:

- Monthly core updates
- Monthly theme & plugin updates
- Daily server backups
- Wordfence (free) security monitoring

Service	Rate
Technical	\$25/mo.
Non-Routine	\$99/hr.
Consulting	\$99/hr.

### Maintain

Technical maintenance:

- Timely Core updates
- Weekly theme & plugin updates
- Daily server backups
- Daily local backups
- Wordfence (free) security monitoring
- Uptime monitoring

Service	Rate
Technical	\$65/mo.
Non-Routine	\$99/hr.
Consulting	\$99/hr.

### Performance

Technical maintenance:

- Timely Core updates
- Weekly theme & plugin updates
- Daily server backups
- Daily local backups
- Wordfence (free) security monitoring
- Uptime monitoring
- Website care reports
- Google Analytics & Search Console reports

Service	Rate
Technical	\$79/mo.
Non-Routine	\$99/hr.
Consulting	\$99/hr.



# Ecommerce 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.

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3. **Consulting:** Before making large changes to the website, it is beneficial to have a project meeting. Consulting services are only rendered by client request or per contractor's recommendation with client approval.

## Maintain

- Timely Core updates
- Weekly theme & plugin updates
- Daily server backups
- Daily local backups
- Wordfence (free) security monitoring
- Uptime monitoring

Service	Rate
Technical	\$79/month
Non-Routine	\$99/hour
Consulting	\$99/hour

## Performance

- Timely Core updates
- Weekly theme & plugin updates
- Daily server backups
- Daily local backups
- Wordfence Premium security monitoring
- Uptime monitoring
- Website care reports
- Google Analytics reports
- Search Console reports

Service	Rate
Technical	\$99/month
Non-Routine	\$99/hour
Consulting	\$99/hour

## Description

Following the marketing strategy and launch of the website, clients may opt-in for additional marketing services. The Marketing Strategy package detailed on page 5 of this guide outlines 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, copywriting, 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

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

The hourly rate for graphic design services is \$75.00/hour.

## Description

If you are a do-it-yourself entrepreneur or small business owner, Kreative Solutions would love to work with you and empower you to take your website and marketing strategy to the next level.

Hourly consulting services at \$99/hour, customized to your needs, are available upon request.

### Website Audit

- A audit report that evaluates your website in terms of user experience, digital branding, conversion optimization, SEO, and performance.
- A 1-hour hands-on consultation

Service	Investment
Website Audit	\$179

### Digital Audit

- A digital audit that evaluates your website, social media accounts, and overall online presence.
- A 2 hour consultation reviewing the audit & improving the online presence

Service	Investment
Digital Audit	\$349

## Strategy Sessions

For specific marketing needs, Kreative Solutions offers channel specific strategy sessions. Strategy session packages include an audit and a 2-hour hands-on consultation.

The following are a few examples:

- Content marketing audit & strategy consultation \$279
- Social media audit & strategy consultation \$279
- Advertising audit & strategy consultation \$279
- Email marketing audit & strategy consultation \$279
- Search strategy audit & strategy consultation \$379

If you feel that you need all of the above, then the comprehensive marketing strategy detailed on page 5 is the way to go. These strategy sessions are designed to be more a la carte, so that you can enhance a specific channel rather than diving into the overall marketing strategy.