

# CAMPAIGNS & SERVICES GUIDE

**BEYOND  
BILLABLES.**

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# WHO ARE WE

We're a team of passionate marketers, inspired creatives and social media obsessives with a drive to help ambitious businesses grow. We take a strategic, long term view that is shaped by our own experiences running successful businesses.

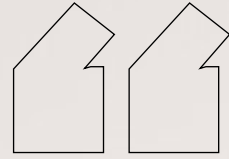
Fundamentally, we just love to partner with businesses on the rise and help them fulfill their potential with branding and marketing that wins and converts more clients or customers.

We aren't for everyone. We do our best work with ambitious, purpose-driven businesses that aspire to do great things. If that's you, we'd love to help.





# OUR CAMPAIGNS



I have turned to Beyond Billables twice now to develop the brand identity and style for my professional services businesses and on both occasions they have nailed it. What I love about them is that before you start dreaming up pretty logos and fonts and graphics, they force you to think deeply about your business – your target market, your service offering and your point of difference – and then they make sure that your brand speaks directly to those.


They are experts at taking your random thoughts, ideas and wishes about your brand and translating those into branding elements that you can be immensely proud of and that reflect your personality and passion for your business. I can't recommend them highly enough to anyone looking to set their brand apart from the others.

**Jacqueline Keller**

The Savvy Director



**MACKAY**

welcome  **mat**

**LY** LegallyYours

GREEN & ASSOCIATES  
SOLICITORS  
Law: in black, white and green

BOWD™

# OUR CAMPAIGNS

## THE SCULPT CLINIC

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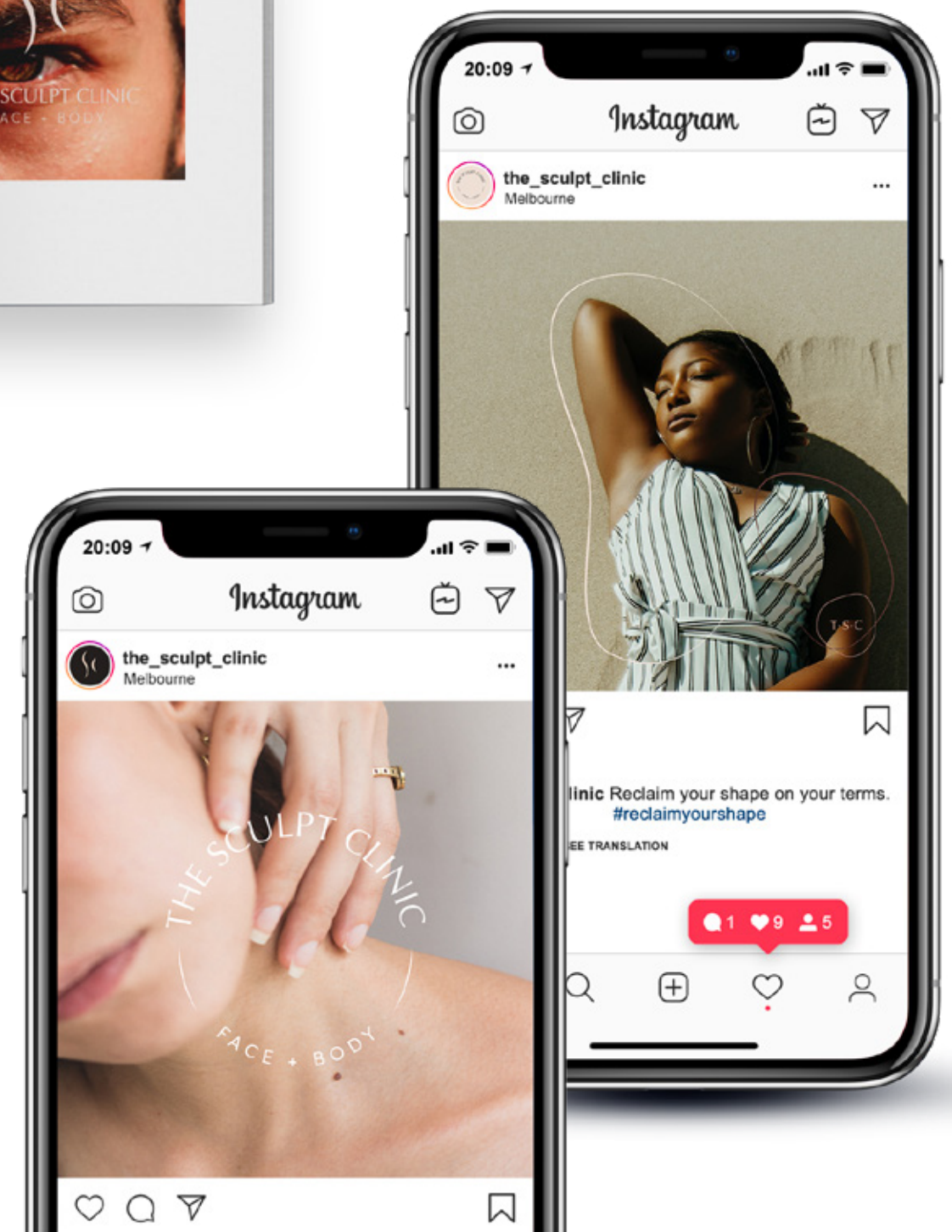
# OUR CAMPAIGNS

