



# iLOCAL ONLINE

## ADVERTISING & MARKETING

### MEDIA KIT

*iLOCAL ONLINE ADVERTISING &  
MARKETING LLC*

75 Market Street, Suite 21  
Elgin Illinois 60123

web: [iLocalonlinemarketing.com](http://iLocalonlinemarketing.com)  
[info@iLocalonlinemarketing.com](mailto:info@iLocalonlinemarketing.com)  
Ph: (312) 834-4822 / (877) 434-4562



*Marketing is about knowing what connects with your target audience, authentically speaking to who they are, and genuinely gaining their trust and loyalty. This is why our visual branding & digital advertising process is designed to not only create a unique visual identity but also help you clarify your brand vision and strengthen your brand's foundation, for a more holistic, heart-centered approach to growing your business.*





# *Hello & Welcome,*

*At iLocal Online Advertising & Marketing, where we bring to you visual branding and online marketing experts!*

iLocal is an expert in brand identity and online marketing. We collaborate one-on-one with small business owners to create a uniquely designed visual identity to grow their brand. We offer a variety of online & traditional marketing services.

This guide outlines our branding packages only. If you are interested in our online & traditional marketing services, please visit our website [www.ilocalonlinemarketing.com](http://www.ilocalonlinemarketing.com) or call us at (312) 834-4822 or (877) 434-4562.

Visual branding is what brings your brand to life. We are proud to offer three different branding packages for different budgets and needs. Customize your package with branding add-ons or select our stand-alone design options.

In addition to our marketing services, we offer photography, video, and photo-ready hair and make-up services with our sister company, Beautiful Potential. ([beautifulpotential.com](http://beautifulpotential.com))

Thank you for the opportunity to share what we can do to help bring your ideas to life and help grow your business! Please feel free to get in touch with questions.

**- iLOCAL MARKETING TEAM**

*"keeping an "i" out for local businesses"*



A desk setup featuring a laptop on the left, a white pencil holder with several black pencils in the center, a stack of spiral-bound notebooks on the right, and a large, textured, light-colored vase with dried branches in the background. The entire scene is framed by a thick green border.

iLocal Online Marketing

*Branding Packages*



# Simple Starter

## Branding Package & Add-ons

***Ideal** for adding on to a larger package or to introduce fresh content and engage your audience!*

- **CUSTOM LOGO** - \$250
  - **STATIONERY DESIGN** / \$250  
Choose 2: business card, letterhead, or postcard, rack card, flyer, brochures include print prep
  - **SOCIAL MEDIA CONTENT LAUNCH PACK** / \$450  
A set of branded social media imagery to help you launch + get the word out about your new brand
  - **SOCIAL MEDIA GRAPHIC TEMPLATE** \$275 (includes 10 design templates)
  - **POSTCARD, FLYER, PRINT MAILER, BROCHURE** Starting at \$150 ea
  - **PRICING GUIDE, LOOKBOOK, MENU DESIGN, COURSE WORKBOOK, CLIENT WELCOME GUIDE**  
1-4 pages: starting at \$375  
5+ pages: starting at \$500
  - **WEBSITE DESIGN** Starting at \$750
    - Design of homepage +up to 5 pages
    - Basic SEO set-up to get you started
    - Recorded training
    - 1 wk support on your site after launch
    - Full access to maintain your website
  - **SOCIAL MEDIA PAGES SET UP** \$350 ea
  - **YOUTUBE CHANNEL SET UP** \$250
  - **PODCAST SET UP** starting @ \$550
  - **PROMOTIONAL VIDEO** start at \$350
- \*\*\*CALL US FOR A CUSTOM QUOTE!!!



The graphic features a green background with a white circle on the left containing the text 'Brand Me Up!' in a green script font and 'Branding Package' in a bold black sans-serif font. A black ribbon-like shape extends from the circle to a black tag on the right, which displays the price '\$2,250' in white bold text.

*Brand Me Up!*

**Branding Package**

**\$2,250**

**Perfect** for small business owners who are ready to make their brand vision come to life! This package includes a full custom visual identity, plus stationery + social media launch imagery, giving you the tools to create a cohesive visual experience for your audience.

