



Lucent
CONNECTIONS

2018 PRICE LIST

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WEB MANAGEMENT

GET STARTED

- Your website installed on WordPress with preferred domain & custom email
- Basic plugins installed to ensure ease of use & security
- Theme installed with fonts & colours set with logo & favicon (site icon)
- A customised Get Started user guide
- 1 hr of question / troubleshoot time

from \$500*

* does not include costs incurred from hosting, premium themes, or other

MOMENTUM

- Everything in Get Started **PLUS**
- One set of agreed upon theme changes made in custom CSS
- Client provided content & images inserted and laid out
- One revision of lay out included up to 2 hours
- 1 extra hour of question / troubleshoot time

from \$950

ALL IN

- Everything in Momentum **PLUS**
- Content written for five web pages
- Icons and imagery created or sourced from a stock website (up to five)
- Unlimited revisions up to 5 hours

from \$2100

AD-HOC

- Pay as you go updates and changes to themes, plugins and content, charged hourly

**\$50 per hour
3 hour minimum**

CONTENT WRITING

WEB

- Static web content that is engaging and SEO-friendly
- Your website should reflect your brand, draw in your audience and keep them there
- Up to five pages of keyword enriched content

from \$400

BLOG

- Engaging, keyword enriched blog posts
- Get shareable content that improves your Google ranking
- Google favours websites that feature fresh informative content that is updated regularly
- 1 post up to 800 words

**from \$80
available as ongoing
retainer**

PRINT

- Informative and memorable content for your print media
- Business cards, flyers, sales proposals, infographics and more
- We can even source printing from local printers at extra cost

**\$40 per hour
3 hour minimum**

EDM

- Email newsletters set up on MailChimp or similar
- Content, design and automation
- Set up welcome emails, and encourage visitors with abandoned carts to return
- Grow your business by targeting your audience right in their inbox

**\$40 per hour
3 hour minimum**

SOCIAL MEDIA MANAGEMENT

SOCIAL AUDIT

- Full audit of your social media content and language used
- Recommendations made for increased reach and engagement, including suggested styling and editing for Instagram and Pinterest if required

from \$100

VIRTUAL ASSISTANT

- Daily, weekly or monthly assistance with preferred social media platforms
- May include hashtag research, content writing, scheduling & posting
- May include engaging with your community on Instagram & Twitter
- May include daily pinning and participation in pin threads to increase reach

**\$40 per hour
5 hour minimum per month**

COLLAB

- We work together to build an exciting and engaging social media community
- Maybe words aren't your strong suit but creating imagery is - or vice versa!
- You maintain control over the final post that makes it live
- We provide advice and guidance (or even holiday / sick cover!)

**\$40 per hour
3 hour minimum per week**

HAND OVER

- Just like having your own in-house social media manager!
- Daily platform management for Twitter, Facebook, Instagram and/or Pinterest*
- Monthly hour-long meetings via Skype to discuss last months performance and next months goals

from \$800 per month for 1 platform
Discounts available for multiple platforms

*premium rates apply for weekends

SEE SOMETHING YOU LIKE?

CUSTOMISE

Pick and choose from any of the packages for a customised plan that's right for you. Talk to us about your overall marketing needs and we will come up with a special package that works for your budget.

COMBINE

Combine any of the aforementioned set packages for a 5% discount

HELLO!

Hi, I'm Laura, founder of Lucent Connections. For the past 6 years' I have worked in marketing directly employed by small businesses in Brisbane and London.

During this time I discovered a passion for all things digital and design. I became obsessed with learning all I could about helping businesses carve out their corner of the internet.

I created Lucent Connections with the time-poor small business owner in mind. You know you need to be online, but either you don't know where to start or you don't have the time to commit. That's where we come in! Whether you need on-going management services, one-off content and website creation, or someone to share the load with, we've got a package for you.

Get in touch today!

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