

# Subscription Plans

Each plan is tailored to support different stages of your business's growth, ensuring scalability + flexibility. The hours listed for each plan represent our availability: the minimum hours will be fully utilized, while exceeding the maximum hours will prompt a discussion about upgrading to a higher plan. These hours will be allocated based on a recurring schedule as well as specific projects + events, determined during our Kick-off Call following a contract agreement. Optional add-ons + additional customized packages are available per request to meet specific needs that go beyond what's included in the current subscriptions.

## **Sprout Plan (est. 25-35 hours/month)**

*Ideal for small businesses ready to start engaging regularly with their audience but have limited content needs.*

- Monthly feedback + planning meetings
- Weekly touchbases
- Access to any services provided on the master services list on pages 2-4 without a hashtag #  
*# hashtag-labeled services are available as add-ons*

## **Thrive Plan (est. 50-65 hours/month)**

*Ideal for established businesses looking to optimize their marketing efforts and expand content reach.*

- Quarterly marketing strategy review
- Monthly feedback + planning meetings
- Unlimited contact via my personal cell
- Access to all services provided on the master services list on pages 2-4.

## **Pinnacle Plan (est. 75-90 hours/month)**

*Ideal for high-growth businesses or those in competitive markets requiring intensive, full-spectrum marketing services.*

- This plan maxes out at 90 hours/month. Consistently exceeding 90+ hours/month may require a contract adjustment.
- Quarterly marketing strategy review
- Monthly feedback + planning meetings
- Unlimited contact via my personal cell
- Access to any services provided on the master services list on pages 2-4.

Whether you see a plan that works for you, or you'd like to discuss your own custom plan, let's start off by hearing your story + vision.

**Toss a time + date on our calendar, and we'll see you there!**

## **bloom basic** (4 to 8 week program)

*Ideal for new entrepreneurs or small startups looking for essential tools to start their business presence.*

→ Services:

- ◆ Basic branding package (logo design, color scheme, and fonts)
- ◆ Starter website creation (up to 5 pages, including basic SEO)
- ◆ Foundational social media assistance
- ◆ Launch strategy consultations

## **bloom advanced** (10-14 week program)

*Ideal for businesses that need a robust foundation to launch with a stronger market entry.*

→ Services:

- ◆ Comprehensive branding package (logo design w/ variations, multi-color scheme, font pairing(s), and messaging/positioning integration)
- ◆ Professional website development (up to 10 pages, SEO optimized)
- ◆ Initial social media setup (3 platforms)
- ◆ Launch strategy and marketing plan

## **bloom premium** (16-20 week program)

*Ideal for startups ready to make a significant impact at launch, requiring a full suite of services to ensure a powerful start.*

→ Services:

- ◆ End-to-end branding solution (logo, color scheme, typography, brand guidelines, messaging + positioning integration)
- ◆ Advanced website with customer interaction functionality, shop setup, and SEO
- ◆ Full social media launch campaign (content creation, initial ads management)
- ◆ Comprehensive go-to-market strategy including PR and online presence

Whether you're eyeing a long-term partnership or need a set and stone timeline, we're here to tailor the perfect path forward for you.

**[Pick a time + date on our calendar, and let's grow your dream startup!](#)**

# boost programs

## **boost basic** (4 to 8 week program)

*Ideal for small businesses needing a quick refresh or new perspective on their existing marketing strategies.*

→ **Services:**

- ◆ Brand audit and revitalization plan
- ◆ Email marketing setup and one campaign creation
- ◆ Performance analytics and action items report
- ◆ Ongoing support and consultancy for 15 days post-campaign launch

## **boost advanced** (10 to 14 week program)

*Ideal for businesses looking to strengthen their market position and enhance their outreach.*

→ **Services:**

- ◆ Social media strategy overhaul (including content suggestions and calendar)
- ◆ SEO improvement strategies for existing website
- ◆ Brand refresh assistance and integration support
- ◆ Creation of two targeted marketing campaigns (email and social media)
- ◆ Strategy review session to identify growth opportunities
- ◆ Ongoing support and consultancy for 30 days post-campaign launch

## **boost premium** (16 to 20 week program)

*Ideal for established businesses aiming for aggressive growth and needing comprehensive, strategic interventions to scale up.*

→ **Services:**

- ◆ Full digital marketing campaign across multiple channels
- ◆ Website revamp for UX and conversion optimization
- ◆ Complete brand refresh, integration management and execution
- ◆ Detailed market analysis and competitive positioning strategy
- ◆ Ongoing support and consultancy for 60 days post-campaign launch

Looking to enhance your business services or define a clear strategy? Let's work together and plant your path toward success.

