



**IconWebGroup**

## **Digital Pricing Schedule**

Effective September 2014

### **CUSTOMER ENGAGEMENT PACKAGES**

#### **Reputation Package \$199 Set Up \$129 / Month**

Reputation monitoring and directory reporting/correction tools to help maintain a consistent, accurate and effective online presence. Allows monitoring of what customers are saying and improve visibility in local searches. Includes log in credentials and one hour of platform training, ongoing training on any new features and monthly reporting.

#### **Social Marketing Suite \$299 Set Up \$199 / Month**

Social marketing platform, reputation monitoring and directory reporting/correction tools to help maintain a consistent, accurate and effective online presence. Allows monitoring of what customers are saying and improve visibility in local searches. Provides method for posting content to connected social media channels, listing distribution and syndication of data across Factual, Acxiom, Neustar/Localez and Infogroup. Includes log in credentials and one hour of platform training, ongoing training on any new features and monthly reporting.

#### **Managed Social Campaign \$599 Set Up \$399 / Month**

Managed program of coordinated content, includes 2-4 content postings per week on Facebook, Twitter and Google+, monitoring of postings across reputation platform, listing distribution and syndication of data across Factual, Acxiom, Neustar/Localez and Infogroup and all other features of Social Marketing Suite and monthly digital audit.

#### **Social Media Page Set Up**

Professional page set up with logo, company images, business profile and mission statement. Fee is per location.

**Google + \$399** (Additional locations for Google Maps Set Up \$99)

**Facebook Business Page \$299** (does not include contests, landing pages or paid content)

**Twitter Account Set Up \$199**

## DIGITAL PRESENCE

### Basic 4 page website \$599

A four (4) page website, including basic content for Home, About, Events and Location/Contact pages, with content management access provided upon completion of development. All editorial and graphic content will be provided by client. Any design or photography to be supplied will be at an additional charge.

### Basic Website Hosting \$49 / Month

Hosting and monthly edits (one hour per calendar month), performed by Icon Web Group

### Advanced Website \$999

Advanced website with up to eight (8) pages, including Home, About, Events and Location/Contact pages, embedded video, surveys, social media feeds and contact forms, with content management access provided upon completion of development. All editorial and graphic content will be provided by client. Any design or photography to be supplied will be at an additional charge.

### Website Hosting CMS \$99 / Month

Hosting and monthly edits (one hour per calendar month) performed by Icon Web Group. Full content management access provided to client after launch. Required for websites with special content features, IE, blogs, video, multiple contact forms, etc.

### Campaign Landing Page \$250

Hosted landing page for social and/or search campaigns, including contact information and submission form, as subdomain of client website, where possible.

### Google Business View

Enhance your presence across Google, Google+, Google Places, Google Maps, and your website, with a premium-quality, 360° virtual tour powered by Street View technology. All work done by a local Google certified Trusted Photographer, pricing based on size and number of required shots.

10 panos - \$399

25 panos - \$699

15 panos - \$499

30 panos - \$799

20 panos - \$599

### Native Mobile Application \$499 - \$2,499 Set Up \$99 - \$299 / Month

Custom native mobile applications, designed for iOS, Android and HTML5, featuring push notification tool, loyalty and reward functions, and full content management access. Can be integrated into social networks, include maps/directions, click-to-call, mobile shopping/ordering/reservations, photo sharing and fan wall, video and more. All editorial and graphic content will be provided by client. Any design or photography to be supplied will be at an additional charge.

### 30 Week DIY Optimization Program \$199 Set Up \$89 / Month x 7 months

Complete website and social media audit outlining SEO shortfall and 30 weekly action plans for improving positioning and visibility. Topics include web strategy, conversion optimization, SEO, qualified traffic generation, analytics and result measurement, social media, link building, advertising & emailing. Includes monthly digital audit and presence report.

## ADVERTISING PACKAGES

### Social Ads Base \$499 / Month

Facebook or LinkedIn marketing campaign, including \$350.00 in paid advertising, accompanying landing page for up to 2 different campaigns, and monthly reporting.

### Social Ads Mid Level \$799 / Month

Facebook or LinkedIn marketing campaign, including \$600.00 in paid advertising, accompanying landing page for up to 2 different campaigns, and monthly reporting, accompanying strategy and ad development.

### Social Ads Advanced \$1,299 / Month

Facebook or LinkedIn marketing campaign, including \$1000.00 in paid advertising, accompanying landing page for up to 2 different campaigns, and monthly reporting, accompanying strategy and ad development. May include contest set up (contest management and legal consultation not included) or content distribution, as relevant.

### Paid Search Management

Tiered set up and management fees, based on the monthly ad budget. Monthly ad budgets are billed directly to client by search platforms and do not flow through Icon Web Group. Management fees include weekly PPC advisor report and monthly campaign reporting with recommendations. All history and reporting is accessible in real-time and remains property of client.

Monthly Ad Budget	Management Fee	Set Up Fee
Up to \$1,500	\$500	\$499
\$1,500 - \$3,000	\$750	
\$3,000 - \$5,000	\$900	
\$5,000 - \$7,500	\$1,200	\$999
\$7,500 - \$10,000	\$1,500	
\$10,000 - \$15,000	\$2,000	
\$15,000 - \$20,000	\$2,500	\$1,999
\$20,000 - \$30,000	\$3,000	
\$30,000 - \$50,000	\$5,000	
\$50,000 - \$75,000	\$7,000	\$2,999
\$75,000 - \$100,000	\$9,000	
Over \$100,000	Contact For Quote	

Set up fees include one landing page per ad group and A/B testing for first 90 days of campaign to optimize conversions. Changes beyond initial period may incur fees.

Call tracking included for up to 1,000 clicks per month, additional increments will be charged \$100 per 1,000 clicks. Unused clicks do not rollover month-to-month.