TURNER GROWTH MARKETING

SERVICE PLANS

You run your business. I'll handle the marketing.

Three plans built for small service businesses. Pick the level of support that fits where your business is today, and grow into the next.

1 Growth Essentials

$750 / month

For businesses that need a reliable marketing partner to maintain and improve their online presence.

Google Business Profile management · Up to 1 hour of website updates monthly · 1 targeted website improvement monthly · Monthly Marketing Snapshot

2 Growth Plus

RECOMMENDED

$1,350 / month

For businesses ready to invest in more consistent marketing and online growth.

Everything in Essentials, expanded, plus SEO content creation · Social media management · Flexible marketing project support · Monthly Performance Summary · Quarterly strategy meetings

3 Growth Partner

$2,000 / month

For businesses that want an outsourced marketing department.

Everything in Plus, plus email marketing · Quarterly local content capture · Strategy meetings every other month · Priority support

Let's find the right plan for your business.

440-320-6545 · lisa@turnergrowthmarketing.com

COMPARE THE PLANS

Choose the support that fits.

	Growth Essentials	Growth Plus	Growth Partner
Growth Blueprint	Onboarding review	Onboarding review	Onboarding review
Google Business Profile management	2 posts per month, plus profile upkeep and review monitoring	2 posts per month, plus profile upkeep and review monitoring	2 posts per month, plus profile upkeep and review monitoring
Website updates	Up to 1 hour per month	Up to 2 hours per month	Up to 2 hours per month
Website optimization	Basic: 1 improvement per month, up to 1 hour	Expanded: up to 2 hours per month	Expanded: up to 2 hours per month
SEO content creation	—	1 search-focused piece per month	1 search-focused piece per month
Social media management	—	2 posts per month, up to 2 platforms	4 posts per month, up to 2 platforms
Email marketing	—	—	1 campaign per month
Photo & short-form video (local clients)	—	—	1 on-site session per quarter, up to 1 hour
Flexible project support	—	Up to 2 extra hours per month	Up to 4 extra hours per month
Reporting	Monthly Marketing Snapshot (email)	Monthly Performance Summary	Monthly Performance Summary
Strategy meetings	—	Quarterly	Every other month
Priority support	—	—	Response by next business day

A dash (—) means the service is not part of that plan. Every plan starts with a Growth Blueprint during onboarding.

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WHAT THE WORK LOOKS LIKE

Real work, done every month.

Google Business Profile management

Two Google Business posts, seasonal offers and services updated as needed, new photos you provide added, reviews monitored with response suggestions, and your business information checked for accuracy.

Website updates & optimization

Client-requested updates (photos, pricing, contact info and minor fixes), plus proactive website improvements. Essentials: 1 targeted task, up to 1 hour. Plus and Partner: up to 2 hours monthly for page titles, meta descriptions, internal links, calls to action, FAQs and existing content.

SEO content creation

One search-focused content piece per month: a blog article, existing-page refresh, or comparable service or seasonal page. (Plus and Partner)

Social media management

Graphic creation, caption writing, scheduling on up to 2 platforms and basic engagement monitoring. (Plus and Partner)

Email marketing

Up to 1 email campaign per month, including copywriting, basic design, setup and scheduling. (Partner)

Photography & short-form video

For local clients: one on-site session per quarter, up to 1 hour. Service photos, team photos, before-and-afters and short video clips, with basic editing within an agreed scope. (Partner)

Flexible marketing project support

Extra hours each month for a promotional flyer, referral campaign material, customer communications or another small marketing project. (Plus and Partner)

Reporting, strategy & support

Monthly Marketing Snapshot (Essentials) or one-page Performance Summary (Plus and Partner). Strategy meetings quarterly (Plus) or every other month (Partner), plus next-business-day priority support (Partner).

Ready to hand off the marketing?

Let's talk about which plan fits your business.

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