## THE SCULPT CLINIC



### WHAT WE DID

New Branding  
Strategy  
Social Media  
Marketing  
Content



# OUR CAMPAIGNS MACKAY

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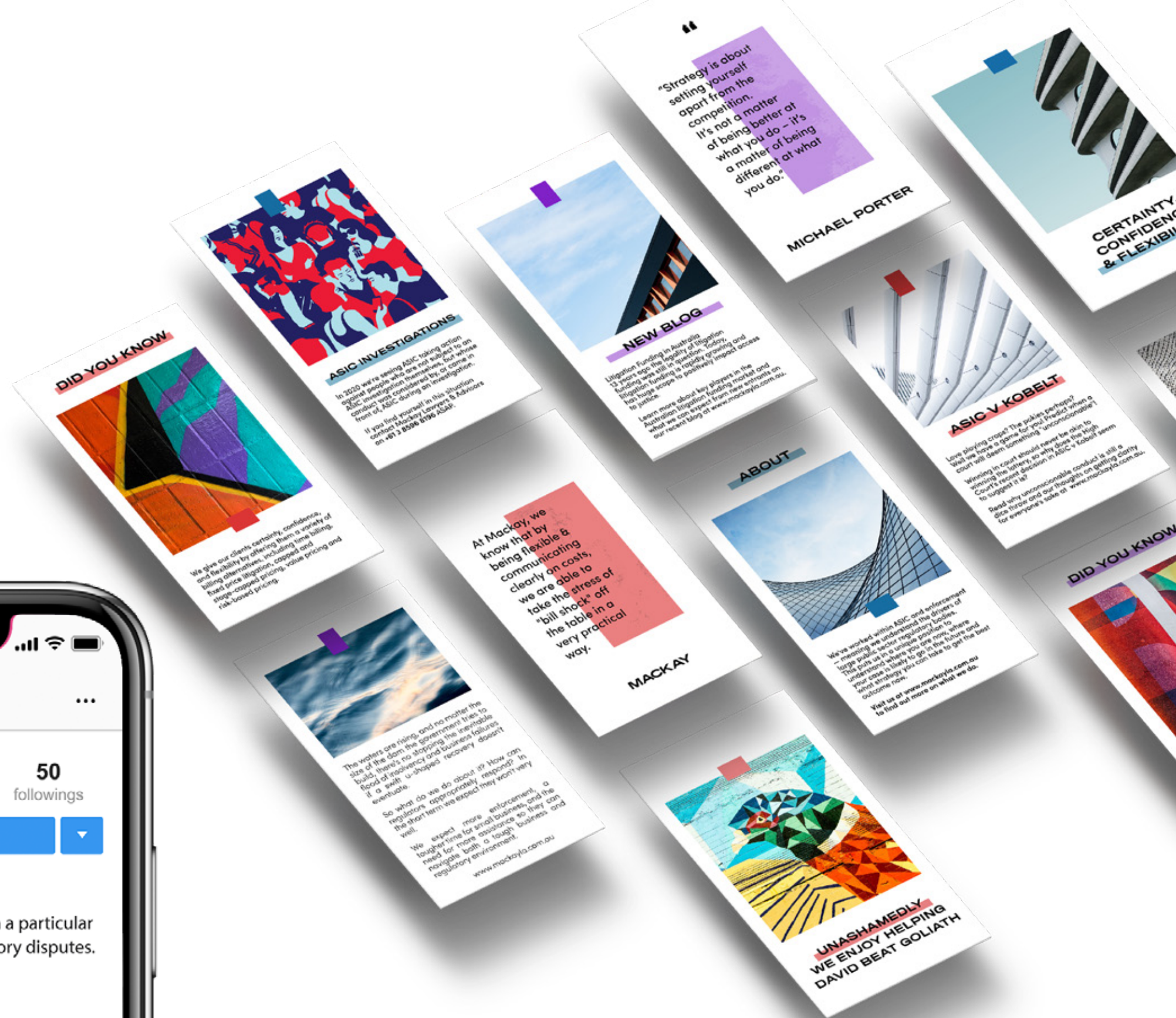
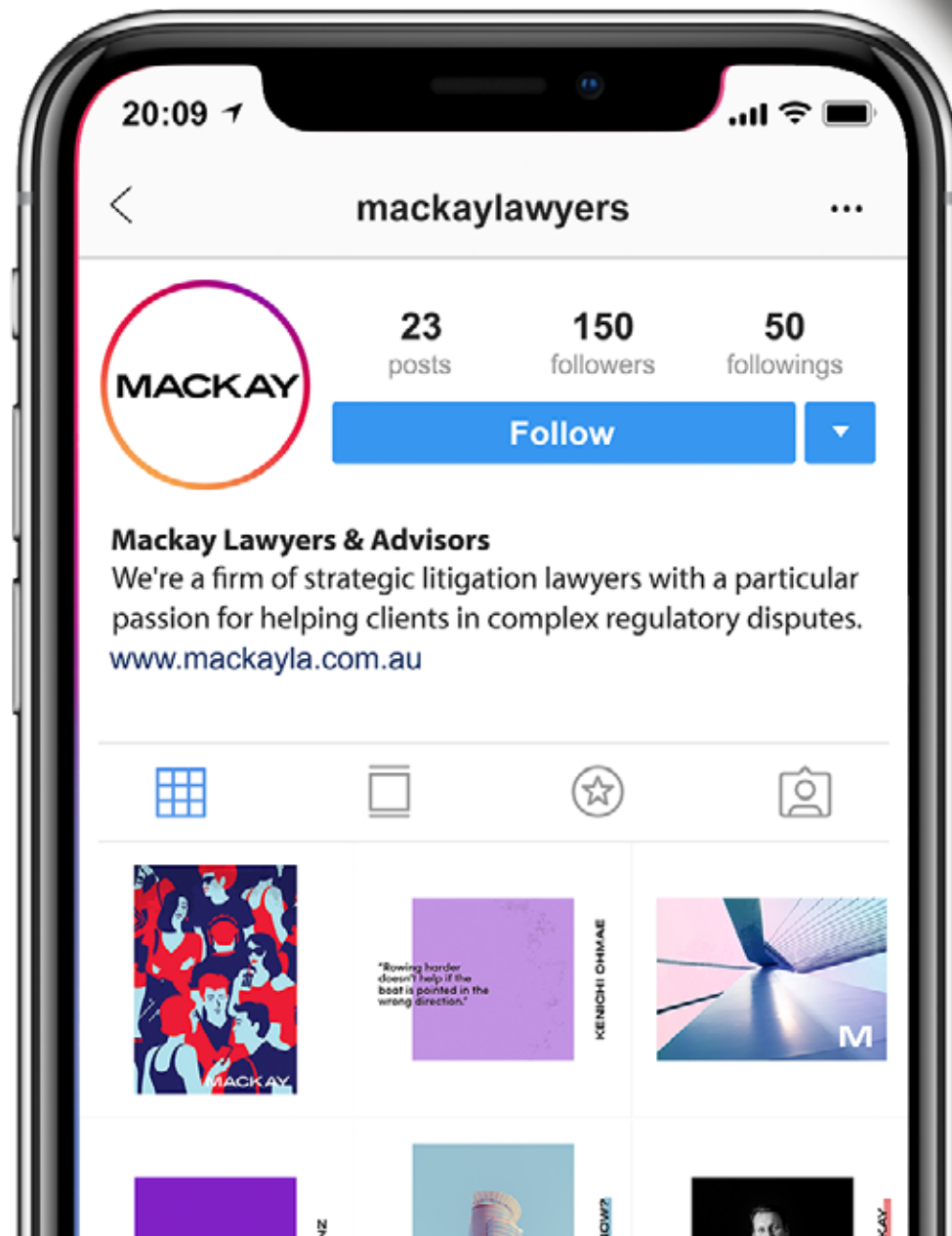
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# OUR CAMPAIGNS

