



## **Content Branding Solutions is the Solution for Your Growing Copywriting Demand**

Copywriting demand is at an all-time high. Marketers are actively searching for professionals that know their market and want to partner with them.

### **Our Specialty niche is B2B Copywriting is for the Design and Construction Industry**

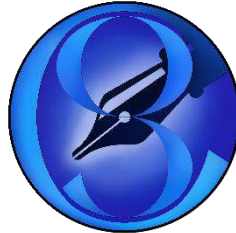
**BUILDING DESIGN** ▪ Architects ▪ Engineers ▪ Interior Design ▪ Lighting Designers ▪ A&E Consultants ▪ Professional Consultant Firms ▪ Sustainable Design ▪ Resilient Building Design ▪ Sustainable Solutions ▪ Professional Businesses ▪ Cultural Performing Arts ▪ Design Firms

**CONSTRUCTION INDUSTRY** ▪ General Contractors ▪ Construction Companies ▪ Construction Managers ▪ CM ▪ CMGC ▪ Home Builders ▪ Real Estate ▪ Small Businesses

**Give us a call so we can get to know you**

Phone: 303 362 0498 ▪ Email: [peter@contentbrandingsolutions.com](mailto:peter@contentbrandingsolutions.com) ▪ Website: [www.contentbrandingsolutions.com](http://www.contentbrandingsolutions.com)

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**Content Branding Solutions**

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## B2B COPYWRITERS - CONTENT MARKETING CONSULTANTS

Professional Services

Copywriting Beginning and Ending with You

Our focus is Your Business Success!



Your Brief

Our Ideas

Our Words

Your Goals



### 2018 STATE OF THE COPYWRITING INDUSTRY

#### Executive Summary

1995, the U.S. National Science Foundation allowed Internet use to go beyond a research/nonprofit platform to include commercial enterprise for the first time. This landmark decision opened the door for the first commercial websites to launch that year, including Amazon.com, eBay.com, and PCWorld.com. Google was launched a year later.

1995 was arguably a landmark year for copywriting as well — expanding the field from traditional media (TV and radio, direct mail, advertising, and other print materials) to a whole new world of online marketing: websites, emails, blogs, articles, online video, and more.

**Today, the use of quality, results-oriented copywriting is at a peak demand,** (The size of the World Wide Web , 2018)

- 4.53 billion pages on the “Indexed Web today (changing daily)”
- 269 billion emails sent/received per day worldwide
- 330 million monthly active Twitter users
- 2.07 billion monthly users on Facebook
- 500 million LinkedIn members
- 395 million active Google+ users
- 200 million users on Pinterest

**Professional companies in the Design and Construction industry are desperate for attention, search-engine traffic, new projects, and clients.**

Our team here at Content Branding Solutions are continually studying who is doing what when it comes to lead generation and B2B target marketing.



Turn Your Lemons into Lemonade

**B2B CONTENT MARKETING CONSULTANTS**  
Are You Struggling to Stay Ahead of the Competition?  
Let Us Partner with You to Refresh Your Brand!



### Seven Marketing Trends and Predictions for Staying Connected to Your Customers

What is working presently in Business-to-Business (B2B)?

Copywriting is the common thread and critical ingredient for online and offline success. It is easy to see that **unique, audience-focused, and engaging communication, is essential to your marketing success in today's world.**

According to the **"100 Must-See Digital Marketing Statistics for 2018."** - (Mangles, 2018)

- Ecommerce is growing 23% year over year
- Sending/receiving emails and searching for information about goods and services are the most popular internet activities
- Email and SEO are the most frequent sources of traffic
- Content marketing has become an almost universal tactic, with almost 90% of companies using it in 2016, and more in 2017 a foreseeable continuing marketing trend into the future.

#### 1. Content Marketing Will Continue to Dominate.

*According to Forbes, "89% of B2B marketers report they are using content marketing to increase leads and drive their brand forward." (Henderson, 2017)*



### KEY TAKEAWAYS

**The Content Marketing Institute defines content marketing as a strategic marketing approach focused on:**

- Creating and distributing valuable, relevant, and consistent content
- Attracting and retaining a clearly-defined audience
- Driving profitable customer action



## B2B CONTENT MARKETING CONSULTANTS

Together We Envision Ideas  
Utilizing Persuasive Words and Graphics  
Your Mission, Vision, Values  
Our Goal - Convert Clients



Content Producers

Infographics

Coaching

Experts



## 2. Mobile Marketing Cannot Be Ignored

*Global Digital Future in Focus 2018. - (Martin, 2018)*

- “Smartphone usage has doubled in the past three years...”
- “Mobile now represents 7 in 10 media minutes.” In other words, “69% of all digital media time is spent on mobile.”
- And, “Nearly 1 in 8 U.S. internet users are now mobile-only.”

