

# Inbound Marketing Packages

What You Get	 Light	 Bonfire	 Wildfire
<b>Inbound Marketing Action Plan</b> Unique to each client, your plan will clearly assess where you are today in relation to your goals and competitors, and define a recommended plan of action.	YES	YES	YES
<b>Blog Posts w/Keyword Optimization</b>	2/Month	4/Month	8/Month
<b>Inbound Marketing Services</b> Spark will provide services to enact your action plan. Based on your plan, our services may include: <ul style="list-style-type: none"> <li>· Training/Consulting</li> <li>· Website Support</li> <li>· Landing Page Creation</li> <li>· On-Page SEO</li> <li>· Link Building</li> <li>· Social Media Management</li> <li>· Digital PR</li> <li>· Email Marketing</li> <li>· Blog Posts</li> <li>· Videos</li> <li>· Other Advanced Content</li> <li>· PPC Campaign Management</li> <li>· Lead Nurturing</li> </ul>	15 Hours/Month	25 Hours/Month	40 Hours/Month
<b>Monthly Analytics Reporting &amp; Analysis*</b>	YES	YES	YES
<b>Investment: 12-Month Contract</b>	<b>\$2500/month</b>	<b>\$4500/month</b>	<b>\$7500/month</b>
<b>Extra Service Hours</b> (5-Hour Blocks)	\$625	\$625	\$625

\*Requires free Google Analytics and/or paid HubSpot subscription

Get Started 

Call: (800) 474-1573  
 Email: [Tod@SparkInboundMarketing.com](mailto:Tod@SparkInboundMarketing.com)  
[www.SparkInboundMarketing.com](http://www.SparkInboundMarketing.com)

# Business Blogging & Social Media Packages



What You Get	Glow 	Flame 	Fire 
Custom Wordpress or HubSpot* Blog Design	YES	YES	YES
Blog Hosting & Custom Blog URL	YES	YES	YES
Keyword Research & Selection	YES	YES	YES
Social Media "Share" Plugins and RSS Feed Setup	YES	YES	YES
Setup and Auto-Share on Company Facebook, LinkedIn, Twitter, and Google Plus pages	YES	YES	YES
Original Blog Post Writing w/Keyword Optimization	You provide blog article content. Spark optimizes your content and publishes to your blog (up to 8 per month).	YES Spark originates 4 per month	YES Spark originates 8 per month
Google Analytics Tracking	YES	YES	YES
Blog Comment Moderation	You handle it	You handle it	YES
Email Signup Form Linked to MailChimp* or HubSpot*	YES	YES	YES
Monthly "Latest Blog Posts" RSS Email Campaign w/Custom Email Template in MailChimp* or HubSpot*	NO	NO	YES
Monthly Analytics Reports & Analysis	Self-Service	Self-Service	YES
<b>Investment: 12-Month Contract</b>	<b>\$500/month</b>	<b>\$1200/month</b>	<b>\$1800/month</b>

\*HubSpot and MailChimp subscription fees not included.

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