



# HQ Labz

[www.hqlabz.com](http://www.hqlabz.com)

MARKETING | BRAND | REPUTATION

## MARKETING AND BRAND PACKAGES

*Customers don't pay for what you do, they pay  
for why you do it! - Dlong*

TAKE CHANCES! | MAKE MISTAKES! | GET MESSY!

[www.hqlabz.com](http://www.hqlabz.com)



HQ

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# STANDARD STARTUP MARKETING PACKAGE

**The "Standard Startup Marketing Package" is designed for large and small business startups as well as to enhance marketing revamp efforts of large and small companies**

- 1 Market Research | Gathering the data that drives marketing efforts!**  
Market research is an analysis of buying habits in the industry, market size, and market growth or decline. Our approach is to gather market information, identify the target audience for your particular company, determine market trends and conduct a Strengths, Weaknesses, Opportunities, and Threats analysis (SWOT). This is a \$3,000 to \$50,000 value. **Companies must qualify as a small business to get this item as a part of a package.**
- 2 Target Market Segmentation | Identifying your audience**  
Market segmentation is the process of breaking the market down into categories or groups for advertising and engagement. This is a \$1,000 to \$100,000 value. **Companies must qualify as a small business to get this item as a part of a package.**
- 3 Positioning | Finding your niche**  
Positioning is the perception of your brand in the marketplace. At HQ Labz we help you understand your position and provide strategies that will help you communicate that position with your Market segmentation. This is a \$1,000 to \$25,000 value. **Good news! It's automatically Included!**
- 4 Competitive Analysis | Identifying your relevant competition**  
You need to know who your competitors are and how your products and services are different. What is the price point at which your competitors are selling, and what segment of the market are they aiming to reach? Knowing the ins and outs of your competitors will help you better position your business and stand out from the competition. This is a \$2,000 to \$65,000 value. **Companies must qualify as a small business to get this item as a part of a package.**
- 5 Market Strategy | Getting the attention of your customers**  
Your marketing strategy is your guide to sales goals! This service will help you find and attract your most likely buyers. We will look at the entire marketplace and then break down specific tactics such as events, direct mail, email, social media, content strategy, street teams, couponing, webinars, seminars, partnerships, and other activities that will help you gain access to customers. This is a \$2,000 to \$10,000 value. **Companies must qualify as a small business to get this item as a part of a package.**
- 6 Analytics and Metrics | Tracking your results**  
Track your marketing success with digital analytics systems for website conversions and social media. A template for comparison of budget against the actual ROI. This is a \$500 to \$5,000 value. **Good news! It's automatically Included!**

# EXAMPLE GALLERY

## Graphic Design Products



Logo Design



Business Card Design



Name Card Design



Signage Design



Stationery Design



Label Design



Billboard Design



Trade Show Booth Design



Letterhead Design



Car Wrap Design

# EXAMPLE GALLERY



Flyer Design



Postcard Design



Advertisement Design



Calendar Design



Brochure Design



T-shirt Design



Catalogue Design



CD Cover Design



Packaging Design



Poster Design



Magazine Design



Menu Design



Newspaper Ad Design



eBook Cover Design



Sticker Design



Infographic Design



# EXAMPLE GALLERY



Vector Design



3D Design



Bag and Tote Design



Cup and Mug Design



Apparel Design



Merchandise Design



Illustration Design



Book Cover Design



Art Design



Card Design



Greeting Card Design



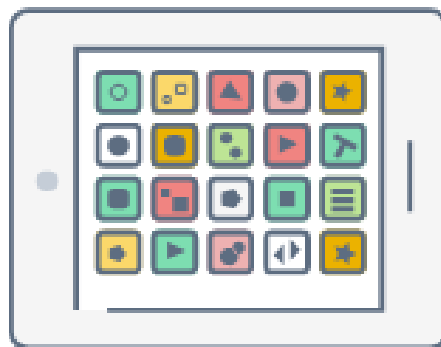
Invitation Design



Tattoo Design



Character Design



Get custom designs

# STANDARD DESIGN PRODUCT PRICE LIST

## Base Pricing:

Each design project is unique, therefore a custom project quote will be given after discussing your needs. Below is an example of some of HQ Labz SRP pricing.