**Brand Questionnaire + Brand Clarity Call**

**2 Original Logo Designs + Brand**

**Concepts to choose from.**

- Full Brand Design + Library of Elements
- Logo Suite: Primary Logo + Variations
- Creative Contents + Variations
- Business Card Design
- 3 Custom Letterheads
- Font System / Typography Suggestions
- Color Palette & Selection

**2 Stationery Design Items of Choice:**

Postcard, Flyer or Rack Card

**Social Media Launch Pack**

An image for each of your platforms, up to 5 total

**POPULAR BRANDING ADD-ONS:**

- SUB LOGO FOR COURSE, RETREAT, OR SPECIFIC SERVICE / \$325
- ONE-PAGE PDF DESIGN / \$250  
Flyer, Price Sheet, Electronic PDF
- SOCIAL MEDIA GRAPHIC TEMPLATE / (includes training) \$175

**OTHER CUSTOM**

**MARKETING COLLATERAL**

Quoted separately. Starting prices:

**POSTCARD, PRINT MAILER, BROCHURE**

Starting at \$250

**SERVICE GUIDE, LOOKBOOK, COURSE WORKBOOK, CLIENT WELCOME GUIDE**

2-4 pages: starting at \$275

5+ pages: starting at \$500



The graphic features a large green circle with a white border. Inside the circle, the text "WOW Me!" is written in a green, cursive font, and "Branding Package" is written in a black, sans-serif font below it. To the right of the circle, a black ribbon is tied into a bow, holding a black price tag with the text "\$3,725" in white, sans-serif font.

*WOW Me!*

**Branding Package**

**\$3,725**

**WOW your audience** with a customized brand package includes a full custom visual identity, stationery, social media launch imagery, and a website that you can maintain on your own.

**Brand Questionnaire + Brand Clarity Call**

**2 Original Logo Designs + Brand**

**Concepts to choose from.**

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- Creative Contents + Variations
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- 3 Custom Letterheads
- Font System / Typography Suggestions
- Color Palette & Selection

**2 Stationery Design Items of Choice:**

Postcard, Flyer or Rack Card

**Social Media Launch Pack**

An image for each platforms, up to 5 total

**ONE-PAGE PDF DESIGN / \$250**

Flyer, Price Sheet, Electronic PDF

**SOCIAL MEDIA GRAPHIC TEMPLATE / \$175**

**WEBSITE DESIGN**

Design of homepage +up to 5 pages

- Basic SEO set-up to get you started
- Recorded training
- 1 wk support on your site after launch

Full access to your website, so you can maintain on your own website copy + photos are provided by you or your copywriter/photographer.

**OTHER CUSTOM**

**MARKETING COLLATERAL**

Quoted separately. Starting prices:

**POSTCARD, PRINT MAILER, BROCHURE**

Starting at \$250

**SERVICE GUIDE, LOOKBOOK, COURSE WORKBOOK, CLIENT WELCOME GUIDE**

2-4 pages: starting at \$275

5+ pages: starting at \$500

# Build My Brand

## Branding Package

\$4,750

**Grow your brand** with a full customized brand package with the ultimate custom visual identity, stationery, social media launch imagery, and a website that you can maintain on your own.

### **Brand Questionnaire + Brand Clarity Call**

### **2 Original Logo Designs + Brand**

### **Concepts to choose from.**

- Full Brand Design + Library of Elements
- Logo Suite: Primary Logo + Variations
- Creative Contents + Variations
- Business card Design
- 3 Custom Letterheads
- Font System / Typography Suggestions
- Color Palette & Selection

### **2 Stationery Design Items of Choice:**

Postcard, Flyer or Rack Card

### **Social Media Launch Pack**

An image for each platforms, up to 5 total

### **ONE-PAGE PDF DESIGN / \$250**

Flyer, Price Sheet, Electronic PDF

### **SOCIAL MEDIA GRAPHIC TEMPLATE / \$175**

### **WEBSITE DESIGN**

Design of homepage +up to 5 pages

- Basic SEO set-up to get you started
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- 1 wk support on your site after launch

Full access to your website, so you can maintain on your own website copy + photos are provided by you or your copywriter/photographer.

