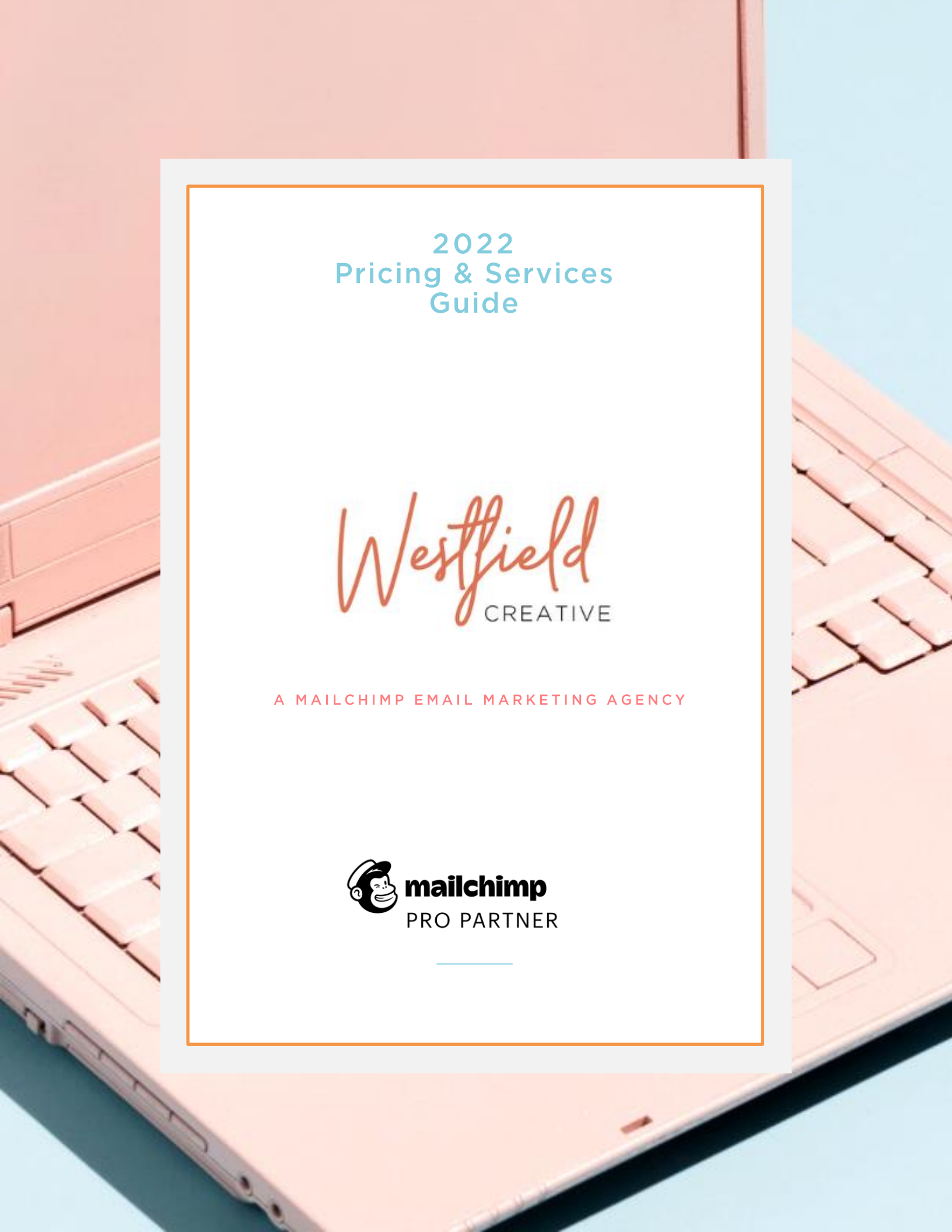
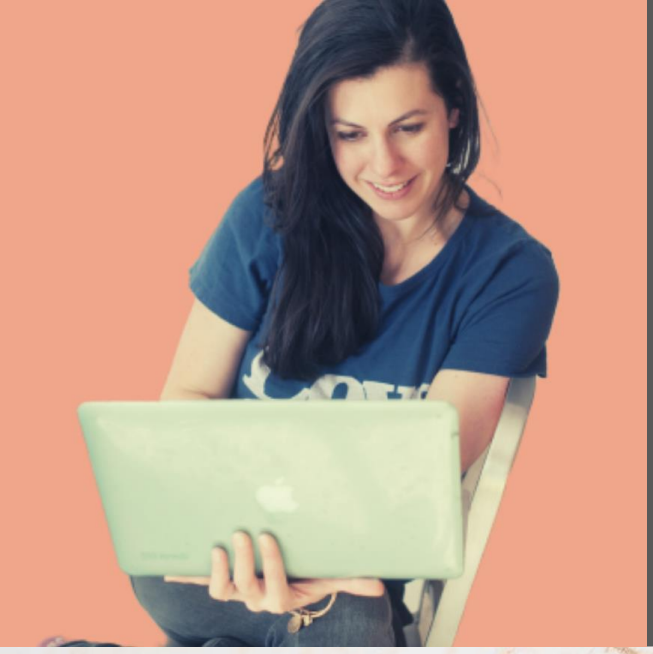


