



## Product Guide

Local: **778-760-3929**

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Client Support: **[support@buzzmarketing.ca](mailto:support@buzzmarketing.ca)**

**[buzzmarketing.ca](http://buzzmarketing.ca)**

**Does your  
business  
deserve  
more?**

Whether that's more leads, more awareness, more followers or even just more visual impact - its our mission to deliver that. To get that done, we staff the best people in marketing, design, and business development. Our team comes with technical expertise and are passionate about what we do. Together, we make the digital marketing magic happen.

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## WEBSITE DESIGN

Attract **more customers** with a new website

Turn-key website solutions.  
Tailored to your business.

You only have **seconds to make a first impression.**

It only takes a fraction of a second for website visitors to form an opinion about your business and it's important to make sure it is a good one. Harness the power of a new website to impress prospects and turn them into new customers.



## Website Design Pricing Packages

### Two-Page Website

- ➔ Homepage and Contact
- ➔ Designed with Mobile in Mind
- ➔ Professionally Written Content
- ➔ Optimized for Search Engines

Starting at:  
**\$2800**

### Three-Page Website

- ➔ Everything from Two-Page Website +
- ➔ Your Choice of 1 Additional Page (See Below)
- ➔ Post-launch Support
- ➔ 6 Months Free Hosting

Starting at:  
**\$3300**

### Five-Page Website

- ➔ Everything from Two-Page Website +
- ➔ Your choice of 3 Additional Pages (See Add-Ons)
- ➔ Post-launch Support
- ➔ 6 Months Free Hosting

Starting at:  
**\$4300**

### Optional Add-Ons

- ➔ Additional Pages: **\$600/ea**  
About/Services/Products/Gallery/Blog.
- ➔ Repeatable Page: **\$400/ea**  
Cloned designs for services/products  
Great for SEO and lead gen.
- ➔ Business Photography: **See Page 22**  
Forget stock photos. Enhance your site using  
real photos of your business throughout.
- ➔ eCommerce: **See Page 06**  
Generate online sales and take orders or  
appointments through your website.

## ECOMMERCE WEBSITES

Sell to **your customers** wherever they are

Turn-key eCommerce website solutions. Tailored to your business.

## eCommerce Website Pricing Packages

### Shopify eCommerce Website

- ➔ Purely Product-focused Experience
- ➔ Up to 10 Products added for you
- ➔ Simple to self-maintain
- ➔ Shopify's monthly platform costs

Starting at:  
**\$3500**

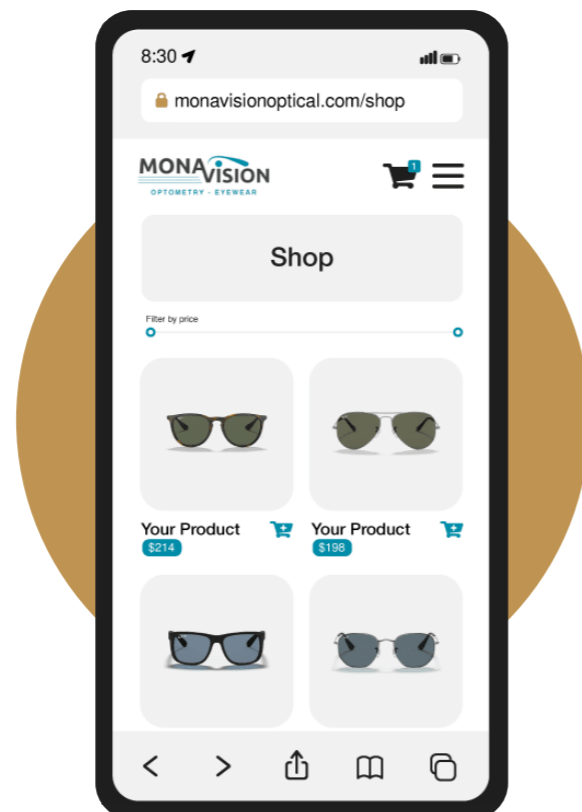
### WooCommerce eCommerce Website

- ➔ Promote your products AND business
- ➔ Up to 10 Products added for you
- ➔ Flexible and customizable
- ➔ Standard Two-Page Website with Home & Contact

Starting at:  
**\$4000**

eCommerce should be **a vital part of any business strategy.**

We offer a range of WooCommerce and Shopify eCommerce website solutions for every budget. Our team will help you decide how best to create your eCommerce website so that it reflects your business goals with features designed specifically to drive customers towards purchasing decisions.