**Your website should scale for all devices**



### KEY TAKEAWAYS

**Copywriters, and marketers who understand mobile marketing will position themselves for success.**

**They will reach a broader audience, if...**

- Content is easy to read on mobile devices
- Content loads quickly on devices
- Calling and ordering are simple one-click functions
- Video content includes captions for those who prefer NOT to have sound playing (which is very common now)

**Companies need copywriters who understand how to craft copy and content that is easily consumed through a mobile device.**





## B2B CONTENT MARKETING CONSULTANTS

Do You want the Competitive Edge?  
Improve Your SEO with Attraction Marketing  
B2B Content with  
Illustrative Graphics for Professional Businesses



Clean

Creative

Beautiful

Professional

Graphics • Infographics

### 3. Video Marketing Will Play a Key Role

HubSpot reports in the article *31 Video Marketing Statistics to Inform Your Strategy* <sup>4</sup>

Video is here! It is a powerful way to communicate your brand story, explain your value proposition, and build relationships with your customers and prospects.



## KEY TAKEAWAYS

**Video has become a meaningful part of both content marketing strategies and direct response marketing campaigns.**

- Video increases email clickthrough rates by up to 300%
- 87% of online marketers already use video content as part of their strategy
- Landing page conversions increase by 80% when video is used on the page
- 65% of marketers plan to increase their mobile budgets to do more video

**Companies all need good copywriters and content writers to craft engaging scripts for their online videos.**



## B2B COPYWRITING CONTENT THAT CONNECTS

Why do you need us?

Professional Practice Websites are  
Set Up to Appeal to Other Professionals in their Field!

Think About this!

Target and Attract Potential Clients to you Instead!



Advertise to Your Competition

Or

Attract Qualified Clients

#### 4. Search Engine Optimization (SEO), Content Marketing, And Social Media Are More Integrated Than Ever

*Which Is Best? Content Marketing... SEO... Or Social Media? The Answer Is All Three, Working in unison.*

These days, digital marketers need to use research data to inform with the content they develop, they need to write good, optimized content, and they need to share it on social media.

For professionals having a LinkedIn presence combined with optimized attraction marketing content that can be laser targeted, and geofenced at the appropriate groups helps develop a loyal and growing audience.



### KEY TAKEAWAYS

**Marketers need to reach their target audience and connect with them in a meaningful way.**

**In short, find your target audience, provide benefit, and solve their problems.**

**A skilled copywriter can:**

- Help you answer your audience questions
- Tell your story in an engaging way
- Help you get found by your audience
- Set you apart from your competition





## B2B Targeted Magnetic Marketing Solutions

Targeted Content Marketing is One of the Most Influential  
SEO and Attraction Marketing,  
Brand Building, Sales and Marketing Tools



Targeted

Magnetic

Marketing

Solutions



### 5. A Documented Content Strategy is Critical to Success

From the recent infographic, “B2B Content Marketing Trends in 2018” (Gregorio, 2018)

“Brands with documented content strategies rated themselves highly in terms of content effectiveness.”



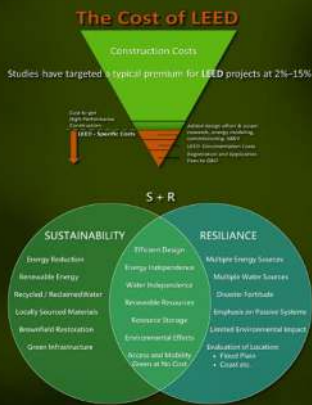
### KEY TAKEAWAYS

**Every Professional Company is a Brand. Every Brand should have:**

- A Strategic Planning Content Strategy
- A Tactics Implementation Methodology
- A Creative Brief to help copywriters understand the company’s mission, vision, and values, thought leadership areas, products, and unique offerings.

**Skilled copywriters can then turn those strategies into relevant, highly-effective copy that connects with customers and drives them to action.**





**B2B PROFESSIONAL SERVICES CONTENT WRITERS**  
 We Understand Your Copywriting Needs  
 We are Successful Professionals  
 We have been in the Design and Construction,  
 Media and Marketing Business for Decades!



Copy      Graphics      Persuasive      Professional      Content Writers ✓

## 6. Businesses Are Using LinkedIn and Other Social Networks More to Distribute Content

From Hootsuite's *"A Long List of Social Media Statistics that You Need to Know in 2018"* (DeMers, 2018)

"94% of B2B marketers use LinkedIn to distribute content, making it the social media platform used most often (they also say it's the most effective social media platform)."