**PROMOTIONAL VIDEO** - A customized video to promote your brand

### **DESIGN TEMPLATES TO CREATE:**

SERVICE GUIDE, LOOKBOOK, COURSE WORKBOOK, CLIENT WELCOME GUIDE, MENU (Pick one: Includes Training)

### **SOCIAL MEDIA SITES SET UP (Choose 2)**

YouTube, Instagram, Twitter, Pinterest, Facebook





# PHOTOGRAPHY

## **BUSINESS BRANDING**

*Photos are taken with your products and action shots to promote your business.*

**\$225**

## **PERSONAL BRANDING**

*Branded photos ready to use for your business or social media*

**\$175**

## **PICTURE PERFECT PHOTOSHOOT**

*Individual headshots or full body for personal or business.*

**SINGLE**      \$125

**GROUP**      \$195

*Add on: Photo Ready Hair  
& Make-up Service \$50*





# VIDEO

MARKETING



# VIDEO MARKETING



Now, more than ever, video marketing has become an important part of getting your message to your consumers. Companies are using video in many different ways through social media and other advertising mediums. We can create a stunning, attention-grabber video to capture your audience's attention.

Here are some different ways that you can use your video content:

- YouTube
- Social Media Posts
- Website
- Product Description
- Demonstrations
- Training
- Tutorials
- Online Courses
- How-To Videos
- Podcasts
- Webinars
- & MORE!

Video is consistently on the rise and having the right team in place to help you create an eye-catching video is the key to keeping your business in the game. At iLocal, our team is committed to bringing you a full-service marketing campaign in the most innovative ways. Get in touch with us today for a Free Quote!

We can send out our media team to your location, record at our onsite recording studio or you can send in clips and we produce a professional finish with your message. In addition to that, we have access to massive storage of stock videos that can be customized for your brand.



# DIGITAL MARKETING

SEO, SMM, SEM



# Search Engine Optimization

SEO is that the term for web platform optimization. You see, there are “hidden” components within your website, landing pages, and blogs. These are titles, meta tags and the list goes on. the overwhelming majority of the work comes from the content of your website – the text that’s written for your guests or readers. So, what precisely does one do to your text to consider it web-optimized? It seems there are just as many SEO techniques as there are search engines! The widely accepted 1st step technique is to perform strategic keyword analysis on your website’s topic(s), then use them within the text of your website so the program “spiders” will realize them and simply rank your website consequently.

Why do these “spiders” crawl around the web watching website content? Well, there needs to be a specific procedure to rank websites and subsequently, to increase the most popular ones in search results. Thus, they’ve discovered that the higher an internet site's chatter regarding specific keywords, the more relevant and trustworthy a website is.



## Search Engine Optimization (SEO)





## 1st Page Ranking on Google, Yahoo! & Bing

We have many clients that, after a few months of our service, gain exposure on sponsored and non-sponsored areas of page 1 under the various keywords. This is our ultimate goal and is part of what makes our service so valuable. You are never charged any "per click" charges with our service. You are always charged the same low rate no matter how many hits your website gets.

### **Optimization**

This portion of online advertising includes a core analysis of your existing website. We check for common areas of your website that aren't written for SEO and additionally consult you on its overall viability. iLocal additionally ensures all platforms are maximized for exposure. The platform we produce for you is totally optimized for those stubborn net crawlers.

Link Building (Backlinking)

The world's leading search engines have advanced algorithms that verify the quality and quantity of exposure your website gets. Google, particularly, places lots of weight in what's known as linking, or backward links. This implies that, once linking is involved, Google critiques by 2 standard criteria:

1. What percentage (how many times) your web site is connected to other sites
2. Where those links showing up

I know, it still sounds like gibberish, but that's why we're here.

They don't say it's the "World Wide Web" for nothing – each web presence on the net is connected in one aspect or another to a minimum of one alternative site. That's why links become extremely important. Additional websites that link back to your site, give Google the impression (rightfully so, hopefully) your website is vital, subsequently, Google moves you higher in search rankings. But, it's not that easy. It's not solely the number of links, but the standard of the links.