### Optional Add-Ons

- ➔ Additional Pages: **\$600/ea**  
About/Services/Products/Gallery/Blog.
- ➔ Additional Products: **\$300/ea**  
Have Buzz fill out more of your catalog with multiple product photos and SEO friendly descriptions.
- ➔ Product Photography: **See Page 22**  
High-quality product photographs to promote your business or to use in online advertising.
- ➔ Training & Support: **\$1200**  
10 Hours of instructional sessions on how to manage and operate your new eCommerce website.

### Bundle with Monthly Services and Save!

- ➔ Ongoing Monthly SEO
- ➔ Google Advertising
- ➔ Social Media Marketing
- ➔ YouTube Advertising
- ➔ Social Media Management

The more you bundle, the more you save!  
5% for 2, 10% for 3, 15% for 4 etc.



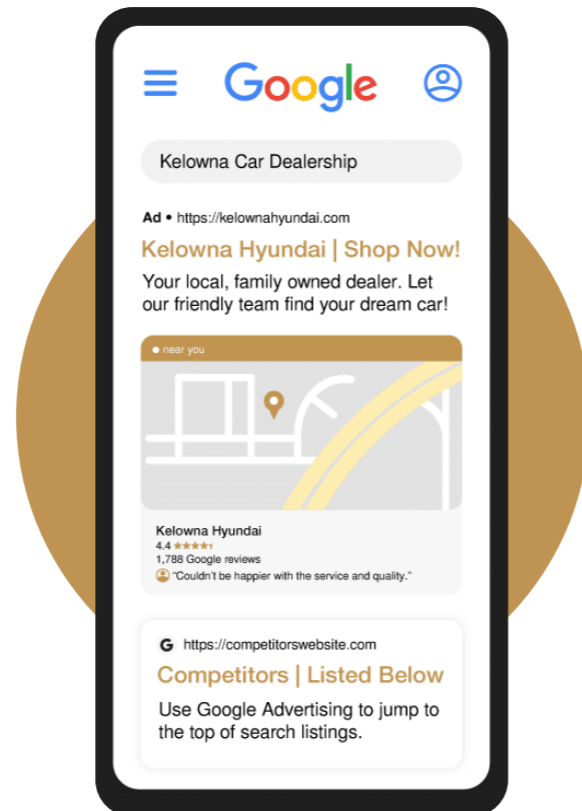
GOOGLE ADS

# Capture more customers with Google Ads

Turn-key online advertising on Google. Tailored for your industry.

## New inbound customers are searching for your business.

Utilize Google Search, Display Advertising, and Remarketing campaigns to attract your target audience and drive traffic to your offers. We have Google Ads packages designed to fit any budget or type of business.



## Google Ads Pricing Packages

### Account Set-up

- ➔ Campaign Strategy and Build
- ➔ Keyword Research
- ➔ Professional Copywriting
- ➔ Search, Display and/or Remarketing

**\$600**  
(One-time)

### Monthly Management

- ➔ Monthly Reporting and Reviews
- ➔ Bid Strategy Optimization
- ➔ Keyword Testing & Exclusions
- ➔ 'Quality Match Score' Improvements

**\$250 + 20% Spend**  
(Monthly\*)

\*Direct Ad Spend Not Included. Monthly Management Fees are calculated as a flat rate + 20% commission of your monthly ad spend. Campaign diversity and coverage dependant are on ad spend.