### KEY TAKEAWAYS

**B2B marketers will want to include LinkedIn in their competitive strategies.**

**Skilled attraction marketing copywriters in combination with eye-catching graphics can create the most effective kinds of LinkedIn content that:**

- Gets noticed by turning eyeballs
- Gets read by your targeted market
- Makes you the thought leader in your industry
- Is shared more frequently
- Attracts more Business

"Well written copy can help leave your competition in the dust." - Cheri Lucking





## B2B PRESENTATION COACHING AND TRAINING

What is the Point of Great Tools if you can't Present them well?

Let Us Train Your Team to  
"Knock it out of the Ballpark and Score the Home Run!"

High-Performance

Content

Infographics

Coaching



### 7. Finding Skilled Copywriters Is A Challenge for Most

From the Content Marketing Institute, *"B2B Content Marketing 2018 – Benchmarks, Budgets & Trends – North America"* (Hanapin Marketing, 2018)

*Finding Knowledgeable Design and Construction Copywriter is near impossible.*

- Sixty percent of B2B marketers list producing engaging content as a top challenge
- 57% struggle with producing content consistently
- 35% cite producing a variety of content as a top challenge

**These are all problems a skilled copywriter can help solve.**



## KEY TAKEAWAYS

**This guide will help Design and Construction Industry Marketers:**

- Understand how to identify the right, qualified copywriters for your needs
- Hire them at a mutually-beneficial price
- Bring out their best work for the best results

**You are Lucky! You have found a firm of Industry experts who are knowledgeable copywriters**





## B2B ATTRACTION MARKETING SOLUTIONS FOR PROFESSIONAL BUSINESSES

Together We Envision Ideas.

Utilizing Persuasive Words and Graphics

Your Mission, Vision, Values

Goal - Convert Clients



Envision • Strategy • Tactics Target

Attract

Convert to Cash



Copywriting is the foundation of a strategic marketing mix. The right messages — presented in the right way — will be the key to successful content marketing in today's competitive climate.

**91%** of B2B Marketers  
Use Content Marketing.

**47%** of B2B Marketers outsource Content Creation (e.g., writers, designers, graphics, video production).

From HubSpot's, "*The Ultimate List of Marketing Statistics for 2018.*" (Hubspot, 2018)

**96%** of surveyed  
B2B buyers want  
content with more input  
from  
**Thought leaders.**

**1 in 10** blog posts  
organic search increases traffic  
over time.  
**Targeted Placement** of articles  
with back links to your website will  
**outperform a typical blog post.**

**4x** the increase in leads  
from posting 11+ times per  
month vs. 4-5.  
**This is only true if you have  
something of benefit to  
say.**  
BUT- Repetition is key

From Web Presence Solutions, "*25 Email Marketing Statistics to Know in 2017.*" (McEvoy, 2017)



### THE AVERAGE RETURN ON AN EMAIL MARKETING INVESTMENT IS...

**\$44.00** for every dollar spent.





**B2B SNACKABLE HOOKS**  
 Professional Services:  
 Copywriting that is Persuasive  
 Attraction Marketing  
 Copy with Built-in SEO for Sustainable Organic Growth



Fresh

Crisp

Persuasive

Professional

Snackable Hooks



## KEY TAKEAWAYS

It pays to utilize Content Marketing Strategies

- It Pays to be a **Thought Leader**
- It Pays to utilize **Content Marketing**
- It Pays to utilize **Targeted Placemen**
- It pays to **Refresh your site** to a **longform landing page**
- It Pays **Hire Content Branding Solutions** at a mutually-beneficial price
- We will bring out our best work for your best results



*“One of my clients reported that my new email copy generated a **64% increase in conversions**, with an average **open rate of 44.1%** and a **14% click-through-rate** for my email campaigns. Copywriting is certainly the key factor in these results.” — Cheri Lucking*



*“About nine months ago, we completely revamped the website design, copy, and SEO for a Construction Cost Consultant. Their results and income have increased every month.” — Peter Lucking*



# YOUR BRAND IS OUR COPYWRITING FOCUS

## CONTENT BRANDING SOLUTIONS

Attraction Marketing Solutions for Professional Businesses



Content Producers

Infographics

Coaching

Experts

### The Top Marketing B2B Tactics:

Content types that B2B buyers use when making a purchasing decision: (Patel, 2018)

- White papers ▪ Thought Leadership Articles (82%)
- Webinars (78%)
- Case Studies (73%)
- eBooks (67%)
- Blog Posts ▪ SEO Articles (66%)
- Infographics (66%)
- Third party reports (62%)
- Video (47%)
- Interactive presentations (36%)

From HubSpot's, "*State of Inbound 2018*," report (Hubspot, 2018) the "**Top Inbound Marketing Projects — North America**" were listed in this order:

- Blog content creation: "*B2B companies that blog generate 67% more leads per month than those who do not blog.*"
- Growing SEO/organic presence. **SEO:** 48% of 1,200 global digital marketers say on-page SEO is still considered to be the most effective tactic.
- Content distribution/amplification
- Webinars
- Long-form/visual content creation
- Interactive content creation
- Product how-to videos
- The average content length for a web page that ranks in the top 10 results for any keyword on Google **has at least 2,000 words.** The higher up you go on the search listings page, the more content each web page has.
- A 1,500-word post receives 68.1% more tweets, and 22.6% more Facebook Likes than a post that is under 1,500 words. On Linked in the reach can be in the hundreds of thousands.