## MACKAY





### WHAT WE DID

## Social Media & Content



# OUR CAMPAIGNS WELCOMEMAT



welcome 

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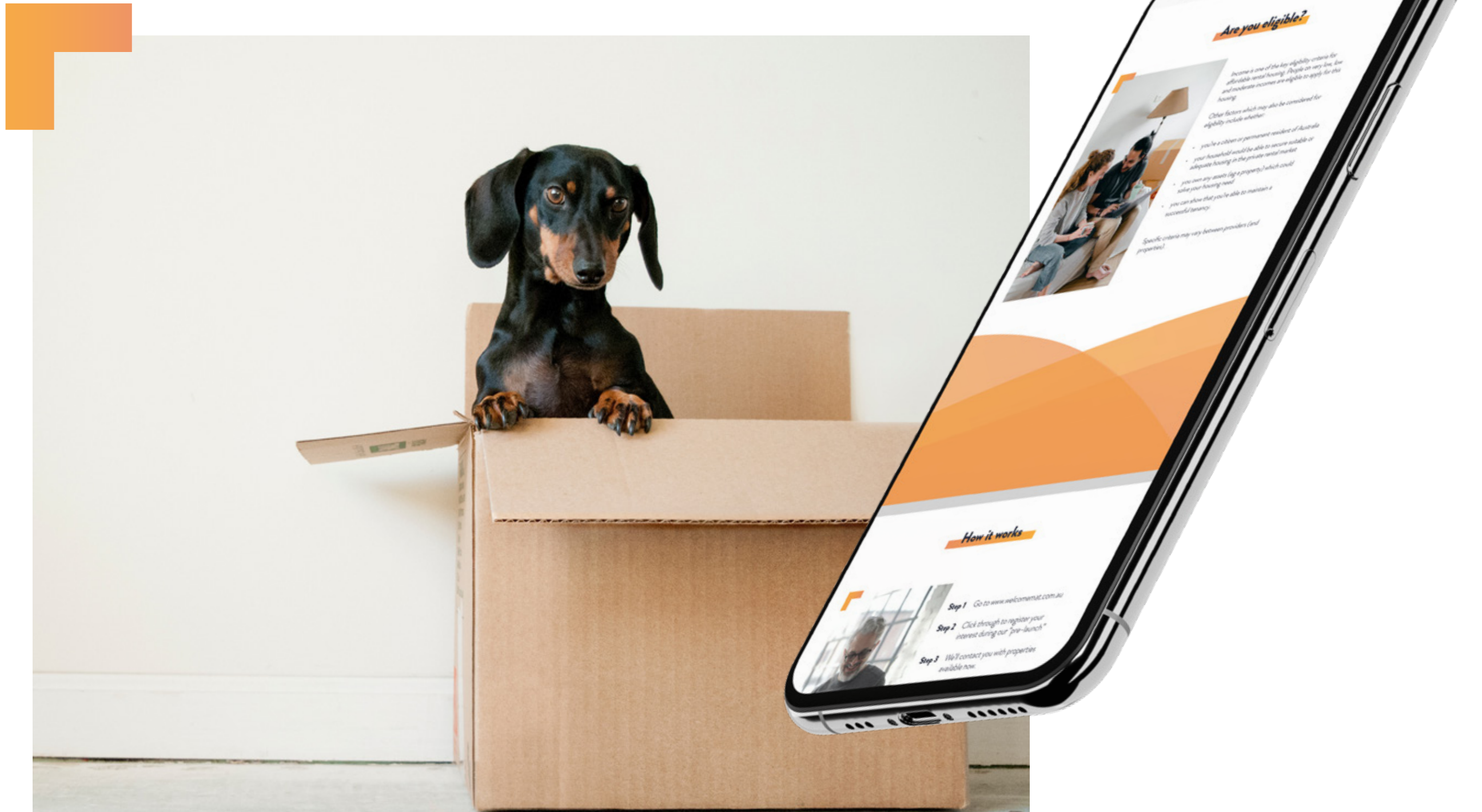


# OUR CAMPAIGNS

## WELCOMEMAT

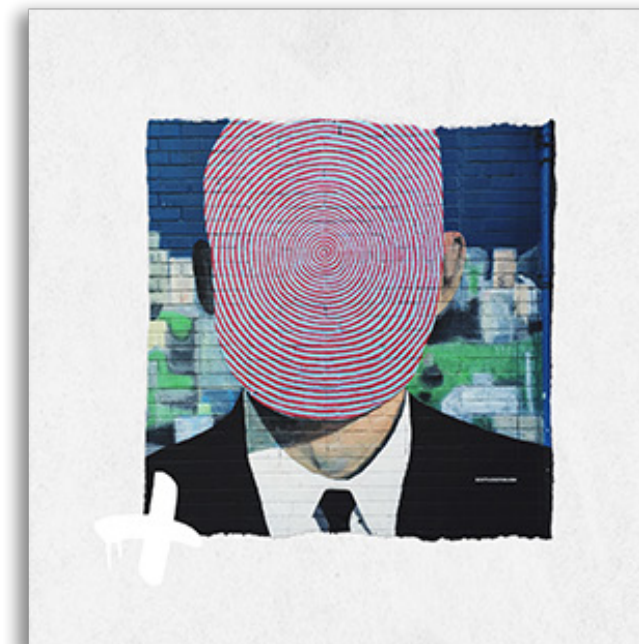
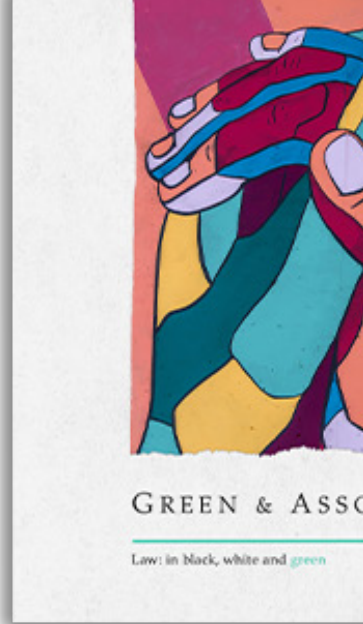
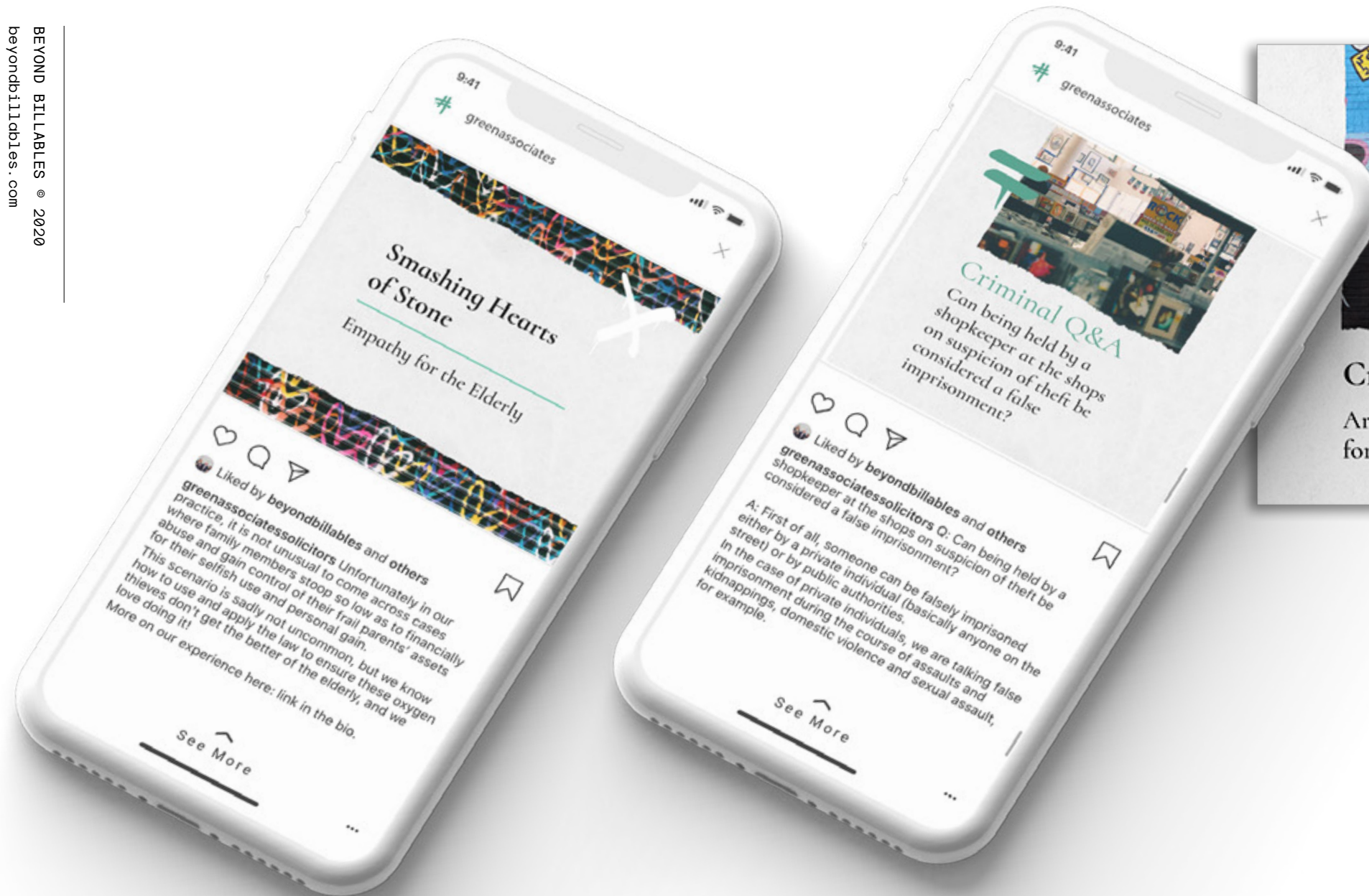
### WHAT WE DID