### Optional Add-Ons

- ➔ Google Business Listing Setup: **\$500/ea**  
Cloned designs for services/products Great for SEO and lead gen.
- ➔ Dynamic Catalog Advertising: **\$200/mo**  
Populate Ad Headlines and Destination URLs based on your sitemap.
- ➔ Google Shopping Campaign: **\$300/mo**  
Selling online? Place your products within Google's shopping network.
- ➔ Lead Generation Landing Pages: **\$700/ea**  
Drive traffic to specialized pages designed to improve conversions.

### Bundle with Monthly Services and Save!

- ➔ Ongoing Monthly SEO
- ➔ Social Media Marketing
- ➔ YouTube Advertising
- ➔ Social Media Management

The more you bundle, the more you save!  
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## LOCAL SERVICE ADS

# Generate more phone calls with LSAs

Only pay when you get leads.  
Limited industry availability.

## Local Service Ads Pricing Packages

### Account Set-up

- ➔ Background Check Assistance
- ➔ 'Google Guaranteed' Provider Status
- ➔ Full Service Profile Created
- ➔ Fine Tuned for Budget and Geography

**\$600**  
(One-time)

### Monthly Management

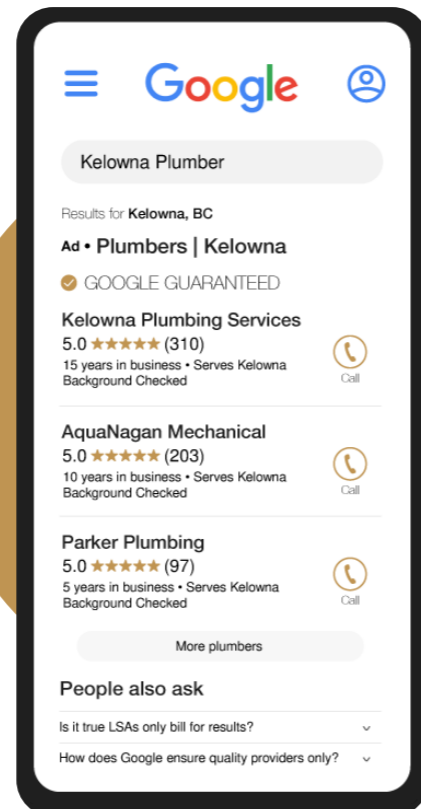
- ➔ Lead Vetting & Disputing
- ➔ Bid Strategy Management
- ➔ Minimizing Cost-Per-Lead
- ➔ Service Profile Edits Ad Hoc

**Lead Costs +20%**  
(Monthly\*)

\*Direct Ad Spend Not Included. LSA costs are likely to vary month-to-month but are set with a target budget in mind. Your monthly bill will be the cost of all calls generated + a 20% management fee.

## Connect with customers booking local jobs that you offer.

In certain industries, Local Service Ads help you connect with people who search on Google for the services you offer. Your ads will show up for customers in your area, and you only pay if a customer contacts you directly through the ad.



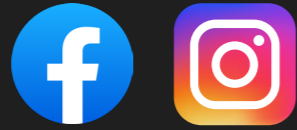
### Optional Add-Ons

- ➔ Google Business Listing Setup: **\$500/ea**  
Cloned designs for services/products Great for SEO and lead gen.
- ➔ Dynamic Catalog Advertising: **\$200/mo**  
Populate Ad Headlines and Destination URLs based on your sitemap.
- ➔ Google Shopping Campaign: **\$300/mo**  
Selling online? Place your products within Google's shopping network.
- ➔ Lead Generation Landing Pages: **\$700/ea**  
Drive traffic to specialized pages designed to improve conversions.

### LSAs pair perfectly with these services:

- ➔ Ongoing Monthly SEO
- ➔ Social Media Marketing
- ➔ YouTube Advertising
- ➔ Social Media Management

The more you bundle, the more you save!  
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## SOCIAL MEDIA MARKETING

# Grow your **business** with social media marketing

Turn-key social media marketing on Facebook, Instagram & LinkedIn.

