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2019 SERVICE GUIDE

## ABOUT *The Biz*

*FRSH LLC is a design company set to help small business owners work smarter not harder through the approach that less is more. Providing design solutions without unnecessary "EXTRAS" is why the "E" is missing. As a company, we are most proud of our work with business to help them thrive in their fields. Aside from offering clean and hassle-free services we also equip them with the tools they need to continue to grow. We believe if our clients do well we do too. With FRSH Marketing Branding & Design our job is not done after projects are completed we will always be there cheering our clients on along the way.*

## MEET *Ce'Erica Allen*

*I am the owner and head designer at FRSH Marketing Branding and Design. My approach to design has always been to combine my business expertise with my passion for art. I graduated from Savannah College of Art and Design in 2017 and eagerly began working for companies like Kohl's and Morrison Healthcare. After the birth of my first child, I realized no corporate 9-5 was worth strangers raising my daughter, so my full-time freelance journey began. With an education in marketing and industry experience in Graphic Design, I've been able to help numerous small businesses.*



### Contact

@Boss\_\_Mom

(470) 377-2177

contact@keepingitfrsh.com



# INDIVIDUAL *Marketing* RATES



Basic Website	Includes 5 pages (\$50 each)	\$250
Ecom Website	Includes 5 pages (\$75 each)	\$375
Booking Website	Includes 5 pages (\$75 each)	\$375
Website Updates	Per page	\$50
Website Management	5 updates/changes per month	\$200
Marketing Strategy	1-hour call	\$200
Social Media Management	Includes engagement per week /1 account	\$100
Content Organization	(12) pre-curated posts	\$200
Social Media Coaching	1-hour call	\$100

\* Web hosting is paid separate from design fees. All content provided up front. Branding and copywriter services can be added. Please keep in mind we can not start your project unless all necessary branding has been completed and is up to par. This includes content photos as well.



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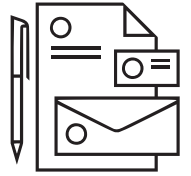
## INDIVIDUAL *Branding* RATES

Logo Design	3 Edits   Includes black, white and color png copies (text based or image based)	\$150
Logo Editing		\$50
Brand Board	Includes logo, sub-mark, color codes, fonts, mood images	\$250
Social Media Templates (6)		\$100
Social Media Banners (3)	Facebook, Twitter and YouTube	\$75
Instagram Highlights (5)	Client provides topics	\$100
Social Media Business Account Set Up	Created under client accounts	\$25
Business Plan Development	1-hour call	\$350
Business Branding Presentation	Client provided content	\$200
Business + Brand Audit	1-hour call	\$125

\*Branding must be provided for certain services to be completed. If you are missing necessary items or the branding items you have are not up to par projects will have to be re-discussed.



# INDIVIDUAL *Design* RATES



Itineraries	Content provided	\$50
Business cards	100 Printed	\$50
Resume	Content provided	\$50
Brochure	Content provided	\$50
Packet / Booklet	Per page	\$15
Postcards		\$50
Invitations	Details provided	\$50
Flyer	Content provided	\$50
E-Flyer	Content provided	\$50
Packaging Design		\$250
Backdrop	Images provided	\$250
Retractable Banner	Images provided	\$250
Table Runner		\$250

\*All content for these items must be provided in advance. High quality images are mandatory. Recommendations can be provided. Copywriter services are an additional \$100. Printing is included and finals must be approved before they are printed. Shipping is paid separately depending on location.



# Brand PACKAGES

## BEGINNER

\$550

Brand Board	Logo, sub-mark, color codes, fonts, images	\$250
Business cards	100 Printed	\$50
E-Flyer	Content provided	\$50
Basic Website	Upgrade for \$125	\$250

## PREMIUM

\$860

Brand Board	Logo, sub-mark, color codes, fonts, images	\$250
Business cards	200 Printed	\$60
E-Flyer	2 Ads	\$100
Ecom Website	Includes 5 pages (\$75 each)	\$375
Instagram Highlights (5)	Client provides topics	\$100
Social Media Banners (3)	Facebook, Twitter and YouTube	\$75

## PROFESSIONAL

\$1320

Brand Board	Logo, sub-mark, color codes, fonts, images	\$250
Business cards	300 Printed	\$70
E-Flyer	3 Ads	\$150
Ecom Website	Includes 5 pages (\$75 each)	\$375
Business Plan Development	1-hour call	\$350
Social Media Templates (6)	Must have branding prior	\$100
Instagram Highlights (5)	Client provides topics	\$100
Social Media Banners (3)	Facebook, Twitter and YouTube	\$75

\*These package deals allow you to save up to \$150



# Social Media PACKAGES

## BEGINNER

\$400

SM Account Set Up	Created under client accounts	\$25
Social Media Banners (3)	Facebook, Twitter and YouTube	\$75
Content Organization	(12) pre-curated posts	\$200
Social Media Management	Engagement for 2 weeks (1 account)	\$200

## PREMIUM

\$875

SM Account Set Up	Created under client accounts	\$50
Social Media Banners (3)	Facebook, Twitter and YouTube	\$75
Content Organization	(24) pre-curated posts	\$400
Social Media Management	Engagement for 1 month (2 accounts)	\$400
Instagram Highlights (5)	Client provides topics	\$100

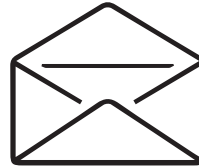
## PROFESSIONAL

\$1900

SM Business Account Set Up	Created under client accounts	\$250
Social Media Banners (3)	Facebook, Twitter and YouTube	\$70
Content Organization	(36) pre-curated posts	\$150
Social Media Management	Engagement for 3 months /3 accounts	\$375
Instagram Highlights (5)	Client provides topics	\$350
Social Media Coaching	1-hour call	\$100
		\$100
		\$75

\*These package deals allow you to save up to \$200





## REACH OUT

Get started by completing our inquiry form found on [www.keepingitfrsh.com/contact](http://www.keepingitfrsh.com/contact). We will email you to schedule your complimentary phone consultation. This allows us to get more familiar with your needs to see if we will be a good fit to work together.



## CONSULT

We'll chat about your vision, business and goals in detail. We will tell you about our design process and give you a quote. You can ask as many questions as you like before signing on.



## SIGN ON

We will put together a formal proposal and send it your way. Once you make a down payment (50% of your total bill), we'll send you any remaining preparation materials we'll need before your project begins.





## Policy *Details*

All invoices less than \$200 must be paid in full before services begin. All other projects require a 50% non-refundable deposit before your project is started.

Communication for the duration of the entire project is a MUST! Two attempts of failed contact results in the ending of your project - no deposit refunds will be issued if payment has already been made. To continue the project, you will have to rebook the service(s). FRSH LLC allows 50% of prior paid canceled invoice to be transferred to the new project.

Project invoices must be paid within 5 days of receiving. A 5% late fee is incurred every day following the overdue invoice. Failure to pay the late fee, or not communicating the ending your project will result in termination of ALL future business in collaboration with FRSH LLC.

Cancellation requests require 20% of your remaining project service fee(s) to be paid in full before request is fulfilled. "Ghosting" on a project will result in termination of future business from our company.





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