Long form landing / home pages work.

Are you a professional firm with a landing page with just images of your portfolio? You should consider refreshing the worlds window to your brand utilizing a long form.

**Key Statistics**

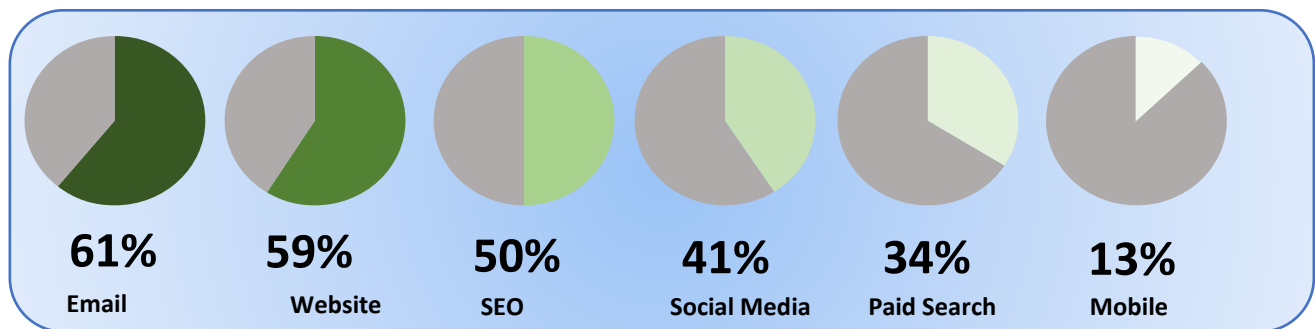
- **Clear content** can improve conversion rates by 69% or more.
- A **Refreshed Optimized landing** page can improve conversion by 50-60%
- A more effective **call-to-action** can increase conversion by 150% most professional websites have no call-to-action
- **Site traffic is a key success metric.** 80% of companies meeting revenue goals attract at least 10,000 visitors a month to their site
- **Email is another key channel**, with three quarters of marketers listing the ROI from email as either “excellent” or “good”

**Trust in social media profitability is going up**, with 90% of marketers feeling confident social media has increased exposure for their business and more than half saying social helps increase sales.

**The question is which social media? For Design and Construction professionals it is B2B - 37% LinkedIn**

The following response come from a recent survey conducted by Marketing Charts (Hubspot, 2018)

**“Which digital marketing channel is perceived as most effective?”**



The various survey findings revealed a pattern in the top channels working today? **They all involve COPYWRITING.**



CONTENT BRANDING SOLUTIONS

Your marketing must deliver messaging, offers and content that provides value and connects to your audience



Content Producers

Infographics

Coaching

Experts



Overall, it appears that email, company websites, SEO, blogging, social media, and direct mail top the list of channels that are the most effective for surveyed marketers across the board.

**Does email need skilled copywriting?** Yes. Great copywriting is persuasive, creates benefit, and connects.

**How about company websites?** Absolutely! Good copy with logic, clarity, and style, will keep visitors on your site longer.

**How about SEO?** SEO content is all about specialized copywriting to increase traffic.

**What about blogging?** For professional Design and Construction industry experts thought leadership, knowledge based beneficial articles are necessary. Your targeted audience needs to know, like and trust you as the Knowledge expert.

**And social media?** All of the networks require engaging and share-worthy copy. LinkedIn works best with White papers.

**Finally, does direct mail and email get higher response rates when the copy is more persuasive?** Of course, it does if it shares knowledge, is short and has perceived value!

Copywriting matters a great deal in all marketing channels. They all require a constant feed of engaging content, written by a knowledgeable copywriter who knows how to grab attention, connect with prospects, and build long-lasting relationships.

The successful formula includes:

- a documented strategy,
- a mix of proven channels, and
- excellent copywriting that provides helpful information to the right targeted audiences, in the right ways.