New Branding  
Website  
Strategy  
Social Media  
Marketing  
Content





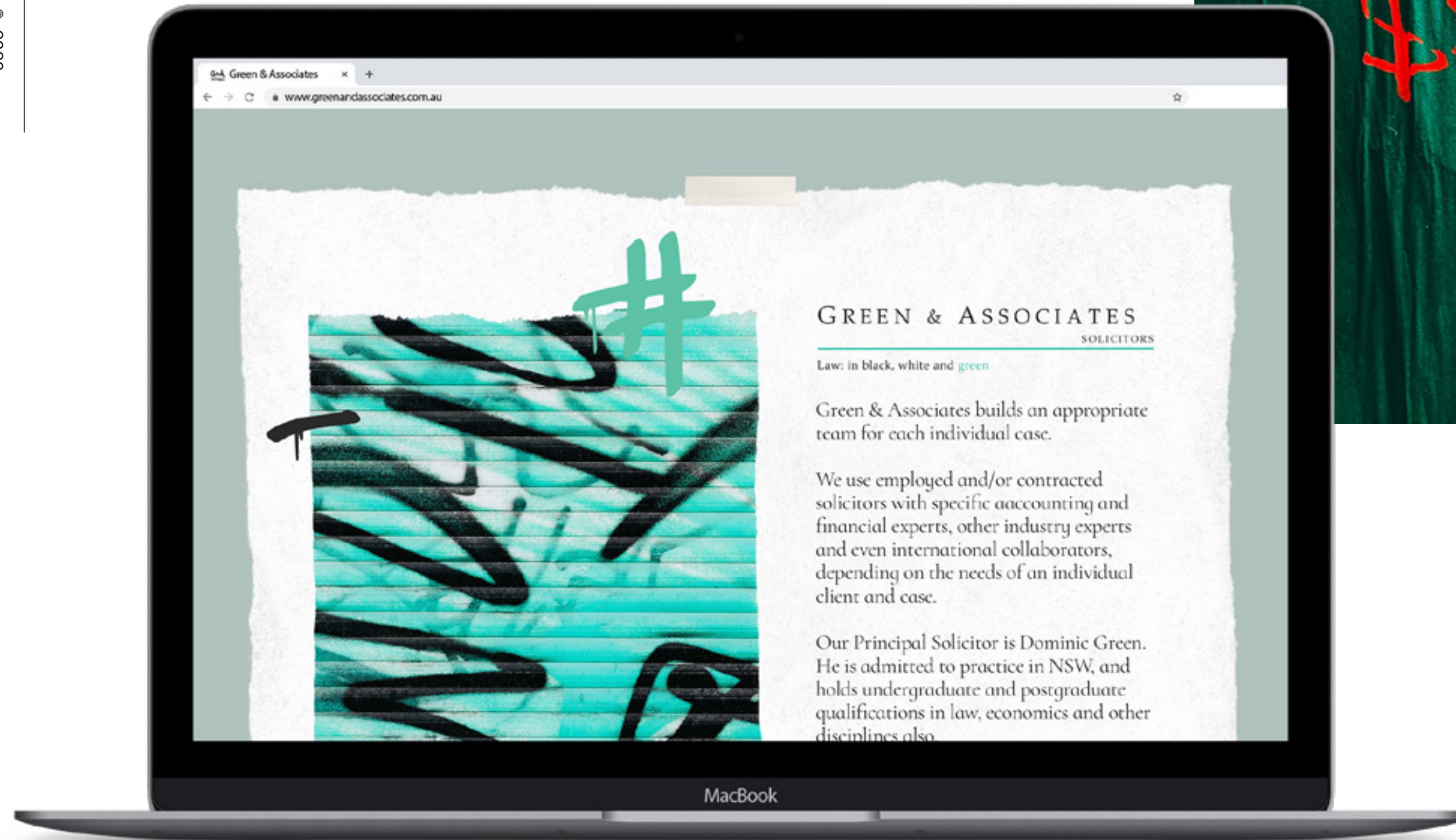
# OUR WORK GREEN & ASSOCIATES





# OUR WORK

## GREEN & ASSOCIATES



### WHAT WE DID

Social Media &  
Content



# OUR SERVICES

We do things a little bit differently.