**[Set up a meeting on our calendar, and let's see if we're the right team for you!](#)**

# Services Offered:

At Bloom + Boost, we tailor each service to precisely align with the specific needs of startups and established businesses, adapting to your current stage of development and the ever-changing market dynamics. By offering a versatile mix of services, we position ourselves as your comprehensive marketing partner, equipped to support a wide range of business objectives, and ensure your short + long-term success.

*\* = only available with advanced package, premium package, or our Sprout/Thrive/Pinnacle subscription plans*

*# = only available with premium package, or our Thrive/Pinnacle subscription plans*

## Branding + Strategy

- Brand Development – creating a unique brand identity including logo, color schemes, brand guidelines, positioning + messaging, etc.
- \*Brand Refresh – redeveloping + updating your existing brand identity, potentially modifying the logo, color schemes, fonts, brand guidelines, etc.
- \*Competitive Analysis – looking at how you're doing vs others in your field of competition.
- \*# Recon List/Booklets – developing a strategic contact list for people you will be meeting with for an interview/meeting, or for potentially meeting others at a networking function.
- \*Proposals – RFPs, RFQs, and RFIs – refreshing and/or developing content for proposals.
- \*# Annual Marketing Plan – developing a marketing plan that determines Q1 - Q4 steps to track on a recurring + seasonal basis, taking a deeper look at how to manage + execute collateral that best aligns with a company's budget for overhead in regard to marketing investments into people and systems.
- \*Marketing PM system for your team (basic or Gantt chart)
- Slideshow (Company overview, pitches, etc)
- \*Speeches + Media Training
- \*# Market Positioning and Messaging - crafting and refining the brand's market position and messaging.
- \*# Customer Journey Mapping - analyzing and planning customer interactions across a series of touchpoints.

## Content Production

- Blog Writing - creating consistent blog posts to engage readers, provide them with value-based resources, increasing SEO and pointing readers toward some sort of CTA (whether it be loud or subconsciously targeted).
- Copywriting - writing compelling and persuasive copy for websites, ads, and marketing materials.
- Drone Photography
- \*Drone Videography - can do interior and exterior shots.
- \*Video Production – producing promotional, educational, or testimonial videos.
- \*Items w/logo (branded items)
- 2024-2025 Monthly Calendar with your logo
- Resumes
- \*Podcast Production - producing and promoting branded podcasts.
- \*Infographics and Visual Content Creation - designing engaging visual content for various platforms.

## Digital Marketing

- Geo-targeted Ads
- Retargeting
- Sponsored Ads
- Website Development
- Website Refresh
- Email Signatures
- Social Media Calendar
- Social Media Management
- Content Marketing Strategy
- SEO and Content Optimization

## \*Sales + Customer Support

- \*# Customer Appreciation Initiatives
- \*Job Postings
- \*Helping hunt for great candidates
- \*Lead Nurturing Programs - creating and assisting with workflows to nurture leads along the sales funnel.
- \*# Customer Feedback and Satisfaction Surveys - designing and deploying surveys to gather customer feedback.

## \*Event Management

- \*# Event Tracker - a system designed to track any and all events for your company.
- \*Event Operations Support - assisting with marketing collateral, and providing operational support to ensure a successful turnout and execution of the event logistics.
- \*# Virtual Event Management - Organizing and assisting with webinars and virtual conferences.
- \*Trade Show Management and Marketing - assisting with trade show preparation, engagement, and strategic marketing initiatives.
- \*Sponsorship Acquisition - securing and assisting with event/program sponsorships.

## \*Administrative + Planning Tools

- \*Daily To-Do Checklist
- \*Prioritization Sheet/Scheduler (daily or weekly)
- \*# Apparel (custom orders and inventory list for current stock)
- \*# Awards (tracking + applying for them)
- \*Onboarding Program (tracking tasks before people are hired, after, and the first week, 30, 60, 90 days) - this can be utilized for internal team members or clients you serve.
- \*Project Management Templates - providing templates for project planning and tracking.
- \*# Performance Tracking - developing or monitoring systems/dashboards to track marketing analytics/metrics and KPIs.
- \*Customer Segmentation - analyzing customer data (via Performance Tracking) to create targeted marketing strategies.

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