



OUR BEGINNER PACKAGES FOR SMALL BUSINESS & START UPS

When it comes to starting or growing your business, following the proper steps ensures success. And strategic branding for your company is a crucial requirement that stands above all others. This includes developing a look and feel through fonts and visuals, designing a logo, mission, and vision statement, crafting a tagline, creating marketing materials, establishing an online presence, and actively promoting the business through various channels. KGI will be with you along the ride to

help you reach the sun!



LET'S LEARN MORE CREATIVE BRIEF

Includes interview, brand questionnaire reviewing where you are, identifying your target market, and creating an action plan to move forward.

Starting at \$2,500

Sowing the seeds

The Creative Brief is the first step in this essential process as it prepares the foundation, or soil, for proper growth and success. Once we've completed this step together, the ground is ready to plant your seeds and explore the exciting following up steps for your company's growth.

The creative brief serves as a roadmap for creative teams, ensuring a clear understanding of the company's purpose, audience, and desired outcomes. By including these elements, the creative brief helps maintain alignment and guides the creative process toward achieving goals.

Hold up! Before you even start planting, make sure you're ready for growth

As you embark on your new venture, it's imperative that you have your business established and the proper groundwork complete. These first 6 steps pave the way for your company's success. Don't have these settled? KGI can consult with you and guide you to the proper resource to implement these steps.

Check all that apply:

- Is your company set up as an LLC, Corporation, or Sole proprietorship?
- Is your business registered with your state?
- Have you refined your business offer?
- Have you set up your operations?
- Have you created a business plan?
- Have you secured funding?

Creative Brief

Starting at

\$2,500*

The Creative Brief is a **required** first step. This foundation map leads all the next steps.

- (2) 1 Hour discovery sessions
- In-depth questionnaire
- Our own market research around your brand based on the answers we receive
- 15 page Creative Brief

Total time: 4 weeks**

Once you receive the questionnaire, you'll have two weeks to fill it out. Over the next two weeks, we will then create your creative brief based on your responses and our research.

**Need more extensive research? Our business researchers can dive deep into your SWOT, PEST, demographics, and more with a custom quote. **Responses taking more than 2 weeks may incur an upcharge.*

Brand Development

Starting at

\$3,500*

Identity

What should your brand feel like? Are you bright and loud, or subdued and calm or uber professional. We will create a look and feel that defines your voice and resonates with clients.

Logo

- Type solution
- Logo mark/symbol
- Multiple file formats
- Logo w/your current tagline
- Color palette
- Font direction
- Social media profile image

Naming/Tagline

Need help with your company name/tagline? Our expert strategists and writers will review the creative brief to develop a name/tagline and identify your brand so that it speaks to the clients you want to reach. *Additional fee required.*

**Does your logo symbol require extensive illustration or animation? Our creative illustrators can create even the most intricate artwork. Additional fee required.*

Website Design

Starting at

\$7,500*

- 4 page website (Home, About, Product/Gallery, Contact)
- Copy editing of your provided text
- Website checklist
- Up to 6 custom icons
- 3 homepage sliders with strategic headlines
- Social Media links and/or social media feed

- Up to 2 downloadable pdfs
- 1 video (using up to 30 images you provide)
- Up to 8 stock images
- Photo gallery
- Google local listing management

**Add-on: Ecommerce, CRM integration, custom programming, additional stock imagery, photo retouching, creation of charts and graphs, etc.*

Social Media

Starting at

\$2,500*

- Set up of up to 6 platforms: LinkedIn, Instagram, Facebook, X, Pinterest, Youtube, Snapchat, TikTok
- Content Creation: 6 Canva templates
- Content Calendar: for 3 months

- Post 2 times weekly per channel for 3 months
- Follow groups/influencers
- Address comments in posts and DMs

**Add-on: Advertisements; For accounts needing longer terms, 6 months, 1 year, etc., contact us for pricing.*

Marketing Materials

Starting at

\$2,500*

- Business Card
- Envelope
- Letterhead
- Rackcard/Sell sheet
- Includes 150 printed (for each)

Level 2

\$5,000*

- Business Card
- Envelope
- Letterhead
- Rackcard/Sell sheet
- 4 page brochure (digital or print)
- Custom QR code
- Custom pen
- Includes 500 printed (for each)

**Add-on: Custom paper; Tradeshow materials; Direct mailing*

Lead Capture

Starting at

\$5,000*

Email Marketing

- Set up an email marketing account (1 year commitment)
- Monthly email that has offers, articles, events
- Branded template

Landing Page

- 2 product or service specific landing pages

**Must be linked to an existing website. If not, we can provide hosting at an additional fee.*

**See our website design package above.*

**We use Mailchimp for our email marketing accounts. Do you already have an account with Mailchimp or another provider? We can also work with them and develop your monthly marketing. Custom fee.*

Photography and Videography

Photography starting at **\$1,500**

- 3 in-studio looks for headshots to use on website and other promotional materials

Videography starting at **\$6,000**

- 1-minute custom scripted, filmed, and edited video onsite or in-studio