## Social Media Marketing Pricing Packages

### Account Set-up

- Strategy & Objective Research Document
- Page Access & Conversion Goal Set-up
- Detailed Targeting/Audience Research
- Ad Copywriting & Design

**\$600**  
(One-time)

### Monthly Management

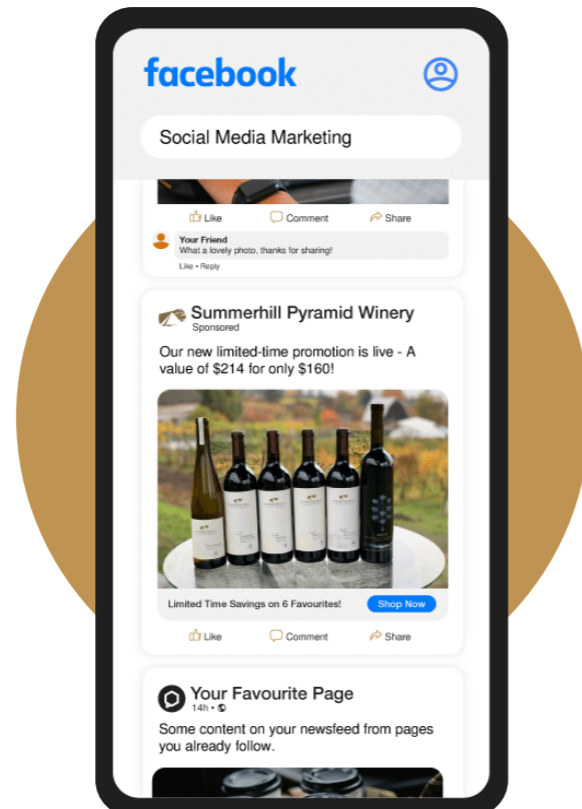
- Campaign Structure Tweaks
- Refreshing Creative
- Audience & Objective Optimization
- Monthly Performance Reporting

**\$250 + 20% Spend**  
(Monthly\*)

\*Direct Ad Spend Not Included. Monthly Management Fees are calculated as a flat rate + 20% commission of your monthly ad spend. Campaign diversity and coverage dependant are on ad spend.

## Get more leads, sales **and profits** with social media marketing.

Reach your target market with Facebook, Instagram and LinkedIn marketing. We have the experience & proven strategies that will take your social marketing campaigns to the next level and deliver results. Let's work together and see what we can do.



### Optional Add-Ons

- Social Account Creation: **\$200/ea**  
Expand the scope of your advertising by aiming for new objectives.
- Dynamic Catalog Advertising: **\$200/mo**  
Carousels using Images and Destination URLs based on your sitemap.
- Product Photography/Video: **See Page 22**  
Improve online sales conversions with high quality product-specific media.
- Lead Generation Landing Pages: **\$700/ea**  
Drive traffic to specialized pages designed to improve conversions.

### Bundle with Monthly Services and Save!

- Ongoing Monthly SEO
- Facebook Advertising
- Social Media Marketing
- YouTube Advertising

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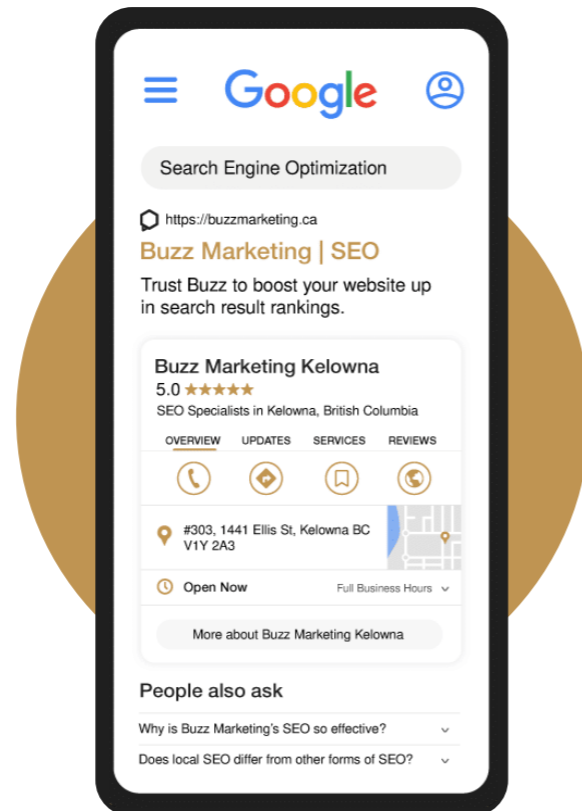
## SEARCH ENGINE OPTIMIZATION