## Brand and Identity

Logo & Brand Design

2 Concepts | \$850

3 Concepts | \$1,200

4 Concepts | \$1,600

Naming from \$1,200

Style Guide | Quick View | \$350

Style Guide | Full Guide | \$950

## Web Design

No Fuss Websites from \$595

CMS website development from \$2,000

Website renovation from \$750

Online system development from \$3500

HTML website updates/hr | \$100

Website slider creation from \$200

Website holding page from \$300

CMS interface design from \$900

Website wireframe & business strategy | \$1200

Content strategy | \$850

Keyword plan for content | \$750

eCommerce from \$1,900

Web copy | per page \$400 | entire site (8 page site) \$1,800

Website SEO | per page \$170 | entire site \$1,200

## Graphic Design and Print Publication

Business Card Design | \$450

Business card print \$250 cards from \$150

Stationery design | \$450

Window & car signage design from \$300

Flyer design dual side DL from \$350

Flyer design/page (8 page minimum) \$170

Catalogue design from \$1,200

Poster design from \$650

Billboard design from \$600

Invite design from \$350

Event stationery from \$750

Menus & templates from \$800

Illustration from \$600

Packaging & labels from \$450

Publications from \$600

Annual Reports from \$1,800



# SOCIAL MEDIA

## Social Media Management



The Social Media Management Package provides a tailored Social Media strategy which includes creation and boosting of compelling social media posts. Ideal for all types of businesses wanting to establish and maintain their social media presence.

### Social Media Basic



**SRP: \$747/mo**

The Social Media Basic package will drive awareness, calls, and foot traffic for local businesses that have a physical office or is location-specific. It focuses on sophisticated targeting, high-quality creatives, and turnkey social media service to propel results and provide ROI for the business.

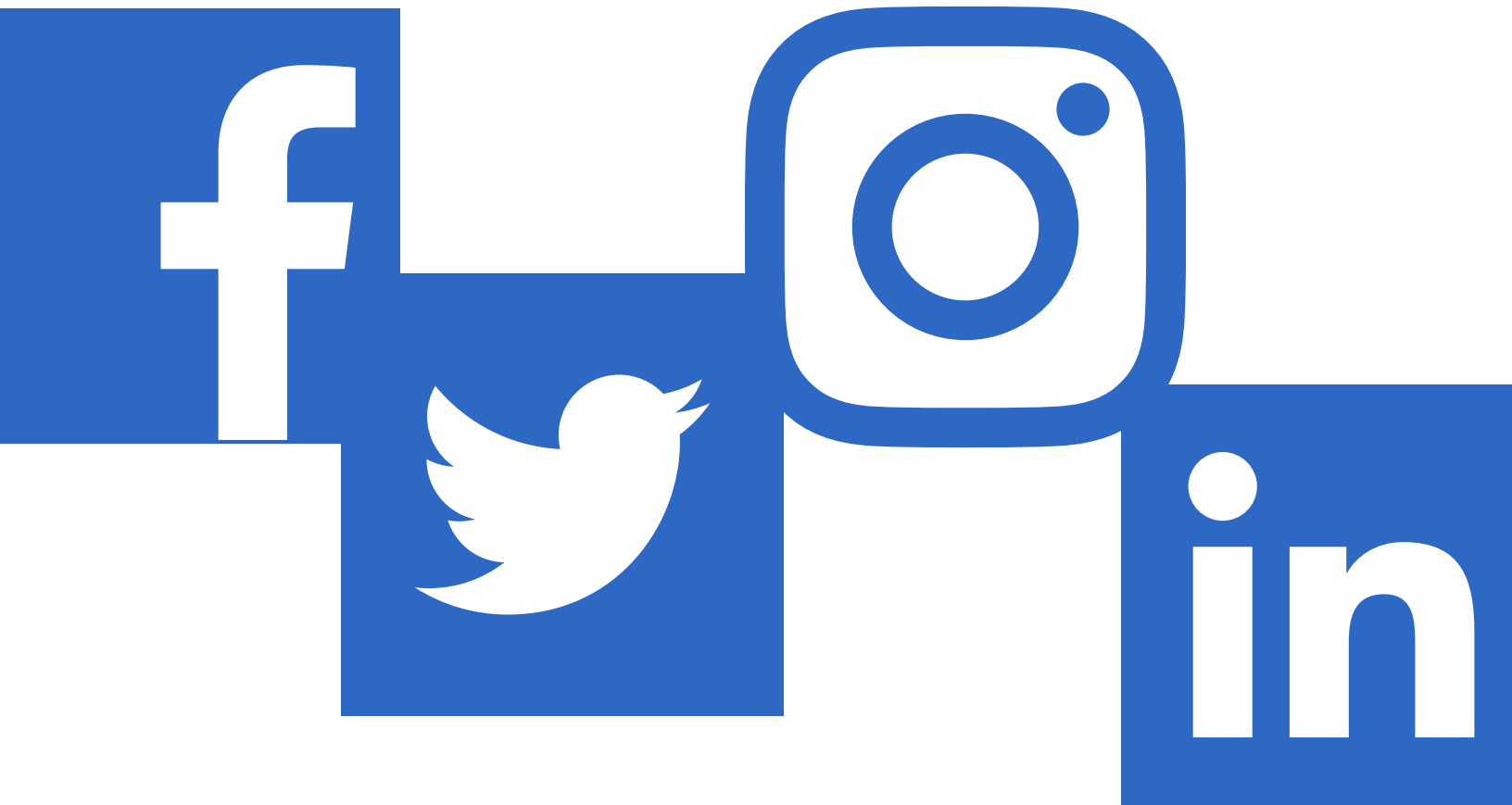
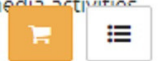


