

# 2020 Pricing & Services Guide

Westfield  
CREATIVE

EMAIL MARKETING *for* THE BUSY BUSINESS OWNER





## HI, NICE TO MEET YOU!

I'm Emily, the Co-founder and email marketing strategist at Westfield Creative.

Our small, creative team is **obsessed with the power of email** and how it can grow your business.

## What We Do

**Our team designs, formats, edits, tests, and schedules your email campaigns for you.**

We are here to help you and your business unlock the power of email marketing. We are certified Mailchimp email marketing experts (and **official Mailchimp Partners**) and we'd love to manage your emails.

Westfield Creative has a small, creative (yet techy) team who loves small businesses. We're obsessed with digital marketing trends and data and crafting beautiful emails. We started in early 2016 and have grown to support over 50 clients and have sent hundreds of emails. (See our client list enclosed.)

“

Email makes money.

For every \$1 you  
spend on email  
marketing, you can  
expect an average  
return of \$38.

”

# WE LOVE OUR CLIENTS

Here are a few of the wonderful brands we've worked with - big and small and ranging from tech to designers, authors, non-profits, e-commerce companies and more.



POSITIVE ENERGY  
fitness + health



“

**“Emily and her team are incredible. They helped me on numerous projects with number businesses and are my go-to referral for everything email marketing related. Emily is knowledgeable, thorough and an all-around amazing person (which makes working with her even better). Hands down hire them for your next project, you’ll be happy you did.”**