# Get more website traffic & inbound sales

Turn-key Search Engine Optimization. Tailored for your industry.

## Get your website ranking higher & more visible to prospective customers.

Google is constantly updating its search algorithm, which means you need to keep them happy by consistently optimizing your website. As a result our SEO packages utilize a combination of advanced keyword research, on-site seo, link building and blogging to move your website up in the rankings and position it for success.



## SEO Pricing Packages

### Back-of-site Structure SEO

- ➔ Schema Markup and Keyword Research
- ➔ Intensive Competitor Research
- ➔ Professional SERP Copywriting
- ➔ Image, Page & Metadata Tagging

Starting at:  
**\$1000**  
(one time)

### Monthly Ongoing SEO

- ➔ Everything in Back-of-site Structure SEO +
- ➔ Ongoing Link Building + Social Submissions
- ➔ Content Creation + Internal Linking
- ➔ Monthly Blog Writing (1)

Starting at:  
**\$1000**  
(monthly)

### Optional Add-Ons

- ➔ Google Business Listing Setup: **\$500/ea**  
Cloned designs for services/products  
Great for SEO and lead gen.
- ➔ Review Capture Campaign: **\$300/mo**  
A campaign to secure more reviews on your Google profile, boosting your SEO.
- ➔ Additional Blog Writing: **\$200/ea**  
Have us create additional monthly blogs, fast-tracking your results.
- ➔ Google Business Listing Management: **\$300/mo**  
Maintaining and posting updates to your Google Business Listing to improve search visibility.

### Bundle with Monthly Services and Save!

- ➔ Google Advertising
- ➔ Social Media Marketing
- ➔ YouTube Advertising
- ➔ Social Media Management

The more you bundle, the more you save!  
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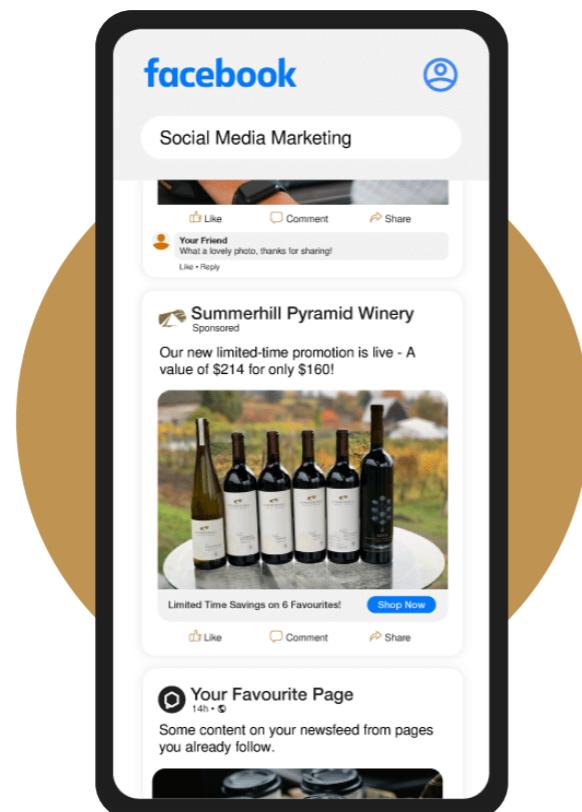
## SOCIAL MEDIA MANAGEMENT

# Create **engaging content** that builds your brand

Social media strategies that engage with customers and gain their confidence.

