

Litchfield Media Services



**OFFERS
& PACKAGES**

2021



ABOUT US

BOUTIQUE AD AND *FUNNEL* AGENCY

Litchfield Media helps female online entrepreneurs and online coaches market their products and offers with strategic funnels and Facebook Ad campaigns.



ABOUT *MELISSA*

*MILITARY WIFE, WINE DRINKER, DIGITAL
MARKETING WIZARD*

Thank you for your interest in working with me and/or the LM team. Your support and trust helps my dream of growing this business far beyond my imagination.



2 HOUR INTENSIVE - \$697

- During our time together we will strategize and build your ad campaign. Most of my intensive clients are looking to set up a retargeting ad for their launch or set up a lead generation campaign that they can run and manage themselves. You will leave the call with a clear understanding of how to optimize the ad campaign and what to look for. You will also get 2 weeks of Voxer access in case you need help.

DOCS REQUIRED BEFORE OUR CALL

- Ad copy written (Melissa will review and make edits during the call)
- Ad images you want to use in your ad campaign
- Access to your ad account & business page

Includes 2 weeks of Voxer access.

Book [\[here\]](#).



I:I CONSULTING

\$1,500/month

- We will work together to map out your entire funnel using Lucid Chart. I will make notes and create a funnel checklist for you so you know exactly what key components you need to create in order to build your funnel. During our calls there is opportunity for "Done With You" work. Meaning we can create funnel pages together, edit funnel page copy, edit email copy, look over funnel integrations, etc.

What's included?

- Weekly 60 minute calls (recordings included)
- Email Sequence Templates
- Funnel Page Templates (Kartra or Kajabi)
- Unlimited M-F Voxer access

Inquire at melissa@litchfieldmedia.org



FUNNEL IN A DAY [KARTRA ONLY]

\$2,999 [Apply \[here\]](#).

- 1 week prior to the VIP Funnel Day, we will work together on a call to map out your entire funnel using Lucid Chart. I will make notes on our agenda to indicate what assets and logins I need from you in order to build out your first funnel. After our call your homework will be to write your email and funnel copy with the help of the email templates provided. It's required to have the copy finished prior to our VIP Funnel day. On the actual VIP day I will set up your Kartra account, integrate, and build out your first funnel.

What's included?

- 2 60 minute calls (recordings included)
- Loom recordings explaining tech and integrations
- Email Sequence Templates
- 1 Freebie to Signature Offer Funnel (4 Funnel Pages)



3 MONTH RETAINERS

MONTHLY AD MANAGEMENT - \$2,500K/MONTH

- 3 month retainer package for those who are looking to work with the LM agency team. This is perfect for those who are ready to invest in their business and scale to new heights. Perfect for those who are looking to double their next launch revenue or those who feel like they've tapped out their warm audiences. Ideal for those who have multiple launches under their belt and a proven funnel.

What's included?

- Management of 1 offer (example: signature course or SLO)
- Additional offers for ad management start at \$1K per offer
- Professional Ad Graphics/Video
- Ad Copy
- Weekly Reporting
- 1 monthly 30 min strategy call
- 1 dedicated ad manager and ad strategist on your account
- 1 60 min kick off call

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WHITE GLOVE PACKAGE

Complete Funnel Build & 6 Months of Ad Management - \$20K investment

If you are ready for our team to build out your funnel around your signature offer, write your copy for you, and manage your ad campaigns for 6 months this is the package for you! Here is what's included:

- (1) 1 hr virtual consultation to map out your funnel
- (1) 1 hr virtual consultation to update you on the funnel build
- (6) 30 min virtual strategy calls with Melissa
- Custom funnel page design (4-6 pages)
- Email sequence integration
- Email tag creation
- Email automations
- Funnel page integration
- (2) 1 hr copy consultation calls with our on staff copywriter
- Done for you copy includes: email sequence copy, sales email copy, landing page, thank you page and sales page copy
- 6 months of ad management (1 funnel)
- Daily optimization of ad campaigns
- Weekly reporting
- Done for you ad copy
- Done for you ad images
- \$2,500 monthly payment options are available

Estimated monthly ad spend: \$1-2K depending on revenue goals.

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