

WRITE IRELAND - 2018

PROFESSIONAL & PROJECT RATES

Ghostwriting a Book (Memoir, Business, etc).	€9000
Web Page/Landing Page Content Writing SEO and Sales-conversion Copywriting (not design). Generate leads, sales & confidence with professional, conversion-focused copy, FAQ, Team Profiles, etc.	€2500 (per page)
Web Page Re-write/Update SEO and Sales-conversion Copywriting (not design).	€1000 (per page)
Blog Post Single, topic-specific posts, for SEO, marketing, establishing authority, addressing customer pain points.	€750 (per post)
Blog Editorial Calendar and Post Series Continuously generate new traffic with weekly strategic posts, ideally over a 3 month calendar series.	€2000 (per calendar month)
Ebook or White Paper Report, Lead Gen Offer Attract email sign-ups/ new leads, and provide highly useful information to customers via PDF guides.	€3000
Mailing List Setup/ Review & Update Collation and clean-up of existing customer data, setup (through mailchimp), initial email welcome message.	€2500
Electronic Newsletter/ E-zine Maintain customer loyalty and establish your expertise with weekly issues, filled with tips and offers.	€2000 (per calendar month)
Social Media Setup Create an inviting page with robust initial content.	€300 (per account)
Social Media Management Consistently grow with posting/monitoring 1-2 hours per day, 5 days/week. Facebook, Twitter, Instagram,	€2000 (per calendar month)

etc.	
Marketing Strategy, Planning, any Consulting.	€120 per hour

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