### Creating **customized content** is the key to engaging customers online.

To engage with your target demographic, you need content that looks and feels like it is coming from the business. This custom-generated material should speak to what's happening within their world as well in current events or pop culture so they know its not just another marketing campaign but actually connects on a deeper level.



## Social Media Management Pricing Packages

### Content Generation Package

- ➔ In-studio content creation
- ➔ On location content creation
- ➔ Professional editing
- ➔ 7 Reels, 7 Graphic/Photo posts

Starting at:  
**CA \$1500/ea**

### Full Social Media Management

- ➔ Everything from Content Generation +
- ➔ Scheduling/Posting to all platforms (3x weekly)
- ➔ Active comment moderation & replies
- ➔ Boosting top performing posts each month

Starting at:  
**CA \$2250/mo**  
(includes ad spend)

### Optional Add-Ons

- ➔ Increased Frequency (+2x): **+\$700/mo**  
For more engagement and growth, increase content generation and posting to 5 times weekly.
- ➔ Increased Frequency (+4x): **+\$1300/mo**  
For maximum engagement and growth, increase content generation and posting to 7 times weekly.
- ➔ Review Solicitation Software: **\$250/mo**  
Tools to secure more reviews on your Social profiles
- ➔ Persona and market research: **\$1200**  
Ensure any and all marketing efforts are speaking to your brand's correct audience with 3 detailed personas.

### Bundle with Monthly Services and Save!

- ➔ Ongoing Monthly SEO
- ➔ Google Advertising
- ➔ Social Media Marketing
- ➔ YouTube Advertising
- ➔ Social Media Management

The more you bundle, the more you save!  
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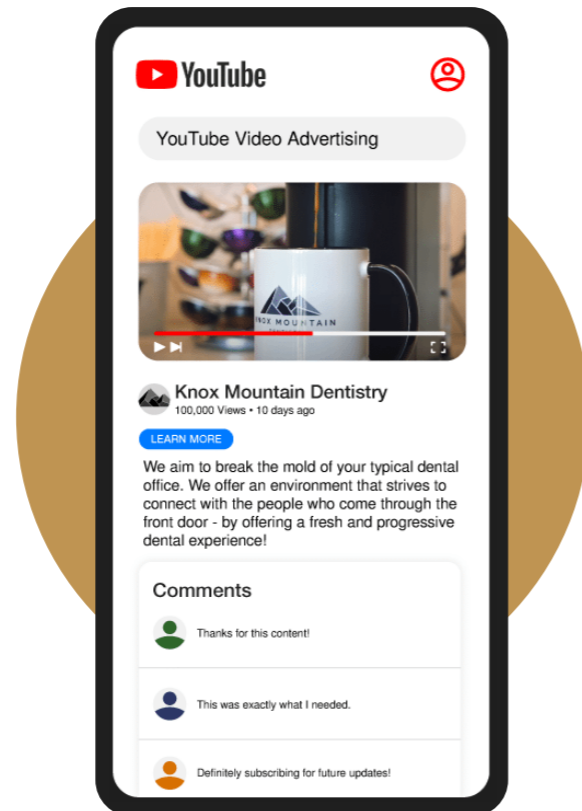
## YOUTUBE ADVERTISING

# Grow your brand with YouTube advertising

Turn-key video advertising on YouTube.  
Tailored for your industry.

YouTube advertising is a powerful tool to grow your business.

YouTube has become the second-largest search engine in the world, which makes it an excellent platform for businesses looking to increase brand awareness, lead generation, and sales.



## YouTube Advertising Pricing Packages

### Account Set-up

- ➔ Setting Skippable vs Non-skippable
- ➔ Setting Placements (Pre-roll & Mid-roll)
- ➔ Setting up Audiences & Geo-Targeting
- ➔ Full Length and/or 6 Second Bumpers

**\$300**  
(One-time)

### Monthly Management

- ➔ Everything in Video Views Awareness +
- ➔ Bumper Ads
- ➔ Discovery YouTube Search Ads
- ➔ Display/Non-Video Ad Overlays

**\$150 + 20% Spend**  
(Monthly\*)

\*Direct Ad Spend Not Included. Monthly Management Fees are calculated as a flat rate + 20% commission of your monthly ad spend. Campaign diversity and coverage dependant are on ad spend.