### Social Media Advanced




**SRP: \$1197/mo**

Social Media Advanced is an all-in-one social media package that covers major social media channels. The service includes unique content creation, brand monitoring, Facebook ads management, and other social media activities.






# WEBDESIGN



### Basic Web Design

**SRP: \$1497**




Development of high-quality WordPress site for local business niches. Includes migration of up to 30 pages and integration of features such as blogs, social media icons, etc.



### Basic Web Design + Content

**SRP: \$2097**




Website development with content creation. Includes five pages of 350-word business content.



### Advanced Website Design

**SRP: \$4497**




Creation of highly customized WordPress sites, multiple mockups, and revisions.



### Flex Hours (Pro)

**SRP: \$750**




Six hours of on-demand web development or graphic design for WordPress sites.



### Flex Hours (Basic)

**SRP: \$450**



Three hours of on-demand web development or graphic design for WordPress sites.



### Mobile Speed Optimization

**SRP: \$597**

Optimize your client's Wordpress website and leverage Google's mobile-first indexing.



# CONTENT MARKETING

## Content Marketing



The Content Writing Packages offer well crafted articles that can be used for any occasion as they are methodologically researched and carefully written by our tenured writers and editors.



### Standard Articles (up to 500 words)

**SRP: \$120**

For businesses that want articles mainly used for SEO.



### Full-length Articles (up to 1000 words)

**SRP: \$195**

For businesses that want magazine-type content that provides value and entertainment.



### Basic Infographics

**SRP: \$1200**

High-quality bespoke infographics with up to 10 data points. Includes research on chosen topic, premium stock photos, and original design with a 10-day turnaround time.



### Premium Infographics

**SRP: \$2400**

Premium infographics with up to 25 data points researched and framed with compelling creatives. Includes research on chosen topic, premium stock photos, and original design with a 20-day turnaround time.




# PAID ADVERTISEMENT

## Paid Advertisement






The Paid Advertisement Packages includes packages for Google Adwords. Each product provides a tailored strategy to exceed the goals of the client by leveraging experience, technology, creativity, and our internal methodology.



### Optimized Landing Page

**SRP: \$447**




Landing Page creation for your Paid Advertisements based on optimal Conversion Rate principles



### PPC Small Package

**SRP: \$450/mo**




For campaigns with small (\$1,000 - \$2,999) monthly ad spend budget. Includes Google Search Network and/or Bing.



### PPC Medium Package

**SRP: \$1000/mo**




For campaigns with medium (\$3,000 - \$4,999) / mo budget. With an option to include Search Network Campaign, Display Network / Remarketing, Facebook, and Gmail.



### PPC Large Package

**SRP: \$2000/mo**




For campaigns with large (\$5,001 - \$10,000) / mo budget. With an option to include Search Network Campaign, Display Network / Remarketing, Facebook, and Gmail.



### Google Tag Manager Installation + Event Setup

**SRP: \$120**




Includes installation and setup of Google Tag Manager with 5 events.



### Thank You Page Integration + Google Analytics Goals Set up

**SRP: \$447**



Includes integration of a "Thank You" landing page and Google Analytics goals setup.