Proof from the Marketing Trenches



“Without good copywriters, we don’t have a business.” — Julia Guth, The Oxford Club



“Original, winning copy goes straight to our bottom line.” — Paul Elliott, The Motley Fool





ATION • TE...  
S • SKILLS • KNOWL...  
ORT • SHARE • EXPERI...  
OPMENT • ACHIEVEMEN...  
WORK • PRESENTATIONS...  
CHING YOU TO YOUR SU...  
**COACHING**  
N • TEACH • GUID...  
ENTATION • TEACH • GUID...  
CESS • SKILLS • KNOWLEDGE...  
UPPORT • SHARE • EXPERIENCE...  
VELOPMENT • ACHIEVEMENT...  
PRESENTATIONS...  
AMWORK • YOU TO YOUR SU...

## CONTENT BRANDING SOLUTIONS

Coaching You to Your Success

Be the Market Leader, the Trendsetter,  
The KNOWLEDGE Expert

People Buy People They Trust



Content Producers

Infographics

Coaching

Experts

### Copywriting Essentials for Marketing Success

#### Winning Marketing Campaigns Boil Down to One Main Thing: COPYWRITING THAT WORKS

Fundamentally, “Content — or Copy — is King,” more than ever!

You will have the greatest success if you stick with copy essentials that resonate with targeted prospects and make a product or service irresistible to them.

#### Copywriting Essential Secret Ingredients for Marketing Success Include:

- **Headlines** that uniquely promise a benefit, solve a problem, or deliver a desired outcome.
- **Customer-focused messages** that speak to prospects one-on-one through stories, testimonials, examples, painting a picture, etc.
- **Helpful, scannable information** that guides readers through a user-friendly structure/easy-to-read format.
- **Unique positioning** that sets the company or product apart from all the rest, answering for the reader, “Why should I choose THIS option?”
- **Calls-to-action** that guide visitors to take the next steps (convert), such as signing up for a subscription, downloading a report, watching a video, posting a comment, or making a purchase.
- **Search Engine Optimization** — weaving the most relevant SEO keywords and sales messages into powerful sales copy, tags, captions, links, etc.
- Design that *supports* these essentials (not overshadows them).

Content Branding Solutions Copywriters understand the Design and Construction Industry and work with these essential “secret ingredients” to provide measurable returns on your investment.

Content Branding Solutions, Copywriting Pricing Guide is a comprehensive list of fee ranges for copywriting services.

The guide is based on the AWAI 2018 fee research compiled from copywriting leaders, national resources, marketers for all types of companies, and our own experience.

*Please give us a call or email us to discuss your needs.*

Phone: 303 362 0498 ▪ Email: [peter@contentbrandingsolutions.com](mailto:peter@contentbrandingsolutions.com) ▪ Website: [www.contentbrandingsolutions.com](http://www.contentbrandingsolutions.com)

## Fee Ranges for Copyrighting, Images, and Coaching

COPYWRITING SERVICE	FEE RANGE
<b>1. Site Content Audit and Report</b> Boost search rankings and conversions by finding gaps, opportunities.	\$1,500-\$3,000
<b>2. Keyword Research</b> Identify top keyword opportunities in Google, etc. on specific topics.	\$500-\$1,500+
<b>3. Key Message Copy Platform</b> Get top results in all channels with a “master messaging roadmap.” Content Strategy and Implementation Methodology	\$3,000-\$4,000
<b>4. Home Page Content: SEO and Sales-conversion Copywriting</b> Set the stage for a great site experience that prompts conversions.	\$1,500-\$3,000
<b>5. Category Page Update: SEO and Sales-conversion Copywriting</b> Rewrite the main web pages, such as About, Services, Subscribe.	\$500-\$1,000/page
<b>6. Product Page Update: SEO and Sales-conversion Copy</b> Generate more traffic and sales for each specific product or service.	\$50-\$100/page
<b>7. Order Page/Shopping Cart Sequence</b> Reduce abandon rates due to confusion or too many steps.	\$400-\$800
<b>8. New Page: SEO and Sales-conversion Copy</b> Use professional, compelling copy for all new products and services.	\$700-\$1,200/page
<b>9. Banner Ad or Text Ad</b> Drive the most visitors to specific discounts or other promotion pages.	\$250-\$1,000
<b>10. Online Sales / Page for Single Promotion</b> Generate sales with a full sales promotion online, which can often be dozens of pages long. “Short Form” for more sales.	\$5,000-\$8,500+ (plus, royalties)
<b>11. Lead-Gen Landing Page</b> This short-copy “squeeze” page can bring in massive leads and sales.	\$500-\$1,500
<b>12. Microsite</b> Boost sales on a super-specific website containing 2-5 pages.	\$3,000-\$7,000
<b>12. Microsite</b> Boost sales on a super-specific website containing 2-5 pages.	\$3,000-\$7,000