Unlike other agencies, we believe that without a clear purpose and direction, your efforts won't be successful. From small projects to large, we always ensure our clients are clear on what they are trying to achieve, what they expect, and how they can go about it. We take a strategic, consultative approach to not only make sure our clients get what they want, but they get what is going to work.

## Our three main service areas are:

### 1. Strategy & Consulting

- CMO Sessions
- Brand Messaging & Identity
- The content & social media roadmap
- The Ultimate Marketing and BD plan

### 2. Branding & Websites

- New brand and refreshes
- Websites
- Brand, marketing and design projects

### 3. Content & Lead Generation

- Content and marketing solutions
- Lead generation and advertising
- Video, podcast and content projects



# STRATEGY & CONSULTING

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# STRATEGY & CONSULTING

## CMO SESSIONS

Just you, our CEO Mike, and all your brand, marketing and BD questions answered and ideas ignited.

Mike has advised businesses that have ranged from the largest law firms in the world to early stage start-ups. This and his considerable experience running multiple professional services businesses gives him unique insight into helping clients with all aspects of their marketing from the ground up. From business development to employer branding, marketing to content, Mike draws on this experience to help clients take their businesses forward.

### How does it work?

- You get 1.5+ hours with Mike one on one.
- We will send you a short “CMO Sessions” questionnaire to help make the most of the time.
- Some of the areas he can cover in individual sessions can include:
  - Identifying key opportunities for your marketing.
  - Articulating a clear brand message.
  - Competitor analysis
  - Brainstorming and outlining your marketing options.
  - Employer branding and options for growing.
  - Creating a content plan.
  - Social media strategy and advertising
  - Improving your overall client attraction strategy.
  - Bringing your marketing and business development efforts together.
  - Coming up with new ideas to stand out from your competition.
  - New “productized” or “subscription-based” service ideas you have.
  - Any crazy business idea you would love feedback on.

**Mike is also available for advisory boards for a select few businesses each year.**





# STRATEGY & CONSULTING

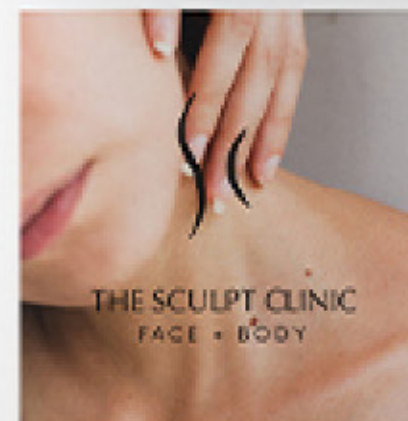
## BRAND MESSAGING & IDENTITY PLAN

Struggling to work out what your firm's "magic" is? It's critical to be clear on your brand messaging, voice and identity before trying to target clients. Together we'll help you nail it down so you can massively improve the perception of your business.

### What's included:

- **A two hour 1-1 strategy session** focused on:
  - **Brand & Marketing** - We will cover client acquisition, value proposition, brand language, brand identity, values, target audience persona, referral vs direct client messaging and competitor analysis.
  - **Content** - We cover "social media", digital media and general marketing content. What you can do and how you can do it.
- **The deep dive questionnaire** - A comprehensive online Q & A to get you thinking and articulating what is important for your brand, your clients and your objectives
- **Comprehensive brand messaging guide.**
  - We'll outline your key brand language, brand messaging, brand values, brand look & feel and how to ensure consistency in your copy and imagery. From broad overviews to specific actionable examples, we will deliver a report that you can use to create content for your business for years to come.
- **The 60 minutes "no question left unanswered"** wrap up session - We'll go over your messaging in detail and answer all your questions for implementation.

