

NEKO 猫 studios

DESIGN + MARKETING
mynekostudios.com



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@mynekostudios

SERVICES OVERVIEW

Branding

Marketing

Logo Design

Custom Websites

eCommerce Development

Website Maintenance



WEB DESIGN PACKAGES

WEB DESIGN RATE: \$40/HR

BLACK

REQUEST >

\$799+

- 10+ Navigation Pages
- Basic SEO & Google Analytics
- Contact & Subscribe Forms
- 2 Design Review Sessions
- 14 Free Revision Requests
- 2 Free Hours of Maintenance

E-COMMERCE + \$500

- 27+ Products
- +1 Design Review Session
- Automated Emails
- Product Collections & Categories
- Product Quick View Function

PURPLE

REQUEST >

\$2799+

- 20+ Navigation Pages
- Advanced SEO & Google Analytics
- Contact & Subscribe Forms
- 5 Design Review Sessions
- 27 Free Revision Requests
- 7 Free Hours of Maintenance

E-COMMERCE INCLUDED

- 50+ Products
- Automated Emails
- Product Collections & Categories
- Product Quick View Function
- Product Search Filters



All web design packages include a free domain name for 1 year, SSL security, and a responsive custom design. **eCommerce development includes** a custom store design and layout, product sorting, shipping and tax setup, and payment method setup.

Additional unique-to-you website features can be requested, quoted, and added based on the hourly rate.



WEBSITE MAINTENANCE

SERVICE RATE: \$20/HR



SERVICES INCLUDED

Updating text/graphics/media, blog post scheduling, blog graphics design, app & plugin maintenance and updates, adding new pages and products, updating product/tax and shipping info, redesigning store and page layouts, fixing website bugs and functionality issues, ensuring hosting and domain subscriptions are current, etc.

A monthly 15-minute phone call to discuss major tasks for the month.

PLEASE NOTE: Store and blog management are not included with maintenance. Your sales/customer information or product inventory/shipping will not be accessed for the purpose of management. Blog post content must be provided for scheduling.

HOW IT WORKS

You will be quoted a set amount of hours per month based on the average work you need to be completed monthly [10 minimum].

Once the quote is approved, service begins and an invoice will be sent 7 calendar days before the 1st of every month. The invoice is due 2 calendar days before the 1st of the month before any work can begin.

You will be provided a Maintenance Studio to track tasks/hours and to request additional tasks throughout the month. Any leftover hours will roll over to the next month. Continuous excess hours will result in an invoice adjustment to lower monthly hours.

REQUEST MAINTENANCE ONLY



LOGO DESIGN PACKAGES

LOGO DESIGN RATE: \$50/HR

BLACK

REQUEST >

\$279+

- 3 Logo Design Concepts
- 2 Logo Layouts/Formats
- 2 Alternative Color Designs
- 2 Design Review Sessions
- 7 Free Revision Requests
- Color Specs & Fonts Guide

**FREE FRONT-ONLY
BUSINESS CARD DESIGN
WITH YOUR NEW LOGO**

PURPLE

REQUEST >

\$799+

- 5 Logo Design Concepts
- 4 Logo Layouts/Formats
- 4 Alternative Color Designs
- 4 Design Review Sessions
- 27 Free Revision Requests
- Color Specs & Fonts Guide

**FREE FRONT & BACK
BUSINESS CARD DESIGN
WITH YOUR NEW LOGO**

LOGO FAMILY DESIGNS | \$50/HR
Request logo designs for any SBUs
under your business umbrella.

ALTERNATIVE COLORS | \$10/LOGO
Get a flexible logo by alternating
colors to compliment any medium.

BRAND DEVELOPMENT

SERVICE RATE: \$50/HR



SERVICES INCLUDED

- 2 Additional Logo Design Concepts
- 2 Additional Design Review Sessions
- Brand Tagline Development
- Brand Voice Development
- Brand Color Palette Exploration w/Mood Boards
- Branded Visual Content Mock-Ups
- Brand Management Guidelines

HOW IT WORKS

You will be quoted based on your chosen logo design package and any add-ons you may have requested. The more extensive the logo design process, the more in depth the branding process.

Once the quote is approved, it will be added to the overall project total.

Tagline & Brand Voice Development will position your brand within your target market by creating a memorable catchphrase, slogan, or motto and an overall "brand personality" or "voice". **Color Palette Exploration** is the process of defining the perfect brand colors by looking into deeper meanings behind your brand. This will include the purpose, vision, business model, etc. **Mood Boards** are a type of collage consisting of images, text, and samples of objects in a composition that can be used to convey a general idea or feeling. These can greatly assist when developing that perfect color palette for your brand. **Branded Visual Content Mock-Ups** will give you a peek into the future of your brand by providing visuals of your logo on various mediums.