COPYWRITING SERVICE	FEE RANGE
<b>13. SEO Press Article</b> Bring in SEO traffic with helpful content that is 250 -800 words.	\$250-\$800
<b>14. Editorial Piece for Newsletter</b> Usually shorter than SEO/content articles, about 600-800 words.	\$200-\$400
<b>15. “How-to” Guide or Tour</b> Provide helpful guides explaining how a product, service, or site works.	\$500-\$1,000
<b>16. Press Release</b> Get attention from the media and drive additional site visits.	\$250-\$1,000/ release
<b>17. SEO Blog Post 150 – 500 words</b> Single, topic-specific blog posts, written for readers and SEO.	\$175-\$500/ post
<b>18. Professional Knowledge Articles 500 - 1500 words or more</b> Continuously generate new traffic with ongoing, strategic Thought leadership/ knowledge posts. Infographics etc.	\$800-\$1500/ post
<b>19. Video Sales Letter/Script</b> This long-form online sales video may be 20 or even 45 minutes long	\$5,000+ based on length/VSL
<b>20. Short Online Video Script</b> 1-5 minute “explainer,” demo, how-to, case study, testimonial, or short VSL.	\$1,000+
<b>21. Podcast Script</b> Make the most of this medium with captivating scripts/copywriting.	\$500-\$1,000/ minute
<b>22. FAQs</b> Answer common questions asked by customers (great for SEO).	\$500-\$1,000
<b>23. Case Study</b> Offer problem-solution-outcome stories featuring a product or service.	\$1,200-\$2,500
<b>24. Special Report (White Paper)</b> Attract email sign-ups/new leads with valuable, downloadable reports. Per Paper.	\$2,000-\$7,000
<b>25. eBook / Book - Per case basis / Infographics separate</b> Provide highly useful information to customers via electronic guides Number of edits to be determined.	\$10,000-\$50,000

COPYWRITING SERVICE	FEE RANGE
<b>26. Testimonial</b> Generate strong, “real-world” credibility for products or services.	\$500-\$800
<b>27. Autoresponder/Funnel Email Series</b> Deepen customer relationships and drive follow-up purchases.	\$500-\$1,000/email
<b>28. Stand-alone Email</b> Reach out and grow sales with special promotions, invitations, more.	\$500-\$2,000
<b>29. E-newsletter/E-zine Great if you are a landscaping firm, but not much else</b> Maintain customer loyalty with regular issues filled with tips and offers.	\$800-\$1,500
<b>30. Complete Site Re-Design, w/Copywriter, Overseeing Content Flow</b> Based on the number of pages. Excellent usability, SEO, and messages. (Separate from page writing).	\$20,000-\$75,000
<b>31. Refresh Site Re-Design, w/Copywriter, Overseeing Content Flow</b> Based on the number of pages. Ensure excellent usability, SEO, and messages in a site re-design. (Separate from page writing). Infographics etc.	\$4,000-\$25,000 for Copywriter role -
<b>32. In-Person Training for Staff Writers</b> Coach the team on the best copy/SEO practices, one-on-one.	\$1,500/day plus travel & lodging
<b>33. Presenting to Other Company Employees</b> Make sure they understand how to add customer-friendly copywriting.	\$1,500/day plus travel & lodging
<b>34. Training Script/Copywriting</b> Help customers use a website service or complete a task.	\$500-\$3,000
<b>35. Teleseminar/Webinar Script per hour</b> Ensure a smooth, successful presentation with a great script and slides. (Infographics priced per project).	\$1,500-\$3,000
<b>36. Competitive Analysis — more in-depth</b> Set the company apart from competitors with a detailed copy review.	\$1,000-\$2,000
<b>37. Social Media Setup - Utilizing exiting copy and graphics</b> Create an inviting page with robust ABOUT content, etc	\$500/network
<b>38. Company LinkedIn Setup</b> Create an inviting page with robust ABOUT content, etc.	\$1500

