



RATE SHEET

Services /	
<p>Transcend Ideas services list is not exhaustive</p>	<ul style="list-style-type: none"> A. Graphic Design <ul style="list-style-type: none"> o Various supportive promotional designs: brochures, rack cards, business cards, letterheads, decals, social media graphics (Canva, Adobe Illustrator, Adobe InDesign, Adobe Photoshop) B. Brand Identity <ul style="list-style-type: none"> o Assisting clients with brand discovery and brand identity to ensure a strong customer recognition and retention. C. Email Marketing <ul style="list-style-type: none"> o Manage ConstantContact, Mailchimp and other email marketing solutions o Design email marketing templates and supportive graphics D. Content Writing <ul style="list-style-type: none"> o Researching industry-related topics based on client's current content or based on their direction. E. Search Engine Optimization <ul style="list-style-type: none"> o Researching keyphrases based on industry. o Implementation of keyphrases on individual pages - content and images (<i>alternative text</i>). F. Website Build <ul style="list-style-type: none"> o Website design - wireframing to mock-up layout options based on website content. o Web development - testing and quality assurance checks G. Website Layout & Maintenance <ul style="list-style-type: none"> o Ensuring content lays out properly and tested to ensure it looks its best on the existing site both a desktop and mobile. H. Marketing Strategy <ul style="list-style-type: none"> o Speaks to the best way to reach a client's audience and keep them engaged. A detailed strategy will bring forth suggestions on what tools and platforms to leverage. I. Social Media Management <ul style="list-style-type: none"> o Implementing, planning, managing and monitoring client's social media strategy in order to increase brand awareness, improve marketing efforts and help improve sales. J. Technical Services <ul style="list-style-type: none"> o Not an exhaustive list of online solutions knowledgeable in: Mailchimp, ConstantContact, Google for Business, Wordpress, Squarespace, Shopify, Microsoft Teams, Zoom, Google Hangouts, GoToWebinar, Google Calendar, Google Drive, Dropbox, Asana, Canva, etc.



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Rates /	<ul style="list-style-type: none"> A. Graphic Design / \$93/hr B. Brand Identity - flat rate / \$3,115 C. Email Marketing / \$86/hr D. Content Writing / \$86/hr E. Search Engine Optimization / \$78/hr F. Website Build (<i>up to 10 pages</i>) - flat rate / \$3,480 G. Website Layout & Maintenance / \$78/hr H. Marketing Strategy - flat rate / \$1,240 I. Social Media Management / \$78/hr J. Technical Services / \$78/hr
Nonprofit Rates	<p>20% off all services for non-profit organizations or those that function as a non-profit under a 501(c)3 organization.</p>