

# SERVICES & PRICING GUIDE

*Includes information about our agency, services and pricing.*

[WWW.MODERNGREENBOOK.NET](http://WWW.MODERNGREENBOOK.NET)



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Important information included in our contract to know how we operate and what our policies consist of. Additionally, frequently asked questions.



## HELLO & WELCOME

We are so glad you are interested in working with us.

Marketing is one of the most powerful tools a business can use to help gain brand awareness, clientele, and increase sales. However, we know that it can be scary to put yourself and your business out there and take the risk. We are here to walk you through, and show you how marketing can work for your business.

Thank you for your interest in The Modern Green Book Agency. We look forward to helping build your legacy. Please take your time to look over the following information and we will be happy to answer any questions and move on to our next steps!

*The MGB Agency*



# MEET THE TEAM



## **THEO EDWARDS-BUTLER**

**FOUNDER, C.E.O.**

Originally from Louisville, KY, Theo currently resides in Birmingham, AL. She created The Modern Green Book in the summer of 2020 when she saw a need to bridge the gap between consumers and Black brands. Theo graduated from Samford University with a BFA in Musical Theatre. Although she went to school for fine arts, she has been heavily involved in the social entrepreneurship world. She looks forward to helping your business thrive and build its legacy!



## **NICOLE BAYLESS**

**MARKETING STRATEGIST**

Nicole is our Marketing Strategist from Marietta, GA. She has a passion for working with others and finding creative solutions to achieving businesses' goals. She works on TheMGB Agency Team to ensure your brand's message is consistent and effective, develop and implement marketing programs, and monitor your social media presence to reach your target audience. Nicole earned a B.A. degree in Advertising from the University of Georgia.



# SUCCESS STORY



## HIGHLIGHTS FOR NAUGHTY BUT NICE KETTLE CORN CO.

**+584%**

**ENGAGEMENT**

**+780%**

**VIDEO VIEWS**

**+41%**

**CLICK-THROUGH**

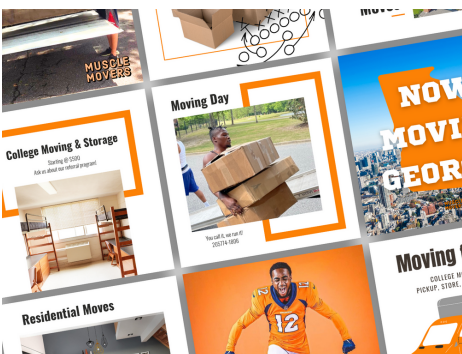
**+722%**

**IMPRESSIONS**

We began working with Naughty But Nice Kettle Corn Co. in November of 2021. Since starting, we have seen each platform grow organically, exponentially. These numbers above reflect the growth on Naughty But Nice Kettle Corn Co.'s Instagram account only. We have focused on researching their primary audience and curating content that resonates with them, which drives sales online and in person.

We research each brand we work with and find the best strategy to follow on each platform they use. Research includes: brand and market research, monthly analytics with a quarterly report, and audience profiling.

# OUR WORK



# THE PROCESS

1

## **PHASE ONE: RESEARCH & ANALYTICS**

During this phase, we will research your competitors, your market and similar markets. We will look into current analytics to see what needs more or less attention so that we can create sensible goals. This is a time where new tools, formatting and platforms will be researched for their effectiveness.

2

## **PHASE TWO: PLANNING & STRATEGY**

This phase will solely be used for planning upcoming month(s) and creating strategic content to increase brand awareness, generate new sales leads, and utilize successful strategies from previous periods. This is also the time to build campaigns for future months that need more attention.

3

## **PHASE THREE: DEVELOPMENT & CREATION**

All of the content for the upcoming month will be created and any video concepts will be developed and scripted out. One calendar will be created for all social media platforms including content for Instagram, Facebook, and TikToks/Reels.