2022 Pricing & Services Guide

Westfield CREATIVE

A MAILCHIMP EMAIL MARKETING AGENCY

mailchimp PRO PARTNER



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

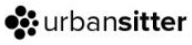
Our team designs, formats, edits, tests, and schedules your email campaigns for you.

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

Westfield Creative has a small, creative (yet techy) team who loves to help business owners make more money or gain new leads through email marketing. We started in 2015 and have grown to support nearly 100 clients and have sent thousands of emails. (See our client list enclosed.)

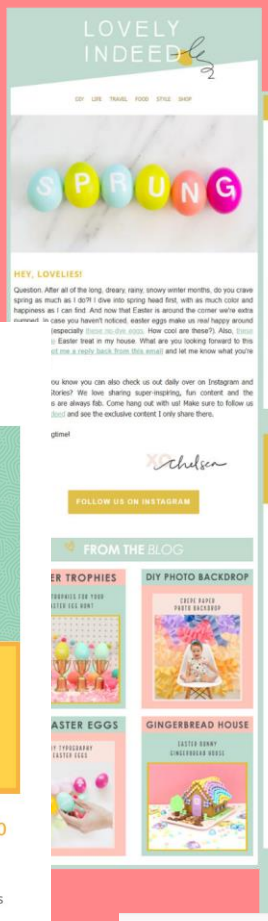
WE LOVE OUR CLIENTS

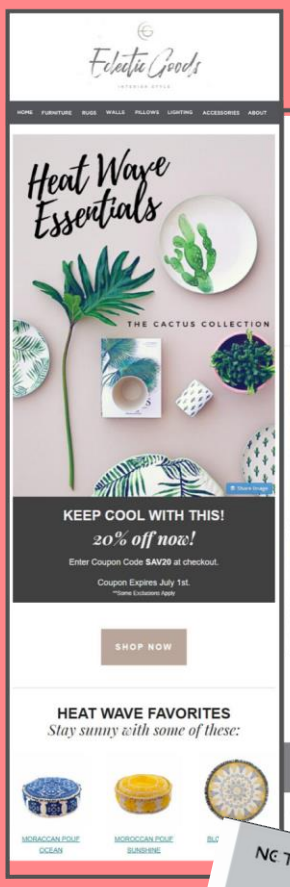
Here are a few of the wonderful brands we've worked with – big and small and ranging from tech to designers, authors, non-profits, e-commerce companies and more.