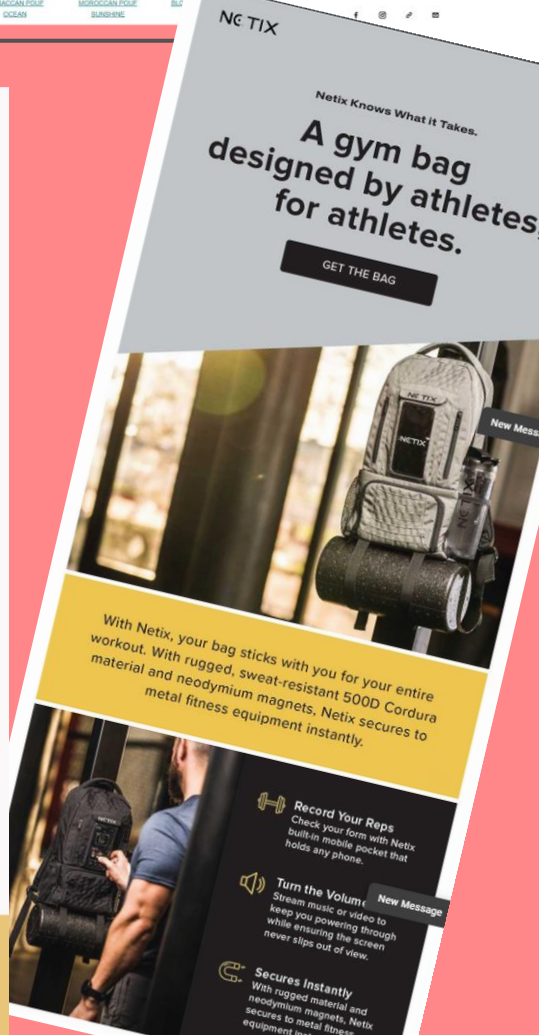
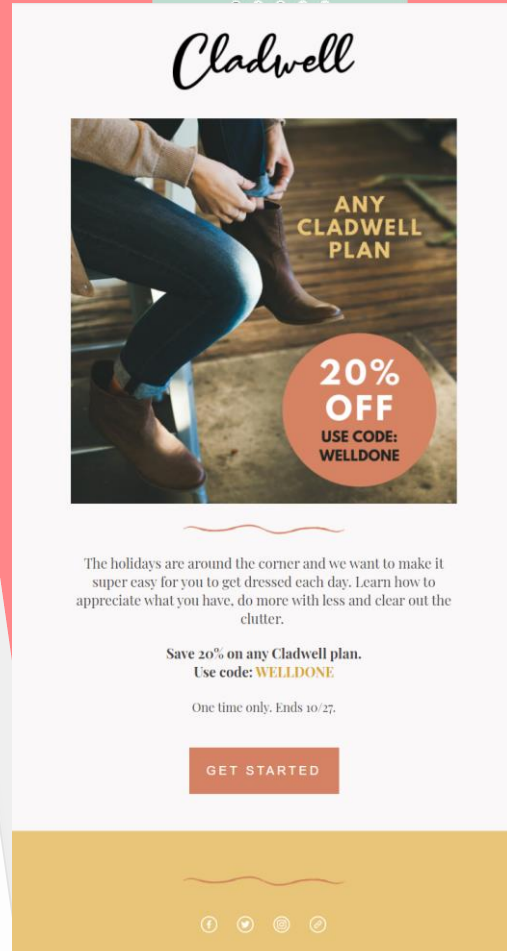
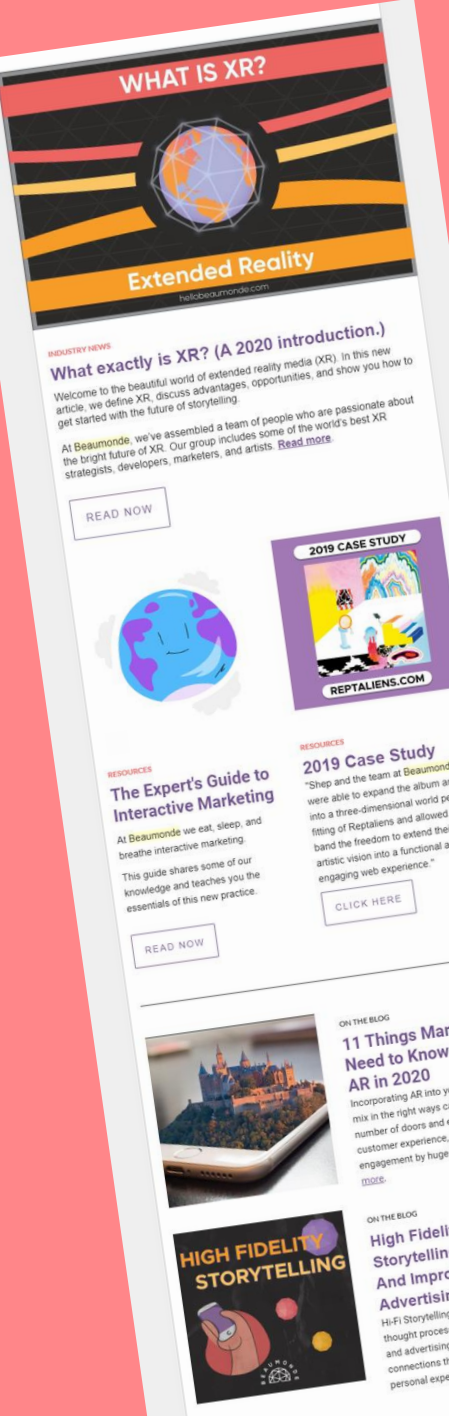
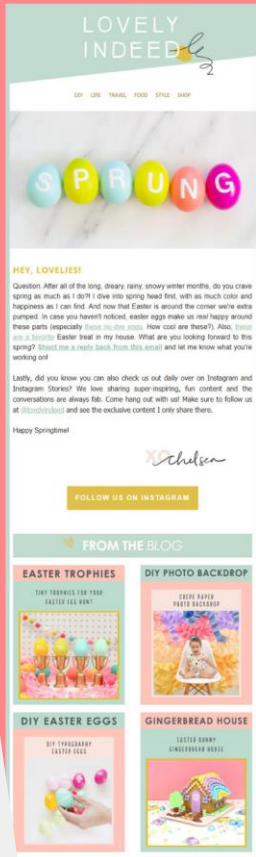
*-Stinson Mundy,*

*Founder, Linden Legal*

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# A FEW OF OUR EMAIL DESIGN SAMPLES

We have hundreds of samples. Please let us know if you'd like to see more!



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**“Working with Westfield Creative was a great business decision. Emily and her team work seamlessly across many platforms and are always cheerful and on time. They have such broad expertise that they are able to help with -- social media graphics, email marketing, website maintenance, list management and more. With Westfield Creative you know your company is in the best of hands, their work is top shelf and I hands-in-the-fire recommend them to any business owners.”**

*-Laura Camacho, [Mixonian.com](http://Mixonian.com)*

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## HOW WE WORK

### Email Marketing Management

Our goal is to be **your outsourced email marketing team** (for a fraction of the cost).