4

## **PHASE FOUR: REVISION**

All content will be sent a minimum of one week prior to posting, so that you have ample time to review. After you review materials given, we will make necessary changes and resubmit to you for approval. Two rounds of revisions are allowed and anything over will have an additional fee.

5

## **PHASE FIVE: PUBLICATION**

Publishing will happen once everything is completely reviewed and approved. We do not use automated posting platforms, but will post for you if you choose. All print materials will be sent to you directly unless you need us to print them.



# SERVICES

## BRAND DEVELOPMENT

Brand Development (Logo Concept, Color Palette, Typography, Brand Elements, Mood Board, Brand Messaging) | SWOT Analysis | Market Research | Brand Positioning | Style Guide

**\$500\***

## SOCIAL MEDIA MANAGEMENT

Content Strategy & Development for Facebook & Instagram (Co-Published) | Content Calendar Spreadsheet | Scheduling & Posting | Audience Responses | Social Media Analytics Report

**\$550**

## ADDITIONAL PLATFORM

Includes All Services from Social Media Management Per Additional Business Platform | LinkedIn, Pinterest, TikTok, or Twitter | Per Platform

**\$175**

## EMAIL MARKETING

Building Recipient | Listing/Marketing | Designing Campaigns | Copywriting | Graphic Design | Launching Campaigns | Analytics | Platforms Used: MailChimp, Constant Contact | Priced Per Campaign

**\$150\***

## GOOGLE/YELP MANAGEMENT

Photo & Video Updates on Google Business Page & Yelp Business Profile | Responding to Customer Questions & Reviews | Managing Google Posts & Announcements | Updating Business Info (Hours, Location, Closures) | Analytics

**\$100**

## TEXT MARKETING

Building Recipient Listing/Marketing | Copywriting | Graphic Design | Planning & Scheduling | Launching Text Blasts | Website and Shop Platform Integration | Platforms Used: Community, Klaviyo

**\$100\***

## BASIC WEBSITE DESIGN

3 Web Pages To Start | Developing Site Navigation | Integrating Additional Plug-In Services (Email/Text List, Blog, Payment Options, etc.) | Platforms Used: Wordpress, Wix, Squarespace, Shopify, and GoDaddy

**\$900\***

## WEBSITE MANAGEMENT

Updating Website Details: Banners, Graphics, Photos, & Announcements (Copywriting Not Included) | Product Listings | Blog Management (Uploading and Monitoring Only) | Website Analytics

**\$250\***

## PRODUCT & EVENT PHOTOS/VIDEOS

Professional Quality Product Photos | Sourcing Props, Backdrops, Locations | Photo Editing | Recommended Once A Quarter Minimum | Priced By Quantity of Products | Service Fee Included

**\$75\***

\*Price expressed indicates starting rates.





# ADDITIONAL SERVICES

## **LOGOS**

**\$75\***

Service includes three logo concepts in multiple color variations. File types provided will be SVG and PNG.

## **FLYERS/POSTERS**

**\$75\***

Event or promotional flyer/poster package. Includes: 8.5" x 11" Flyer, Instagram Post, & Instagram Story. File types included are PDF Print and PNG.

## **PRESENTATIONS**

**\$100\***

Branded pitch decks and presentations with brand elements, imagery, and color palette. Pricing varies by slide count.

## **BROCHURES/BOOKLETS**

**\$125\***

Informational/promotional packets with brand elements. We ask that you provide a brand guide if we do not already have one. Pricing varies by pages.

## **PROMOTIONAL MATERIALS**

**\$75\***

Branded merchandise such as apparel, bottles, mugs, pens, bags, stickers, and additional items with business logos or taglines.

## **BUSINESS CARDS**

**\$50\***

Service includes two business card design concepts including logo, contact info, and brand elements. Digital business cards available as well.

## **ADVERTISEMENTS/SIGNAGE**

**\$75\***

Designing print ads, banners, and billboards for your business.