### GRAPHIC TREATMENT





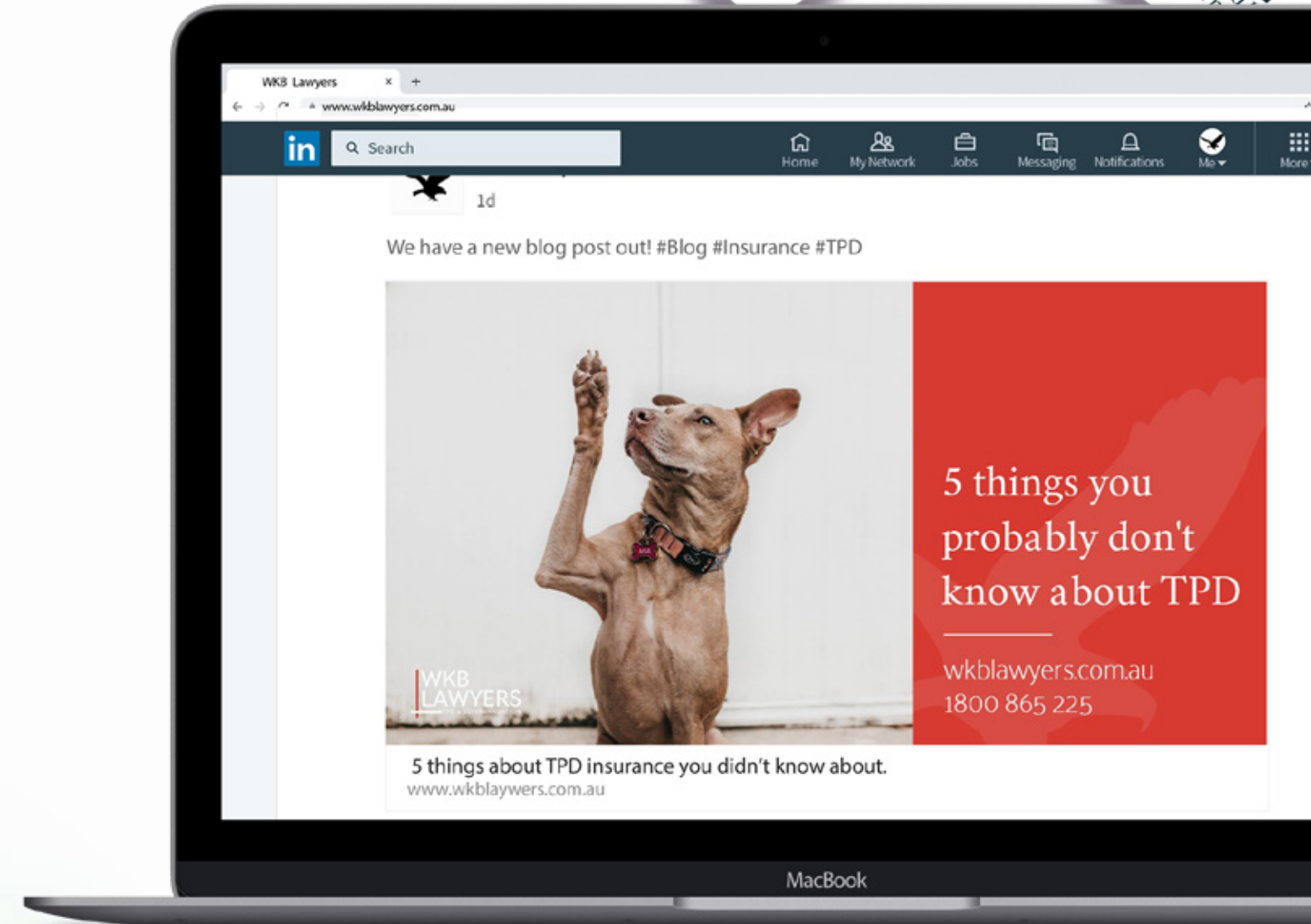
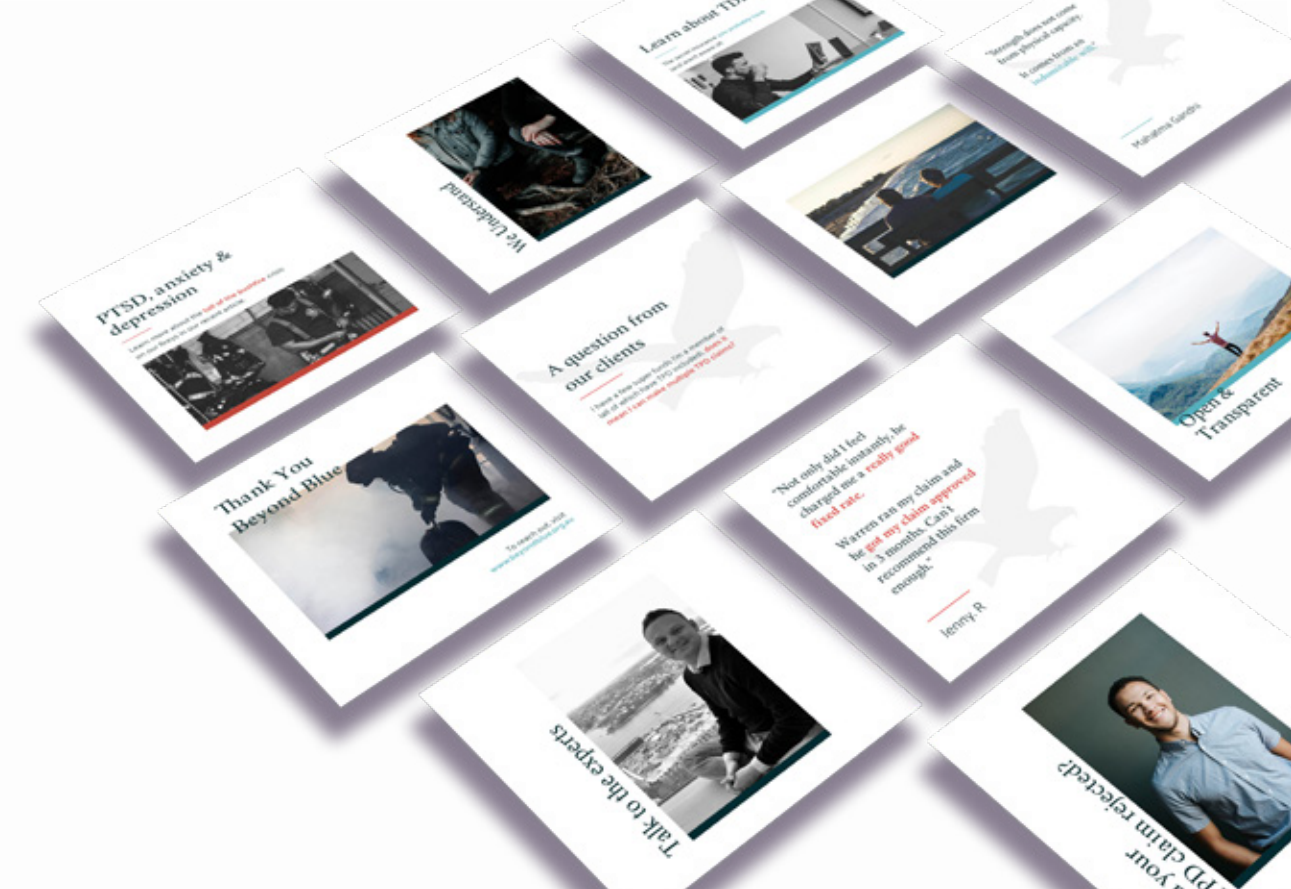
# STRATEGY & CONSULTING

## THE CONTENT & SOCIAL MEDIA ROADMAP

So you are clear on your brand, key client and goals, but unsure of what to make to reach them? The content roadmap is for you.

### What's included:

- **A 120 minute 1-1 strategy session** focused on:
  - **Content** - We cover “social media”, digital media and general marketing content. What you can do and how you can do it.
  - **Distribution and Social media** - We cover Facebook, Instagram and LinkedIn strategy including your options for advertising, list building and lead generation.
- **The deep dive questionnaire** - A comprehensive online Q & A to get you thinking and articulating what content is important for your brand, your clients and your objectives.
- **Your own written Content Roadmap:**
  - **What to create to grow your brand** - We'll craft a 12-month content road map with the exact pieces you need to make. We like to structure content so that each piece works with a view to being able to repurpose it into lead generation assets in the future. We will organise the roadmap into monthly sections.
- **The 60 minutes “content implementation”** wrap up session - Get cracking on your roadmap. This session is designed to help you practically get started and have a clear plan to get publishing.





# STRATEGY & CONSULTING

## THE ULTIMATE STRATEGIC MARKETING PLAN

Combining all three of our strategy offers for your complete brand messaging, marketing and business development plan.

Want to take your business to the next level? This is for you.

Whether you're launching a new business, refreshing an established one, or growing an employer brand we can work together to create a plan that delivers on your objectives. Each business is different, so we tailor our plan to focus on your objectives.

