



MAXWELL MILLS MEDIA

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SERVICE & RATE SHEET

James' Marketing Services Proposal

Every service tier below can be mixed, matched, or fully customized to fit your goals.

Traditional Marketing Assistance

Standard	Advanced
<i>For businesses ready to launch core outbound channels with dependable, hands-on setup.</i>	<i>For businesses ready to scale outreach with full-service management across every channel.</i>
\$25 / hour	\$50 / hour
Can Include: - Email marketing: PR writing & drafting - SMS marketing automation setup (single platform) - Phone sales system setup	Can Include: - Email marketing: writing, drafting & delivery - SMS marketing automation (any platform) - Phone sales systems: setup, optimization & ongoing management

Photo & Video Editing & Design

Standard	Advanced
<i>Standard editing and design work to get quality visuals polished and ready to publish.</i>	<i>Full-service post-processing and custom design for a refined, on-brand look.</i>
\$25 / hour	\$50 / hour
Can Include: - Standard photo & video editing - Basic design & formatting for social/web use	Can Include: - Advanced post-processing & editing - Custom graphic design & branding elements - Unlimited revisions

Note: For photo and video shoots, inquire for a consult and quote.

Social Media Strategies & Management

Standard	Advanced
<i>Foundational management to keep profiles active, optimized, and consistently posting.</i>	<i>Full-scale management with custom strategy, growth tactics, and hands-on reputation work.</i>
\$25 / hour	\$50 / hour
Can Include: - Account optimization (all platforms) - Content plans & ideation - Organic posting (all platforms) - Standard Meta Business Suite operations	Can Include: - Advanced, custom content plans & ideation - Advanced Meta Business operations - Google My Business setup, SEO & reputation management - Enhanced engagement & increased reach - Social strategy & targeting - General social media PR management

Advertising Strategies & Management

Standard	Advanced
<i>Research and vetting to get your first paid campaigns placed correctly.</i>	<i>Full-scale paid media management across broadcast and digital channels.</i>
Budget-Based Pricing — \$300/month minimum <i>Ad spend and management fees are scoped to your goals. Inquire for a consultation and custom proposal/quote.</i>	
Can Include: - Broadcast ad research & vetting (TV, radio, print) - Basic digital ad integrations	Can Include: - Broadcast ad purchase placement & delegation (TV, radio, print) - Programmatic display ads (static & animated banners, pre-roll video) - Google Ads (all types) & Meta Ads (all platforms) - Connected TV stream ads (Netflix, FireTV, Roku, Pluto & more) - Digital audio stream ads (Spotify, Apple, iHeart, Pandora & more) - YouTube, Snapchat, TikTok & other platforms (limited)

Next: Every engagement starts with a free consultation to scope the right mix of Standard and Advanced services for your goals and budget.