# PACKAGE OPTIONS

We believe in the power of working smarter, not harder. Every business is different, therefore, our packages are needs-based. Once you indicate to us what your priorities are, we will curate these packages for you and price them accordingly! We want to ensure that our clients are investing in services that will truly make the biggest difference in their growth and success!

Your package options will be presented in our proposal. They can be changed at anytime month-to-month as we know the needs of small growing businesses change regularly.

## BRONZE PACKAGE

The Bronze Package functions as a baseline of what your business needs now! We will build this package based on what you express as your highest priorities. That way, your needs are met but you are well within your budget.

\$

## SILVER PACKAGE

The Silver Package covers your basic needs and just a bit more. It is the best of both worlds! Our goal is to curate a list of services that give you peace of mind that all your needs are covered and some of your wants are addressed.

\$\$

## GOLD PACKAGE

The Gold Package is designed to meet all of your business needs and wants. If we can make it work, we want to check as many of your boxes as possible. We want to remain around your budget while achieving the best bang for your buck.

\$\$\$



# PAYMENT OPTIONS

All payments will be automatically invoiced via the Square platform. All payment information is secure through their platform, and we cannot charge your card without your permission. Please let us know if there is an issue with payment or invoicing; we will assist in any way we can.

Cash is not accepted, but cashiers checks can be mailed or given in person.

## MAKE BI-WEEKLY PAYMENTS

INVOICE SENT ON THE  
1ST & 15TH OF EVERY MONTH

**\$600**

With this plan, we grant a five-day grace period and a 20% fee (of the bi-weekly price) for late payments.

## MAKE MONTHLY PAYMENTS

INVOICE SENT ON THE  
FIRST OF EVERY MONTH

**\$1,200**

With this plan, we grant a five-day grace period and a 20% fee (of the monthly price) for late payments.

\*Price expressed are sample numbers. Not actual pricing.



## NEXT STEPS



### **CHOOSE YOUR SERVICES**

After reading through this packet, please let us know which services you're interested in, based on priority.



### **REVIEW & ACCEPT PROPOSAL**

Our team will curate a proposal for you and your business and send it within 7-10 business days of receiving your service needs.



### **SIGN OUR CONTRACT**

Once the proposal is accepted you will receive a Welcome Packet, your contract and first invoice.



### **COMPLETE CLIENT CHECKLIST**

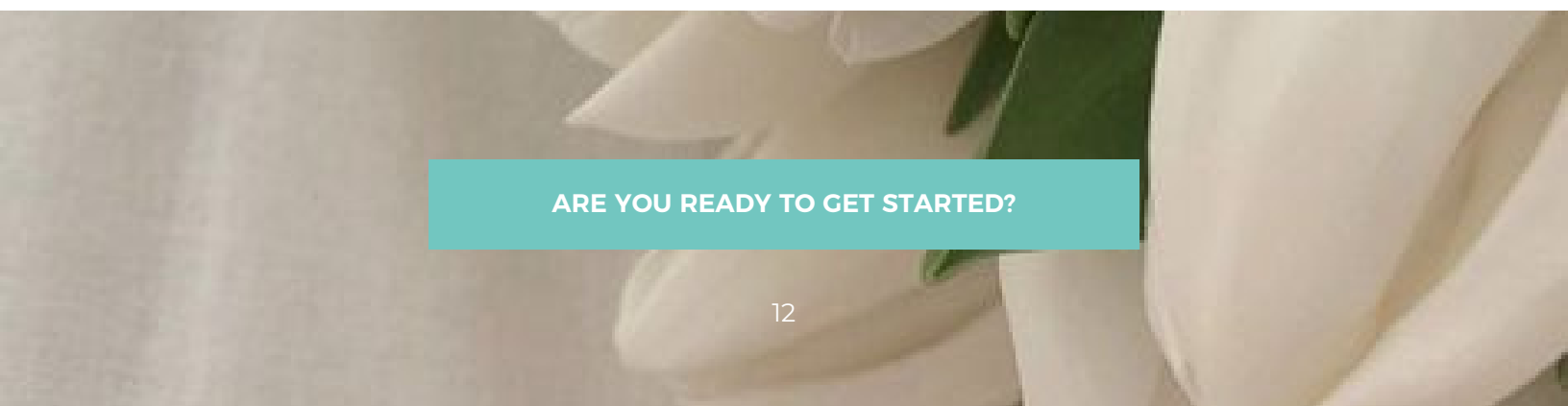
We will provide a checklist of what we need from you to get started including your brand materials, logos, and platform access (log-ins).