### Optional Add-Ons

- ➔ Video Production: **See Page 22**  
Professional filming and editing of a commercial (or series of commercials) for your business
- ➔ Video Editing: **See Page 22**  
Already have footage? Have your video edited with voiceovers, titling, graphics and more
- ➔ Additional Video Campaigns: **\$200/ea**  
Expand the scope of your advertising with multiple videos running simultaneously.
- ➔ Lead Generation Landing Pages: **\$700**  
Drive traffic to specialized pages designed to improve conversions.

### Bundle with Monthly Services and Save!

- ➔ Ongoing Monthly SEO
- ➔ Google Advertising
- ➔ Social Media Marketing
- ➔ Social Media Management

The more you bundle, the more you save!  
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## GRAPHIC DESIGN & BRANDING

Attract more  
customers  
with pro branding  
& graphic design

On-demand graphic design services.  
Tailored for your business.

Your brand **is your story** and we can help you tell it.

We create professional logos, brand guides, business cards and much more that precisely articulate your company's mission, vision and values. Whether you're looking for a complete branding package or just want to freshen up your old logo, our skilled graphic designers are here and ready to help.



## Graphic Design & Branding Pricing Packages

### Logo Package

- In-Depth Identity Workshop
- 3 Rounds of Designs + Revisions
- Variety of Formats and file types
- Source File Ownership

Starting at:  
**CA \$1500**

### Branding Package

- Everything included in Logo Package +
- Brand Standards Guide
- Customer Persona Package
- Marketing Research Package

Starting at:  
**CA \$3500**

### Optional Add-Ons

- Graphic Design Hours: **\$135/hr**  
Need brochures, business cards, billboards or anything looking beautiful? We can help!
- Persona & Market Research: **\$1200**  
Ensure future marketing efforts are speaking to your brand's correct audience with 3 detailed personas.
- Brand Board: **\$500**  
An at-a-glance brand guide with font rules, colour rules, and branding examples for your future design partners.
- Business Photography: **See Page 22**  
Make your future projects come to life with real world images of your brand in action.

### Use Professional Graphics in These Services

- Website Design
- Ongoing Monthly SEO
- Google Advertising
- Social Media Marketing
- YouTube Advertising
- Social Media Management

## PHOTOGRAPHY & VIDEO

# Impress **more** customers with photography & video

Professional photography & video solutions. Tailored for your business.

## Photography & Video Pricing Packages

### Business Photography

- ➔ On-site Photography
- ➔ ~2 Hour Session
- ➔ Professional Editing
- ➔ 50-60 Photos

Starting at:  
**CA \$500**

### Business Video

- ➔ On-site and In-studio filming
- ➔ ~2:30 Run-Time
- ➔ Professional Editing
- ➔ Graphics and Music Included Royalty-free

Starting at:  
**CA \$2500**

### Product Photography

- ➔ Up to 10 products
- ➔ Bright, isolated 'Catalog' shots
- ➔ Stylized, thematic 'Cover' shots
- ➔ Professional Editing

Starting at:  
**CA \$500**

### Basic Headshot Package

- ➔ In-studio Photography
- ➔ 30 Minute Session
- ➔ 1 Digitally Retouched Photo
- ➔ Access to all Unedited Photos

Starting at:  
**CA \$200**

## Show your business **in the way you want** to be seen

Providing your audience with an authentic visual experience of your business will put you way ahead of the competition. Choose one of our photography & video services and provide prospects with an inside view of you and your business so they can connect on a more personal level.



\*We offer a variety of additional photography & video services not outlined above, including: group headshots, product commercials, social media content creation and much more. For a full list, visit [www.buzzphotostudio.com](http://www.buzzphotostudio.com)

# Lets chat about **your** **business** goals

**Book Your Consultation today!**

**Local: 778-760-3929**

**Toll Free: 1-877-753-6047**



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