



Are you...

Trying to find new ways to bring in new leads?

Needing to understand how “content” can help your business?

Wanting to find better ways to educate your customers about your products and services?

Copywriting is more than just writing a media release. We are experts in developing online and printed material that gives potential customers the best first impression and helps drive leads straight to your door.

Keep reading to get started.



Get the Word Out

As a business owner, you've spent a lot of time trying to get the word out about your product or service. You've probably discovered that as communication methods change this task has become increasingly complicated. Yellow Pages will print its last phone book in January 2019, marking the end of an era when finding customers was as basic as placing an ad.

Today everything is social and customers are looking for that personal touch in their interactions with your business. Consumers are also increasingly dependant on their smartphone to find everything. In fact, **50% of consumers who search locally on their smartphone visit a store within one day.**

"After hiring RP Copywriting to write my web copy, I now find that most of my new business comes through my website. I continually get compliments on my site, and it's even been showcased as an example of a great bookkeeper's website. As I write this, in fact, I've got a big project coming in and it's 100% from my website. Hiring RP Copywriting was a great investment!"

Sherri-Lee Mathers, Balsam Way Bookkeeping

WEBSITE CONTENT

The words on your website are just as important as the way it looks - if not more so. Your website is usually a potential client's first impression of your business. Does it come across as professional, up-to-date and informative? Does it truly educate your customers about what you do and what differentiates you from the competition? Do you have a blog with top-notch articles that people actually want to share on social media? High quality copywriting does all of this for you, and more. Your website should do as well at these tasks as your sales team would in person.

WEBSITE COPY

	All web copy includes	Approximate Cost
Online marketing consultation, current website audit & needs analysis	✓	Base website fee: \$315
Search engine optimized	✓	Pages 1-3: approx. \$125 each
Discovery interview & research	✓	Pages 4-6: approx. \$105 each
Title & meta descriptions for SEO & SERP	✓	Pages 7 and beyond: approx. \$85 each
Professionally written & optimized web pages, 300-700 words each	✓	
	Starting at just \$690 for a 3-page site	

BLOGGING

	Basic	Pro	Executive
Professionally written blog post based on industry research	1 post/mo.	2 posts/mo.	4 posts/mo.
Publishing with your CMS	✓	✓	✓
Search engine optimized	✓	✓	✓
Automated social media sharing - Wordpress only	✓	✓	✓
	\$325 month	\$585 month	\$995 month

Just need a couple of blog posts? Try our à la carte blogs:

1 blog: \$350 each	2 blogs: \$300 each	4 blogs: \$285 each	8 blogs: \$270 each
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Is blogging enough?

You already know that email communication is an important part of your marketing strategy, whether you are using it already or not. What you might not know is that an email campaign is the lifeblood of your entire digital marketing strategy.

Here are some facts:

- ✱ Email marketing is more effective than social media in customer acquisition. People just naturally tune in to email more than social media noise.
- ✱ Email marketing is extremely measurable, which means you can instantly gauge your ROI.
- ✱ It works hand-in-hand with your website, blog and face-to-face interactions with customers because it is so customizable and tailored.

Bring Them to Your Door

While blogging and good website copy can do wonders for your business, your real goal is to bring in more customers. Acquiring customers or “generating leads” is the ideal outcome of any investment in marketing, but you will probably need to take a more active approach than simply providing information on your website.