### **WE GET TO WORK!**

Once we have everything, we will begin with our continued research and creative process to help your business grow.

**ARE YOU READY TO GET STARTED?**





# TERMS & CONDITIONS

## **SCHEDULING**

The Agency will communicate on a weekly basis via email including progress, inquiries, needs from the Client, and any additional information that is needed. The Parties shall meet once a month via Zoom or in person after the Research and Analytics phase is complete. Additional meetings may be scheduled as needed within 48 hours notice.

## **PRICING & PAYMENT**

All fees shall be invoiced weekly, bi-Weekly or monthly (based on the Client's preference) to the Client due every Monday or due on the first and third Mondays of the month (based on the Client's preference).

The Client shall make the payment against these invoices to the Agency within 3 days, 5 days, or 7 days (depending on the selected payment plan) upon receiving such invoices.

All invoices will be sent on the day payment is due automatically via Square. If the Client would like the invoice to be broken into a payment plan, they may request so.

## **TERMINATION**

Either party may terminate the agreement by giving 14 business days written notice to the other whenever they would like to discontinue the engagement without assigning any reason whatsoever. The obligations of the parties under this agreement shall continue during the notice period.

In case of termination, the Client will pay the amount invoiced until the termination date to the Agency. Any notice given by one party to the other pursuant to this Agreement shall be sent to the other party in writing and must be acknowledged by the receiver in writing.

# FREQUENTLY ASKED QUESTIONS

## **HOW DO YOU PRICE YOUR SERVICES?**

Our pricing is determined based on time spent working, experience, and education. Our team prides itself on continuing education through either college or certificate programs so that we can always stay in the know of the changing marketing industry. We do our best to be competitive and offer affordable services.

## **WHY IS REPORTING INCLUDED IN PACKAGES?**

It is important that we report regularly to understand what is working and what isn't. This allows us to make necessary changes to your strategy to continue in an upward trajectory to help you reach milestones. On the flip side it allows us to make necessary pivots to not continue a negative trajectory. We report to you on a quarterly basis, however, our team is recording throughout the quarter to understand your platform's and audience's patterns, likes and dislikes.