### Enhanced Ecommerce Setup for Wordpress Only + Google Analytics Set Up

**SRP: \$120**

Includes creation of "Thank you" page or "Order received" page for eCommerce websites.






# LOCAL SEO

## Local SEO





The Local SEO Packages focus on relevant citation building, effective on-page optimization including local schema implementation, natural link building, methodology-based solutions, and Google Map pack inclusion. Ideal for businesses with actual physical locations and want to build their presence locally. Help your client attain natural local ranking, and drive foot traffic to their stores.




### Local Basic

**SRP: \$747/mo**

For businesses to establish local online visibility with 5 targeted keywords and 2 additional citations created per month.








### Local Silver

**SRP: \$1197/mo**

Ideal for businesses looking to increase influence with 10 targeted keywords and 5 additional citations created per month.








### Local Gold

**SRP: \$1917/mo**

For growing businesses that need improved local visibility and a wider reach by targeting 20 keywords and creating 10 additional citations per month.







### Local Platinum

**SRP: \$2877/mo**

This is our most aggressive local package for businesses with tight local competition that targets 30 keywords and 15 additional citations that are created monthly.






# ORGANIC SEO



## Organic SEO



The Organic SEO Package provides an on-page and off-page optimization (through a mix of blog outreach, magazine submissions, backlink diversification, and other rank building activities). Ideal for businesses who primarily do business online, compete nationally, or do not have actual physical locations. Support your client in expanding their online reach and capturing a bigger audience.




### Organic Silver

**SRP: \$1197/mo**

This package provides on-page optimization and monthly off-page rank building that is perfect for businesses with little to no existing online presence.








### Organic Gold

**SRP: \$1917/mo**

This offers a robust building of off-page content and monthly blog publication for small businesses that are ready to expand their online reach.








### Organic Platinum

**SRP: \$2877/mo**

This package includes more keywords to capture a bigger audience—perfect for growing online brands with high demands in keyword targets.







### Organic Platinum Plus

**SRP: \$3597/mo**

Our best package includes monthly creation of diversified content, multiple site posts, and on-page optimization suited for businesses that have a bigger target market and needs to be more competitive in search.







# COMPETITIVE SEO

## Competitive SEO



Competitive SEO is geared for aggressive SEO campaigns as it utilizes extensive on-page optimization and diverse off-page link building activities. Competitive packages include a highly diverse month-on-month off-page submissions and outreach including video creation, PDF submissions, etc.



### Competitive Commercial

**SRP: \$4497/mo**

Aggressive Commercial SEO solutions for competitive industries. Target 50 Keywords, up to an estimated search volume of 20,000.




# SEO SERVICES

## SEO Services






A la carte SEO Services for every need. Analyze websites in-depth, assess a potential client before intake, clean up toxic backlinks, or order additional on-page content and recommendations for any site.



### Link Clean Up - Small

**SRP: \$600**




For websites that need cleaning without an active Webmaster warning, reaching up to 2000 historical backlinks and a removal of up to 400 links.



### Link Clean Up - Medium

**SRP: \$1500**




For websites that have a history of Webmaster warning or penalty, Link Cleanup Medium is hassle-free and provides up to 7,500 historical backlinks and a removal of 600 links.



### Link Clean Up - Large

**SRP: \$3000**




For websites that have an active Webmaster warning and an active penalty, Link Cleanup Large includes 2 reconsideration requests, up to 15,000 historical backlinks, and a removal of 1000 links.



### Standard Blog Outreach

**SRP: \$297**




Perfect for link-building campaigns, Standard Blog Outreach contains one keyword per post to authoritative domains with high citation and trust flow.



### SEO Consultation - Standard

**SRP: \$998**



Our standard audit can provide your client with complete insight into their website's online presence, compare metrics that matter against their competitors, and help detect opportunities that can increase their overall web performance.



### SEO Consultation - Advanced

**SRP: \$2997**

For competitive niches who need technical and thorough SEO analysis of all On-Page and website elements.



# MEET THE TEAM

HQ LABZ



**Darrick Long**



**Torran Moore**



**Ronald James Jr.**

## LEADERSHIP TEAM

**Darrick D. Long** | Owner and CEO

**Toran X. Moore** | Vice President for Business Operations

**Ronald James, Jr.** | Associate Vice President for Business Development



# HQ LABZ MARKETING

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**DARRICK LOING**

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