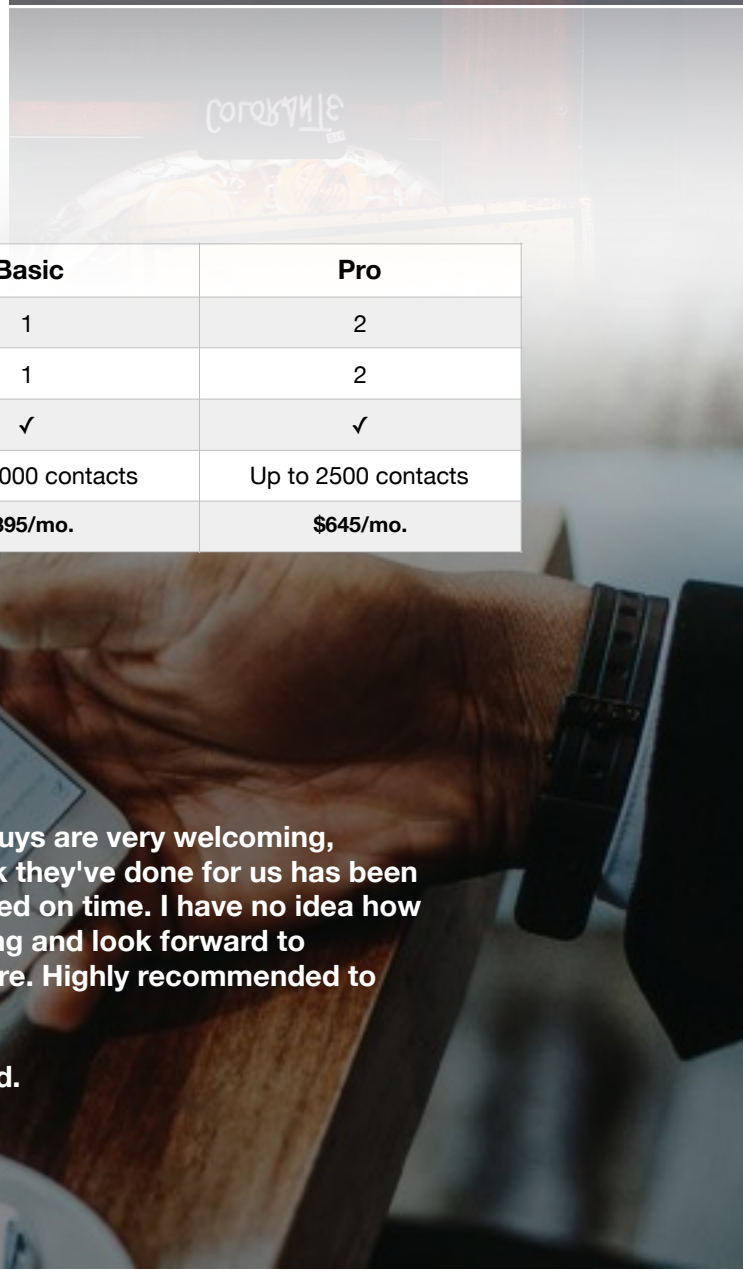
A good lead generation campaign starts with email. But that’s just the beginning. Email campaigns have to be informative and intriguing so your customers don’t feel like they are being spammed with advertising. To make this even more challenging, over half of all emails are opened on mobile devices, so it’s very important that your email is mobile friendly.

EMAIL CAMPAIGN MANAGEMENT

	Basic	Pro
Custom, mobile-friendly email templates	1	2
Monthly email newsletter with custom content	1	2
Complete email analytics and link tracking	✓	✓
Email marketing subscription included	Up to 1000 contacts	Up to 2500 contacts
	\$395/mo.	\$645/mo.

“I rate RP Copywriting a solid 10/10. The guys are very welcoming, courteous and professional. All of the work they've done for us has been adeptly crafted, well organized and prepared on time. I have no idea how we got by without help from RP Copywriting and look forward to continuing to consult with them in the future. Highly recommended to friends, colleagues, and strangers.”

James Flawith, Precision Tree Services, Ltd.



Did you know you can combine our services and get even more for your money? Keep reading...

BLOGGING + EMAIL CAMPAIGN MANAGEMENT	Basic	Pro	Executive
High quality blogging based on industry research	1 post/mo.	2 posts/mo.	4 posts/mo.
Publishing with your CMS	✓	✓	✓
Search engine optimized with tags, etc.	✓	✓	✓
Automated social media sharing from Wordpress	✓	✓	✓
Email newsletter digest of blog posts	Quarterly	Monthly	Monthly
Email marketing subscription included	Up to 2500 contacts	Up to 2500 contacts	Up to 5000 contacts
Branded mobile-friendly email template	✓	✓	✓
Complete email analytics and link tracking	✓	✓	✓
	\$425/mo.	\$625/mo.	\$995/mo.