### What's included:

- **A three hour 1-1 strategy session** focused on:
  - **Brand & Marketing** - We will cover client acquisition, value proposition, brand language, brand identity, values, target audience persona, referral vs direct client messaging and competitor analysis.
  - **Content** - We cover "social media", digital media and general marketing content. What you can do and how you can do it.
  - **Distribution and Social media** - We cover Facebook, Instagram and LinkedIn strategy including your options for advertising, list building and lead generation.
  - **Business Development** - We'll workshop how your marketing efforts can be complementary to your BD and how to ensure consistency between both to better leverage your time.
- **The deep dive questionnaire** - A comprehensive online Q & A to get you thinking and articulating what is important for your brand, your clients and your objectives.
- **Comprehensive brand strategy & marketing plan** -
  - **Marketing & Brand** - Brand language, brand messaging, brand look & feel and how to ensure consistency in your copy and imagery.
  - **Distribution and Social media** - We cover Facebook, Instagram and LinkedIn strategy including your options for advertising, list building and lead generation.
- **Your own written Content Roadmap**
  - **What to create to grow your brand** - We'll craft a 6-month content road map with the exact pieces you need to make. We will organise the roadmap into monthly sections.
- **The 60 minutes "no question left unanswered"** wrap up session - The marketing plan and roadmap are detailed documents, so everyone always has plenty of questions. We'll get together and answer them so you can start executing on your plan.



# BRANDING & WEBSITES

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# BRANDING & WEBSITES

## NEW BRANDS OR REFRESHES

Starting a new business? Need a complete overhaul of your uninspiring branding? We're here to help.

Together we'll create all the assets you need. What's included:

### Preparation

- **A 90 minute 1-1 strategy session** focused on your brand language, key client and business goals. We'll get to know you and your business and give us the base to create the assets you need to shine.
- **The branding questionnaire** - An online Q & A focused on your branding and imaging.

### Branding & Assets

- A beautiful new logo.
- A complete brand and design solution including colours, styles and fonts delivered in a comprehensive Brand Style Guide.
- New business card, signature and letterhead.
- A three-page capability statement template in your new style.
- A single page marketing brochure template in your new style
- A suite of social media designs and templates for your blog, LinkedIn, Facebook and Instagram so everything is consistent with your messaging. This includes 6-8 templates per platform.
- Up to two revisions for all individual assets.

### How it Works

1. Complete deep dive questionnaire.
2. Complete strategy session.
3. Initial design concepts delivered after two weeks for feedback.
4. Client feedback and revision.
5. Final design concepts delivered.
6. Client feedback and revision.
7. Delivery of final designs and assets.





# BRANDING & WEBSITES

## BEAUTIFUL WEBSITES & LANDING PAGES THAT CONVERT

Starting a new business, or need a website refresh? We've got you covered.

Don't pay \$20,000 for a 5 page website that looks like everyone else. We provide affordable, original websites and landing page solutions for businesses who want to stand out, and don't want to be ripped off.

### Our Process

1. Complete deep dive questionnaire.
2. Complete strategy session.
3. Initial design concepts delivered after two weeks for feedback.
4. Client feedback and revision.
5. Final design concepts delivered.
6. Client feedback and revision.
7. Delivery of final designs and assets.

The process lasts between 4 and 12 weeks, depending on the complexity of the build and what you ultimately want! We can also put together great landing pages in a fraction of the time.

Our preference is to build websites in Webflow or Squarespace (to save you ongoing maintenance and security costs), but have and do build in Wordpress, Wix and other platforms regularly. If you haven't heard of Webflow, that is what our site is built on and we love it. You get full control, for a lot less ongoing cost and the speeds are insane (great for SEO).

Full site builds tend to range from \$6500 to \$10,000, with landing pages anywhere from \$1500 depending on complexity. For an originally designed site, not built off a template you will see everywhere, our pricing is unbeatable.





# BRANDING & WEBSITES

## ONE-OFF BRANDING, MARKETING & DESIGN PROJECTS

Want some help developing your marketing materials but have your branding sorted? Feeling like your brand needs a pick-me-up, without needing everything to be redone? Have an idea for an individual piece of branding without needing the whole kit and caboodle?

We can work with you to update some or all of your marketing assets, brand assets, or work on individual projects, the choice is yours.

### This could include:

- Marketing material like prospectus, pitches or capability statements.
- Logo's, colours and font updates.
- Digital and Website imagery.
- Business cards, signatures, banners, shirts and promotional material.
- Infographics.
- Lead generating PDFs and other content.

Depending on your need we will quote on doing a strategy session as well to ensure we can nail your new look.





# MARKETING & LEAD GENERATION

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# MARKETING PACKAGES

## STRATEGIC MARKETING PARTNER - ONGOING MARKETING & CONTENT

Want a strategic partner to work with you and grow your business over time? We offer a complete strategic marketing and content solution for businesses looking to ambitiously grow. We partner with businesses that understand the need to invest in their marketing and are committed to standing out from competitors to win market share and grow the value of their brand over time.

We create a tailored package based on your individual business goals.

### That could include:

- CMO Sessions each month
- Lead acquisition
- Video production
- Blog writing
- Newsletters and nurturing
- Social Media Content
- Social Media Ads

Our team of designers, producers, videographers and marketers can help with projects of any size. We will outline exactly what you need to do to execute on your plan and quote on it as part of the process.

An example package could include:

- Monthly CMO sessions
- 4 x Monthly explainer and engagement videos.
- 2 x Blog posts.
- 30 pieces of social media content across Facebook, Instagram or LinkedIn.
- Set-up and management of Facebook Ads campaign.
- Creation of a piece of lead-generating marketing material, email nurture sequence and management.
- Client newsletter.

**We quote on an individual basis depending  
on what your business needs.**



# MARKETING PROJECTS

## VIDEO

Want to reach your audience, bring them value and stand out? Nothing beats video.

We can work with you to update some or all of your marketing assets, brand assets, or work on individual projects, the choice is yours.

### Promotional Video

- A detailed professional video for your website or marketing materials.
- 90 to 180 seconds.
- Full Scripting.
- Storyboarding.
- 2-3 hour on-site shoot.
- Up to three separate interviews.
- Editing, Colour Grading & Licensed Music.
- Voiceover or audio recording.
- Up to 2 revisions.

**From \$3500+GST**

### Video for “Social Media”

- 4 x 45 second to 60-second short, sharp, punchy “social media style” video for LinkedIn, Facebook, Instagram or Youtube.
- A 60-minute on-site shoot.
- Editing, Colour Grading & Music.
- Intro and outro thumbs and music in your brand’s style.
- Delivered with captions in square and rectangle sizing to use across different platforms.
- Transcripts of your videos to post to your blog.
- 1 revision.
- One-off project or ongoing monthly basis.

**From \$3050+GST**

**We are happy to quote on both a project or ongoing basis for larger video projects.**



# MARKETING PROJECTS

## THE SOCIAL MEDIA TOOLKIT

Want to DIY your social media but get all the brand assets to ensure it is perfect?