SOCIAL MEDIA MANAGEMENT

MANAGEMENT RATE: \$27/HR

BLACK

REQUEST >

\$250+

- 7 Graphics Per Week
- Basic Static Feed Posting
- Basic Strategy Development
- Monthly Marketing Reports
- Weekly Content Calendar Collab
- 15-Minute Monthly Strategy Call



ADD-ON SERVICES

- Caption Copywriting - \$5/post
- Hashtag Research - \$50/month
- Social Media Graphics - Prices Vary

PURPLE

REQUEST >

QUOTED

- Static Feed, Reels, Stories, and Carousel Posting
- Monthly Marketing Reports
- Weekly Content Calendar Update
- Research & Strategy Development
- 30-Minute Monthly Strategy Call

ADDITIONAL FEATURES

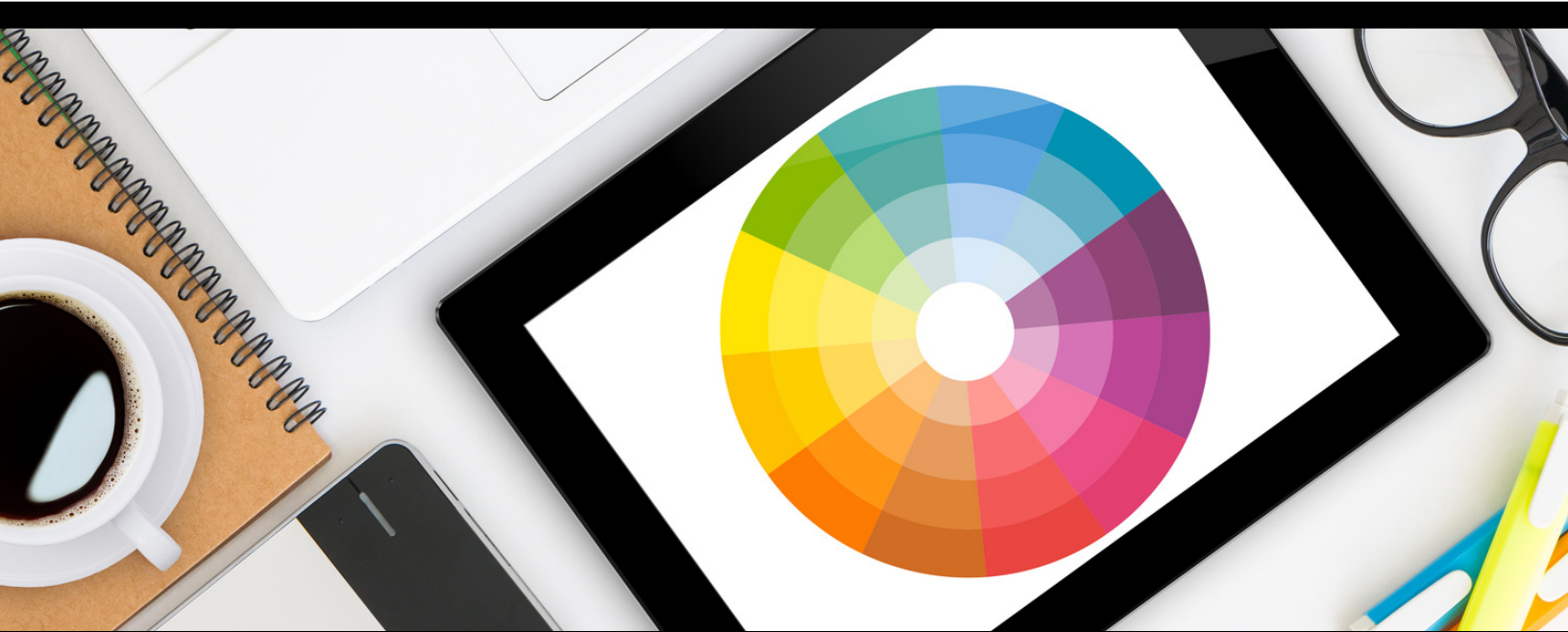
- Caption Copywriting
- Hashtag Research
- Post Reply & DM Engagement
- Any Social Media Platform

HOW IT WORKS: You will be quoted based on your chosen package, add-ons, number of platforms, and the amount of content curated per week based on the strategy developed. Once the quote is approved, service begins and an invoice will be sent 7 calendar days before the 1st of every month. The invoice is due 2 calendar days before the 1st of the month before any work can begin.

We will have a monthly strategy call/meeting to discuss upcoming content and strategy. You will receive a weekly content calendar to either approve or add captions/hashtags and a monthly marketing report that details that status of your social media accounts.

DESIGN & MARKETING WORK

GRAPHIC DESIGN RATE: \$50/HR



SOCIAL MEDIA SERVICES

ACCOUNT SETUP | \$50 EACH

Custom Cover Photo and Profile Pic Design, IG Highlight Button Designs, Link In The Bio

- Add Autoresponder & Online Booking Systems for \$27/HR

ACCOUNT MAKEOVER | \$27/HR

Get a new look (graphics only) for any of your social media accounts. Includes 2 free revision requests per account makeover.

KONEKO SOCIAL MEDIA MARKETING SERVICES

- POST GRAPHICS - \$10 EACH
- POST TEMPLATES - \$7 EACH
- STORY GRAPHICS - \$5 EACH



DESIGN SERVICES

GRAPHIC DESIGN WORK | \$50/HR

Everything is designed with your brand in mind. Request print (flyers, posters, signage, etc.) and digital (presentations, newsletters, email marketing templates, etc.) marketing work that your business needs.

PROMO VIDEO | \$40

A 15-second video to promote any message! Add 5 seconds for \$5 each.

- Copyright-Free Music
- MP4 File Format
- 60 Seconds Max
- 7 Free Revision Requests

REQUEST MARKETING SERVICES





DO YOU NEED YOUR
VERY OWN MINI
MARKETING
DEPARTMENT?
BECOME A
MYNEKO CLIENT

