

Rate Sheet



Web Design and Development

\$500 | Homepage Refresh

\$899 | Square P.O.S & Website Setup

\$3000 | The Essentials eStore

\$4000 | Optimized eStore

\$5000 | Integrated eStore

Consultation & Training Meetings | Web Content & Design

Consultation & Training Meetings | eStore Setup | Web Content & Design

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All in "The Essentials", plus SEO optimization tasks

All in "Optimized", plus website traffic promotion

Reports + Consulting

\$150 | Site Audit

\$375 | Campaign & Strategy Audit

\$1,275 | Brand Audit & Messaging Strategy

A multi-page report with notes to optimize a website

A multi-page report with insights, 3-month IMC Plan and buyer persona

A multi-page report documents with customer and brand analysis

Flat Rate Projects

\$45 | Canva Templates

\$55 | Loyalty Punch Cards

\$75 | Facebook/Insta Shop Integration

\$75 | Sales Email Campaign

\$85 | Drip Email Automation

\$85 | Wholesale Line Sheets

\$95 | Direct Mail Postcard

\$100 | Product Photography

\$100 | Product SEO

\$175 | Retargeting Ads

\$180 | Google Merchant Center Setup

\$300 | Instagram Ad Campaign

\$375 | Social Media Strategy + Calendar

\$500 | Google Ad Campaign

\$500 | Facebook Ad Campaign

\$750 | Pinterest Ad Campaign

\$2,700 | Website Traffic Campaign

5 custom, branded Canva templates for social media posts

Cost-effective, loyalty punch cards

Connect an eStore to Meta's Commerce manager and sync the catalogs

A sales-generating email campaign for eStores

A drip email automation for eStore subscribers with 3 key touchpoints

A document with cover pages, about page, product pages, and an order form

A custom, sales-focused postcard

Photos for 25 items to update an online store

Optimized listings for 25 products in an online store

A 4-Week Retargeting Ad Campaign

Listing and syncing website products on Google Merchant Center

Consultation Meeting | 3 Image Ads with Captions | Audience Insights Report

A 3-month social media strategy for an eStore for 1 platform

A 3-week Google Ad Campaign based on Google Merchant Center Listings

Profile & Cover Graphics | 3 Image Ads with Text | Audience Insights Report

90-day Pinterest ad campaign with setup, including research and monitoring

Print Materials | Ad Campaigns | Employee Script | Consultation | Results Report



View Package Details at theshoppshop.co.

Last updated March 2024. Prices subject to change. Printer, ad spend and vendor fees not included.