### Consulting

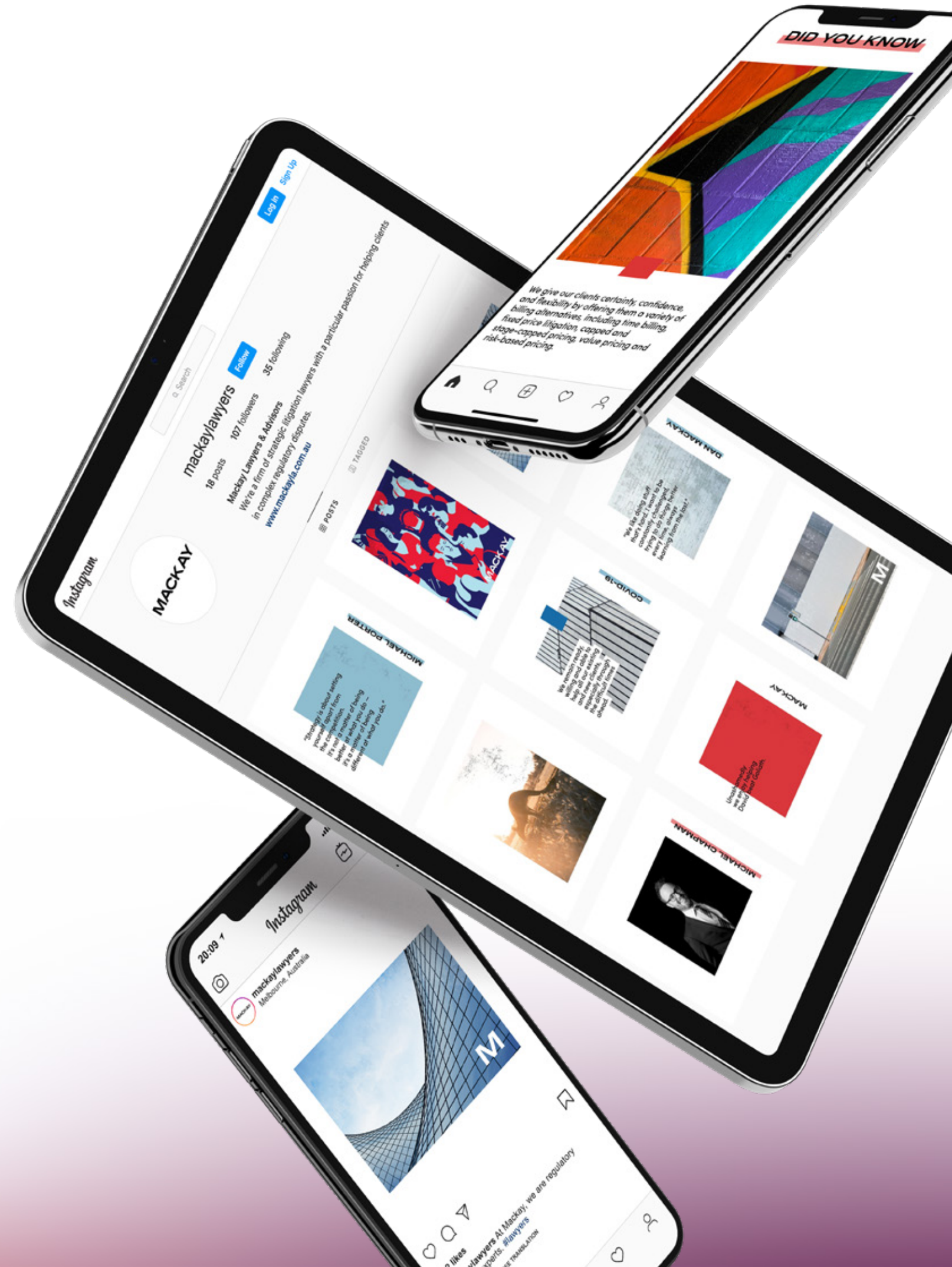
- **60-minute brand messaging session**
- **30-minute social media strategy and advertising Q & A**
- **All your strategy and other social media content questions answered.**
- **The deep dive workbook** – A comprehensive question and answer process that will form the basis of your plan.

### Branding & Assets

- **A full refresh of your social media brand assets and the creation of a detailed social style guide.** We'll cover your brand colours, fonts, and social design assets and give you feedback on your website and all social media touchpoints. Our partners Web3 would be happy to do a free SEO health check if that is required.
- **Creation of a suite of social media design assets including:**
  - 8 unique design templates for your social posts covering Instagram and Facebook. Created by our design team just for you, these templates will let you stand out for all the right reasons.
  - New cover art for your Facebook, Instagram and LinkedIn pages.
  - 2 new blog image thumbnails to take your articles to the next level.
  - Up to 12 pieces of example imagery.

### Implementation

- **A full month's worth of content and design work to get you started.** We'll do all the copy and design assets you need to start on the right foot. We will create enough content for you to post over 30 different times spread across Facebook, Instagram, Instagram Stories, and LinkedIn. This way you will have clear examples of what to replicate in the following months and a template to execute it.





# PRICE LIST

Our prices are subject to change and we are always happy to put packages together that work for your business.

## Branding & Design

- **Individual Instagram, Facebook or LinkedIn design** | From \$150
- **Infographic design** | From \$250-750
- **Motion graphics design** | From \$250-\$1000
- **Business cards** | \$250+
- **3 page Capability Statement design** | From \$750
- **3 page Capability Statement copy** | From \$750
- **Multi-page marketing documents or whitepapers** | From \$2000+
- **Full brands and rebrand package priced depending on project scope** | \$7500

## Advertising

- **Facebook Business manager and ads manager setup** | \$1500
- **Facebook ads management including ad creation** | From \$850/month

## Strategy & Plans

- **CMO Sessions** | From \$990/session
- **Brand Messaging & Identity plan** | From \$3000
- **Content & Social Media Roadmap** | From \$3500
- **Complete Marketing Plans** | From \$5999 per team



# PRICE LIST

Our prices are subject to change and we are always happy to put packages together that work for your business.

## Content

- **Blog pieces** | From \$450-\$1000 depending on wordcount
- **Social Media Copy** | From \$100 per piece.
- **Video – Explainer videos** | From \$2500
- **Video – Testimonial videos** | From \$1500
- **Video – Individual candid to camera videos** | From \$1500
- **Video – Animated explainers** | From \$2000
- **Podcasts** | From \$500 per episode
- **Social Media Toolkit** | From \$5499
- **Ongoing content and social media management** | priced per campaign

## Websites

- **Individual landing page design** | \$700-\$1000
- **Individual landing page build** | \$1000-1500
- **Individual landing page copy** | \$500-\$1000
- **Complete 5-page website design, copy and build** | Starting from \$7500
- **Complete landing page package** | \$2500-\$4000 page depending on platform and complexity



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30 minute consultation –**

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