We work with clients **on a monthly basis**, to manage your months worth of email campaigns. Whether that is 1 email per month or 25. Our team is capable of handling your email marketing workload. We also have a small team of sub-contractors who work closely with us daily to design awesome Mailchimp emails.

*We do your emails.*

#### Who We Are

We are sisters in tech (originally from Charlotte, NC). Emily Ryan is based in Chicago, IL (after many years in NYC), and Elizabeth Bogh is based in Lake Tahoe, NV. We work across all time zones.





# OUR PRICING

## Email Marketing Monthly Management

Complete management of your email marketing campaigns on a monthly basis.

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### What You Will Receive

- Management of all contact lists, uploading and merging as needed
- Design of a beautiful email campaign
- Formatting of all content
- Updating of email template, when needed
- Connecting sign up forms to website and social media – if needed
- Creation of custom graphics for visually appealing presentation of up to 5 per month that can be repurposed on web and social
- A/B testing and optimization based on results for every campaign
- Revisions to emails as needed and obtaining final approval before sending
- Mobile testing for all campaigns
- **REPORTING:** A detailed monthly report of all campaigns and recommendations on strategy

### Our Monthly Process

Our team will design, format, test and send your email campaigns for you.

Our goal is to be your outsourced email marketing team. We will manage the entire process from beginning to end for you. From requesting content, providing you with a timeline/calendar each month and

### Pricing

Email Template Design/Creation: **\$299**

Email Campaigns/newsletters: **\$299 each**

You provide the copy/text emails: **\$149 each**

**Pre-designed templates and install: \$199 each**

*Please contact us for a custom quote if you need more than one email per month.*

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## A-LA-CARTE MAILCHIMP SERVICES

Below you'll find pricing for other "a-la-carte" services we can offer to you.

Please note that pricing can differ depending on the scope of your project, so please contact us for a custom quote.

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### Other Services We Offer

- **Custom Email Newsletter Template Design - \$299**  
*A saved Mailchimp email template design that you can use forever for your campaigns.*
- **Mailchimp Landing Page Setup and Design - \$249**
- **Custom Mailchimp Migrations (from another platform) - starting at \$399**
- **Setting up a custom pop-up on your website and connecting to Mailchimp - \$199**
- **Setup your first email campaign - \$299**
- **Email Automation/Workflow setup (You provide copy.)- \$299-\$599**
- **Design of ad or email graphics -- \$85 per hour**
- **Mailchimp Organization/Setup**
  - **Organize your Audience: importing lists, signup form setup on website, consolidating lists, setting up tags - starts at \$150**
- **Set up a Mailchimp integration (ex. Shopify, WooCommerce, Zapier, etc.)- starts at \$150**

# HOW A MAILCHIMP “PARTNER” CAN BENEFIT YOU

(and why our clients think so, too!)

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In early 2019, we were accepted into the Mailchimp Partner Program. We love working closely with the team at Mailchimp. Here are some benefits:

- **Front-of-the-line “Priority” support for you.** As a Partner, we get exclusive access to a special partner support team.
- **EXCLUSIVE ACCESS to partners-only content.** Partners receive roadmap sneak peeks, including detailed product release notes, customer stories, fresh tips and tools, info about marketing webinars, and more.
- **Partners participate in beta testing** and focus groups for new product launches and updates, which give you access to new features and API endpoints before anyone else.

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Consumers believe email is more likely to be around in 10 years than Facebook, Twitter, and cable television.

-Litmus

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## **NEXT STEPS**

(We like to make things super easy for you.)

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- 1. We will work with you to determine how many email campaigns you need per month (or per week) in an initial strategy call.**
- 2. We will send over a short work agreement to e-sign.**
- 3. We will send an invoice for a 50% deposit on Month 1 to get started and you can pay online via credit card or bank account.**
- 4. We start designing your first email and provide you a timeline for the month.**



# We'd love to work with you!

Please let us know any questions and we're always happy to answer.

[hello@westfield-creative.com](mailto:hello@westfield-creative.com)

You can also follow Emily on Instagram for many Mailchimp tips  
[@emilyryanlikes](https://www.instagram.com/emilyryanlikes)

The logo for Westfield Creative. The word "Westfield" is written in a large, flowing, orange-red cursive script. Below it, the word "CREATIVE" is written in a smaller, orange-red, all-caps sans-serif font.

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