COPYWRITING SERVICE	FEE RANGE
<b>39. LinkedIn Management</b> Consistently grow with posting/joining groups/building followers for the company email list.	<b>\$100 per TL/month</b>
<b>40. Social Media Ad Campaign</b> Attract Likes, Shares, and conversions with super-targeted social ads on Facebook, LinkedIn, etc.	<b>\$500</b>
<b>41. Company Description: Google+, Other Review Sites, Directories</b> Make sure customers choose you in Google+, Yelp, Angie’s List, others.	<b>\$500-\$1500</b>
<b>42. Brochure (3-panel)</b> Succinctly and clearly explain how a product/service benefits prospect.	<b>\$750-\$1,500/page</b>
<b>43. Sell Sheet</b> Give sales reps excellent product detailers to use with prospects.	<b>\$500-\$1,000</b>
<b>44. Print Ad</b> Captivate buyers with a strong ad (quarter-page to full-page).	<b>\$800-\$2,000</b>
<b>45. Advertorial</b> Position a product/service as THE solution via a magazine-style article.	<b>\$800-\$1,500+</b>
<b>46. Trade Show Materials</b> Grab attention at busy shows with bold, customer-focused materials.	<b>\$1,000-\$3,000+</b>
<b>47. Radio Commercial</b> Stand out with a clever concept and copy for a 30 or 60-second spot.	<b>\$1,200-\$1,500</b>
<b>48. Radio Direct-Response Commercial</b> Generate orders with an appealing direct-sale spot.	<b>\$1,500-\$2,000 each</b>
<b>49. TV Commercial</b> Make a big impression with a strong 30 or 60-second spot.	<b>\$1,000-\$1,800</b>
<b>50. Store Sign Copy</b> Add excitement to signs about special sale offers, trial offers, etc.	<b>\$250-\$500/sign</b>
<b>51. Poster Copy</b> Make the most of an arresting image and a short, powerful message.	<b>\$500-\$1000/poster</b>

COPYWRITING SERVICE	FEE RANGE
<b>52. Annual Report</b> Make sure the Company Overview is uniquely appealing to investors.	<b>\$2,500-\$3,500</b>
<b>53. Conducting Customer Research / Interviews</b> Collect the best possible information from customers for better copy.	<b>\$250-\$500/each</b>
<b>54. Proofreading/Editing</b> This valuable skill helps companies avoid errors before publishing content.	<b>\$75-\$175/hour</b>
<b>55. Event Materials</b> Make an impression at sales meetings, awards banquets, etc.	<b>\$1,000-\$3,000+</b>
<b>56. Speech Writing Bullets with Coaching</b> Get a standing ovation at business gatherings, fundraising dinners, etc.	<b>\$3,000-\$5,000+</b>
<b>57. Ghostwriting a Book - Per Project basis</b> Have a writer prepare an excellent memoir or business book. Graphics separate, book covers, etc.	<b>\$15,000-\$60,000</b>
<b>58. How-to Guide (such as a Buying Guide) or “Tips” Booklet</b> Hand out helpful printed guides and booklets to customers.	<b>\$1,500-\$2,500+</b>
<b>59. Corporate History Compilation</b> Present company history in its best light in a book, brochure, video, etc.	<b>\$1,000-\$10,000+</b>
<b>73. Copy Critique</b> Strengthen results with a professional review and recommendations.	<b>\$400-\$1,200</b>
<b>74. Collateral Audit</b> Review company materials (all channels) to drive consistent results.	<b>\$100-\$200/hour</b>
<b>75. Marketing Strategy, Planning, Consulting</b> Improve outcomes with a fresh look at various marketing approaches.	<b>\$1,500/day plus travel &amp; lodging</b>

IMAGES • GRAPHICS • INFOGRAPHICS	FEE RANGE
<b>1. Report covers</b> Hourly with a minimum charge of \$250.	<b>\$100-\$200/hour</b>
<b>2. Innovative Graphics</b> To help tell your story \$50 per hour with an 8-hour min. Content / copy not included	<b>\$400</b>
<b>3. Custom Infographics with 300 words</b> To help tell your story \$50 per hour with an 8-hour min	<b>\$600</b>
<b>4. LinkedIn Facebook Banners</b> Improve outcomes with a fresh look at various marketing approaches.	<b>\$175</b>
<b>5. Twitter Billboards</b> Company and personal sales bilbords	
<b>6. Kindle Book Covers – One-offs</b> Covers are one-offs. Once a cover is sold, that is it. It will never be sold again.	<b>\$195</b>
<b>7. Printed paperback Book Cover with Back</b> Covers are one-offs. Once a cover is sold, that is it. It will never be sold again.	<b>\$295</b>
<b>8. Audio Book Cover</b> Covers are one-offs. Once a cover is sold, that is it. It will never be sold again.	<b>\$295</b>
<b>9. Special Report (White Paper) Cover</b>	<b>\$295</b>