### **SEO Directory Submission**

Internet directories, really are just aggregators that list websites by class, weblinks, and descriptions– and will ultimately be filtered down through many subcategories. Article directories work with an identical approach, however with content organized by class rather than including website links and descriptions.

Directory submission could be a great way to induce your web site high in engine rankings, acquiring targeted traffic, new links, and backlinks to your website. All of these factors can improve each facet of your online business. But, not all internet and article directories are created equal. Those net spiders are tough critters, and they usually understand what's merely a link marketing trick. So, their algorithms explore directories that have a human part or "organic side". Let's be clear, there's nobody in a dark room checking submissions and watching the location for dead links and previous URLs. But a concentrated effort is made to identify if there's life behind a link, thus updated directories create net crawlers as well. All in all, as long as search engines "see" that the location is being frequently maintained you should get some credit and exposure.





## Social Media Marketing (SMM)

Social media targeted promotion has modified the face of business forever. It appears that each day, there's a new and creative way in which to reach your customers, either to acquire new customers or keep the ones you have through social media. That's why you would like experienced social media promoting specialists in your corner.

However, "social media" could be a phrase that's tossed around plenty, it really isn't well-defined. Social media is usually defined as any code, platform or technological feature that permits interaction between parties online. For example, an internet site isn't thought of social media; however, having a blog post or two on your web site could be a type of social media promoting. But again, blogs don't seem to be essentially thought of as social media in and of themselves – though blogs will have social media options, like a running Twitter feed or a Facebook "like" button.

***We build and maintain your entire social media campaign.***

Customers use social media to search for services in their area and share businesses they like with their friends. i local Online will create a Business page for Facebook, Twitter, LinkedIn, Pinterest, StumbleUpon, and any other relevant social sites. We provide content for every profile.

Keywords are another facet of blogging. Despite what you've seen in your email spam, repeating a word 197 times doesn't get you high within the rankings. In fact, program algorithms area unit programmed to ignore these sorts of "false positives." Your SEO should be organic to really target customers directly to your business. Our professional USA writers are all former editors & publishers. Interesting & professional article posts are written & promoted for your brand, company & business. Over time we establish your company as an authority in your field.

# *What's Next?*

## **NEXT STEPS + WHAT TO EXPECT BOOKING**

Interested in collaborating? The first step is to get in touch with us and share a bit about your business and what you envision for your marketing strategy.

We will send over some details, and schedule an initial call with you so we can get to know each other and ensure we're a good fit. To seal the deal, we will send over a proposal, contract, and invoice. After all is signed off on and you've submitted your down payment, we'll be set to go!

## **INVESTMENT**

A 50% down payment is required to book your project on our calendar. Your final fee may change, depending on any add-ons and any other needs you have that are outside of what's included in the package. Pricing and package details are subject to change without notice.

## **REVISIONS**

Each phase of the design process includes 2 rounds of revisions to ensure you're thrilled and confident with the final product. Additional revisions are charged at an hourly rate.

## **HOW LONG DOES THE PROCESS TAKE AND WHEN CAN WE GET STARTED?**

Approx. timelines and start dates will depend on your project, specific needs, add-ons, etc. We'll discuss more before booking, so you know what to expect!

## **DO I OWN MY LOGO, BRANDING, & CONTENT FILES?**

Yes! Upon receiving your final payment, the copyright and ownership of your final logo and branding files are transferred to you.

## **WHAT FINAL FILES DO I RECEIVE?**

After we wrap up, we will send you a library of all your finalize files, content, and branding elements.

## **ARE YOU AVAILABLE FOR ON-GOING MARKETING PROGRAMS?**

We love continuing to collaborate with our clients and become an extension of their marketing team. We offer a variety of online monthly marketing packages including, but not limited to: Search Engine Marketing, Website Maintenance, Social Media Marketing & Management, Search Engine Optimization, and Traditional Marketing.





*Thank You!*

Here is how to get in touch with us:

75 Market Street, Suite 21  
Elgin, Illinois 60123

Contact:

**(312) 834-4822 | (877) 434-4562**

Email:

[info@iLocalonlinemarketing.com](mailto:info@iLocalonlinemarketing.com)

Website:

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