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“Ryan and his team are awesome to work with. I've used them multiple times for all kinds of different copywriting projects. From newsletters, to website content, to blogs, RP Copywriting has done great work for my business; I would highly recommend Ryan and his team.”

-Adam Duncan, ADI Benefits

LEAD GENERATION

Lead generation starts with something that captures a potential client's interest. This is what we call a "lead magnet". It can take the form of a digital download such as an ebook or guide that will convince customers to subscribe to your mailing list. Once they subscribe, you can use a specially designed series of communications that brings a high-quality contact straight to your door. Even more importantly, these "lead funnels" are designed to weed out the looky-loos.

This is where an excellent digital marketing strategy can be the difference between success and failure. With the help of an experienced marketer, a tailored and branded lead generation campaign can bring in new, high-quality leads who have a real interest in buying.



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LEAD GENERATION	Basic	Pro	Executive
Industry and trend-researched landing page writing	✓	✓	✓
Landing page design and development	✓	✓	✓
Online advertising lead campaign management (ad budget required) Adwords or FB*	✓	✓	✓
New leads in your inbox as they're received	✓	✓	✓
Email marketing subscription included		Up to 2500 contacts	Up to 5000 contacts
Professionally written autoresponder campaign ("lead funnel")		6 emails	12 emails
Landing page monthly hosting with instant statistics (required)	\$95/mo.	\$95/mo.	\$95/mo.
Additional ad platform	\$40/mo.	\$40/mo.	\$40/mo.
	Flat fee: \$425 or \$595 for two	Flat fee: \$1625	Flat fee: \$2495

*Additional ad budget required.

LEAD MAGNETS

	Custom Download	Custom Download x 2
Industry-specific and researched.	✓	✓
4-5 pages long	✓	✓
Custom-tailored to your business and target market and used only by you	✓	✓
	Flat fee: \$575	Flat fee: \$995

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Do you already have a lead magnet document that will encourage people to subscribe to your mailing list? We can work with you to use your existing e-book or guide to generate leads.



Are you a Realtor? Ask us how you can save money with a customizable download (lead magnet).

Our many Realtor clients have had amazing success with with our customizable downloads for potential home buyers and sellers. These pre-built downloads are a low-cost, fast way to capture your target market quickly.

"Our landing page has only been live for a few days and already we've received five new leads! Whatever you're doing, it's working!"

-Leah Reichelt, RE/MAX

FULL-ON CONTENT MARKETING!

This **3-part package** is a complete suite of communication for your business – a stream of fresh content for your blog that is shared across social media, timely email interactions with you customers, mailing list building and a copywriting strategy that funnels quality leads to your door. All of this is offered at “no-surprises” pricing that delivers unrivalled value for your content marketing dollar!

TOTAL CONTENT MARKETING + LEAD GENERATION

	Basic	Pro	Executive
Blogging + email campaign management	\$425/mo.	\$625/mo.	\$995/mo.
Lead generation	Flat fee: \$425 - \$595	Flat fee: \$1625	Flat fee: \$2495
Email autoresponder campaign		6	12
Landing page monthly hosting with instant statistics (required)	\$95/mo.	\$95/mo.	\$95/mo.
Additional ad platform (optional)	\$40/mo.	\$40/mo.	\$40/mo.
Lead magnet (if required)	Flat fee: \$575-\$995	Flat fee: \$575-\$995	Flat fee \$575-\$995
TOTAL	Start: \$425 - \$1420 Monthly: \$520 - \$560	Start: \$1625 - \$2620 Monthly: \$695-\$735	Start: \$2495 - \$3490 Monthly: \$1065 - \$1105

*Additional ad budget required.

* Keep in mind that your advertising budget is decided by you - these are just recommended amounts. Your flat fees can also be spread out over a reasonable payment plan.

Contact us today to get started or find out more!

Let us help you design a targeted, tailored content marketing strategy to grow your business through the power of quality copywriting by talented writers. Contact us today to get started!

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