## **WHAT KINDS OF BUSINESSES HAVE YOU WORKED WITH?**

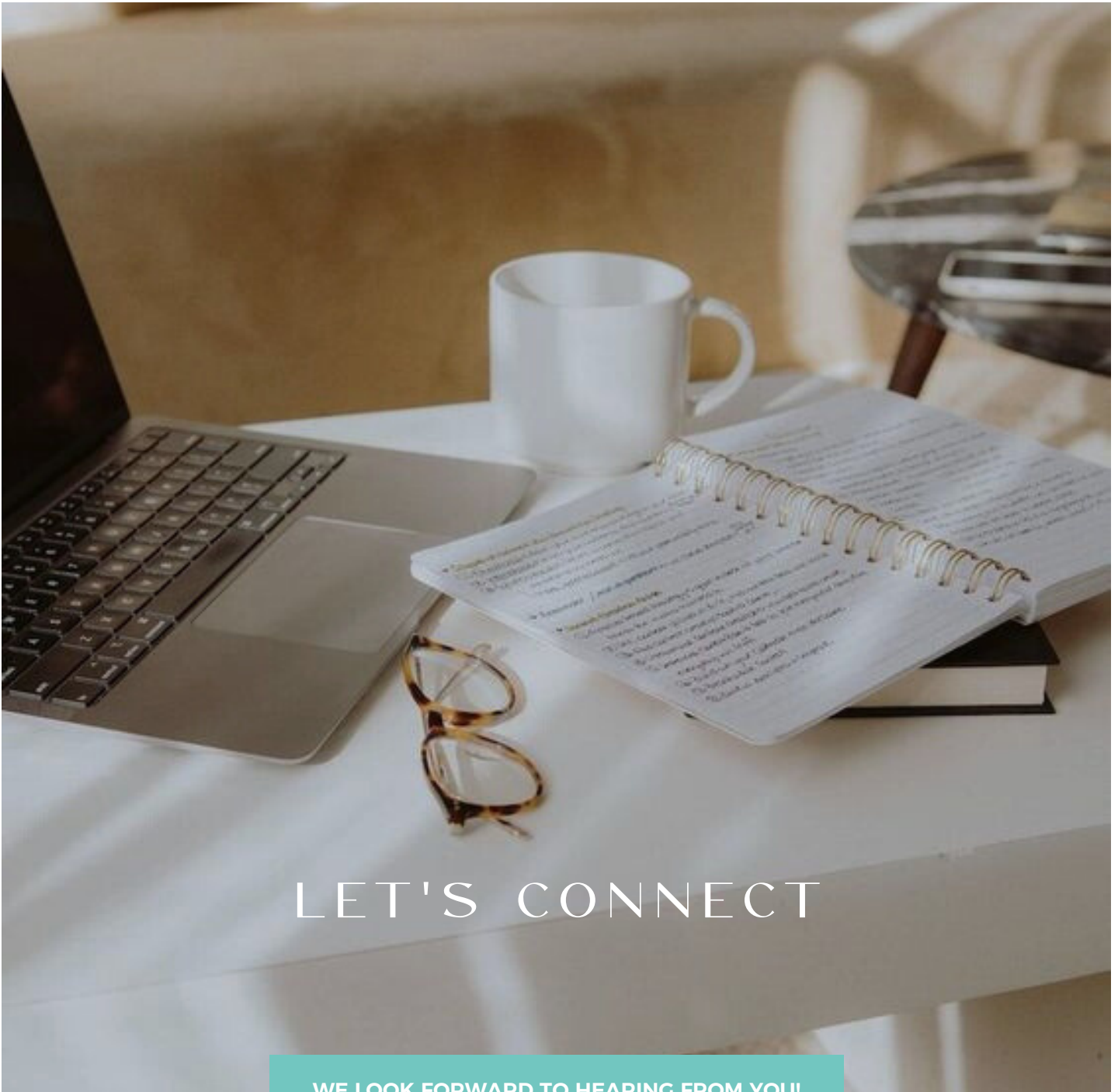
We have worked with various brands in numerous industries, including novelty foods and beverages, beauty retail, and legal industries. We are diligent in our research before beginning every project. We will learn to understand your industry needs and how people interact with a business similar to yours to be able to recommend the most effective strategy for growth.

## **CAN I SEE MORE OF YOUR WORK?**

We are happy to provide you with our portfolio! There you can see our previous work and some numbers of growth from our clients. You can also take a look at our previous and current clients on social media.



Please continue to ask questions as they come up for you. We are open and want you to feel secure as our client.



LET'S CONNECT

WE LOOK FORWARD TO HEARING FROM YOU!

If you have any questions or concerns, please reach out to our team! We would love to help you. Additionally, keep up with The Modern Green Book on social media!

#### CONTACT INFORMATION

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# SERVICES

1

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6

## PRODUCT PHOTOS/VIDEO

Professional Quality Product Photos | Sourcing Props, Backdrops, Locations | Photo Editing | Recommended Once A Quarter Minimum | Priced By Quantity of Products | Service Fee Included

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