COACHING SERVICES FOR THE DESIGN AND CONSTRUCTION INDUSTRY	FEE RANGE
<p><b>1. Individual Coaching 1 Hour on line</b> Refreshing your edge.</p>	\$275
<p><b>2. Individual Coaching Half day on Line</b> Bringing out your competitive edge.</p>	\$1000
<p><b>3. Individual Thought Leadership Coaching and Training</b> Training you to success. From live presentations to Key note speaking. On line / In person</p>	\$1,800/day plus travel & lodging
<p><b>4. Team Coaching in Person (Two Coaches Full Day)</b> Achieve the results that will put your team at the top of your field. Bringing out your expertise, experience, exceptionalism, and trust. People Buy People</p>	\$3,500/day plus travel & lodging
<p><b>5. Thought Leadership Coaching - Intensive One on One</b> Thought leadership presentation coaching. Be the Market leader, the Trendsetter, the Knowledge Expert, the Authority.</p>	\$3,000/day plus travel & lodging
<p><b>6. Interview Presentation - Coaching to Win (Two Coaches Full Day)</b> Intensive team coaching on site: Presentation and Interview Coaching to Win.</p>	\$4,500/day plus travel & lodging
<p><b>7. Webinar Coaching to Build your Crowd (on line) 3-4-hour Session</b> Attracting your audience and holding their attention with enthusiasm and knowledge. Leaving them wanting more. How to share knowledge with fun!</p>	\$800 – 1,000
<p><b>8. Monthly Executive / Principal Coaching</b> Four 1 hour Coaching sessions per month on line.</p>	\$1,000





**REFRESH YOUR BRAND**

We help you flourish, by promoting your expertise, experience, and exceptionalism

Content Producers

Infographics

Coaching

Experts

**Our Monthly Plans**

After you have refreshed your brand, we can provide a plan tailored to your needs.

For ongoing copywriting, such as monthly blog posts or e-newsletters, it’s often smart to budget a retainer arrangement. This type of arrangement spells out the deliverables and monthly rate, usually for a 6-month or 12-month period

Content Branding Solutions will send an invoice at the beginning of each month for the upcoming month’s work.

A “trial period” may be included, such as (3) three months with a 30-day written cancellation clause on the part of the marketer and the copywriter, unless a discount was provided for locking in a 12-month agreement.

Plan	Silver	Gold	Platinum
Service	Foundation	Proactive • Sustainable	Proactive • Sustainable • Expansion
Cost	\$1,100	\$2,200	\$4,800
Digital Marketing Influence (00%)	(15%)	(90%)	(98%)
Target Market Research	✓	✓	✓
Targeted SEO Blog Post 350- 500 words (66%)	✓ 1/Mo	✓ 1/Mo	✓ ✓ 2/Mo
Thought Leadership Article/SEO 500- 1200 (82%)	✗	✓ 1/Qtr	✓ 1/Qtr
White Papers based on your reserch (82%)	✗	✓ 1/Qtr	✓ 1/Qtr
Webinars/Presentation (78%)	✗	✓ 1/Qtr	✓ ✓ ✓ 3/Qtr
Coaching	✗	✓ 3Hours	✓ ✓ 6Hours
Targeted Keynote Presentations (36%)	✗	✗	✓
Coaching	✗	✗	✓
LinkedIn Professional Building /TL Build your list	✓	✓	✓
Linked in Group - Targeted Whitepaper • Thought Leadership• Webinar/Placement	✓	✓ ✓ ✓	✓ ✓ ✓
Funnel Email Series	✗	✓	✓
Hot Off the Press	✗	✓	✓
In Case You Missed It	✗	✓	✓
Monthly Marketing • IT Media Strategy Meeting	✓	✓	✓
Quarterly Master Messaging Roadmap	✗	✓	✓
Press Release	✗	✓	✓
Thought leadership Coaching 8 Hours	✗	✗	✓



**There is no difference between great editorial and great marketing in the Design and Construction business. We convince people to act with words and images that connect.**



*On the one hand, you are trying to get them to invest and trust you, on the other hand, you are trying to get them to believe in your design, your ability, and product.” — Cheri Lucking*



*“We believe freelance copywriters bring, energy, passion and innovative ideas to the process to help you attract more clients.”— Peter Lucking*



**Content Branding Solutions is the Solution for Your Growing Demand**  
Copywriting demand is at an all-time high. Marketers are actively searching for professionals that know their market, and want to partner with them.

***Our Specialty niche is B2B Copywriting for the Design and Construction Industry***

**BUILDING DESIGN** ▪ Architects ▪ Engineers ▪ Interior Design ▪ Lighting Designers ▪ A&E Consultants ▪ Professional Consultant Firms ▪ Sustainable Design ▪ Resilient Building Design ▪ Sustainable Solutions ▪ Professional Businesses ▪ Cultural Performing Arts ▪ Design Firms

**CONSTRUCTION industry** ▪ General Contractors ▪ Construction Companies ▪ Construction Managers ▪ CM ▪ CMGC ▪ Home Builders ▪ Real Estate ▪ Small Businesses

**Give us a call so we can get to know each other**

Phone: 303 362 0498 ▪ Email: [peter@contentbrandingsolutions.com](mailto:peter@contentbrandingsolutions.com) ▪ Website: [www.contentbrandingsolutions.com](http://www.contentbrandingsolutions.com)

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