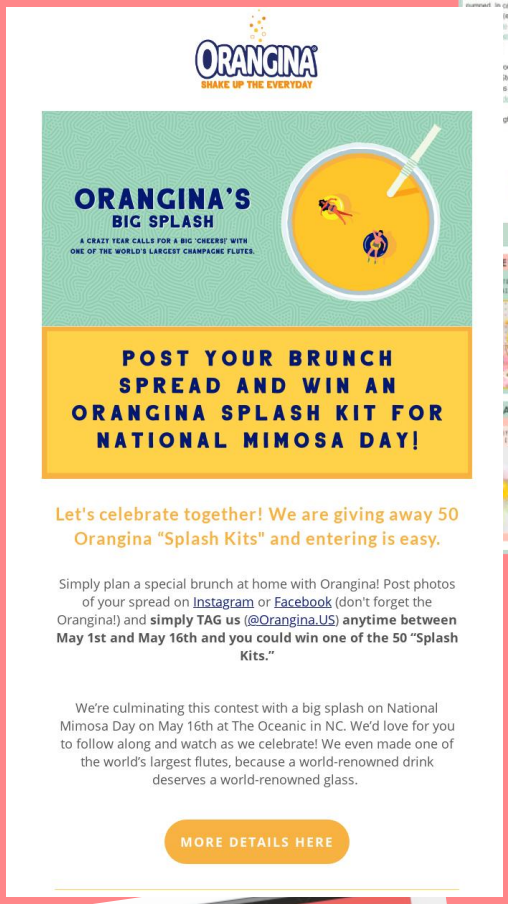


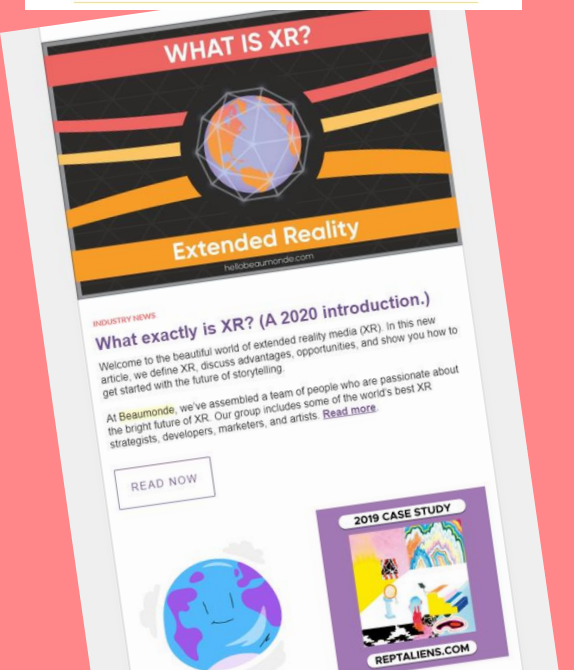
A FEW OF OUR EMAIL DESIGN SAMPLES

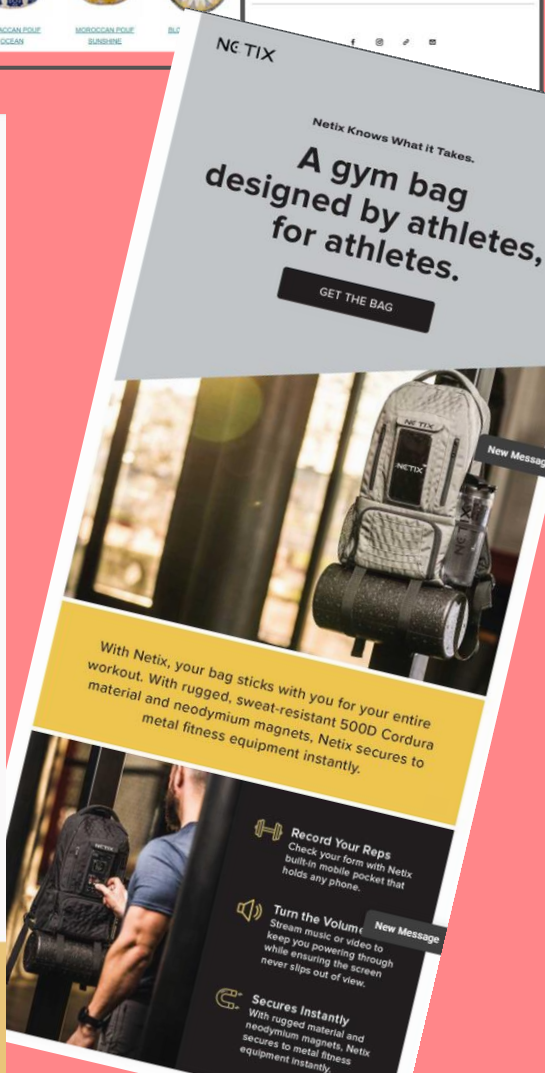
We have hundreds of samples. Please let us know if you'd like to see more!











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 and design your 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.

capabilities: EMAIL MARKETING / WORDPRESS + ADOBE CS GRAPHICS

HOW WE WORK

Mailchimp Email Marketing

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

Please see our standard pricing on the next page.
We also can provide a custom estimate if you have a specific project.

OUR PRICING

Weekly Email Marketing Package
(1 email per week for your business, includes a free "second send" to unopeners): Starts at $1,400 per month

Email Template Design: Starts at $450

One-off email campaigns: $350 each
(Client provides the general content. We design, format and test.)

Welcome Series (3 emails): $1,050

Plain-text (text only) emails (no graphics): $199 per email
(Client provides the copy.)

Choose one of our pre-designed templates, we customize with your brand colors and we install it for you: $299 per template
(Includes a video-walk-through on how to use.)

30-minute Mailchimp Strategy Session/Tutorial: $175
60-minute Mailchimp Strategy Session/Tutorial: $325

Please feel free to contact us for a custom quote.

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.

Other Services We Offer

- **Mailchimp Landing Page Setup and Design – starts at $299**
- **Custom Mailchimp Migrations (from another platform)**
- **Setting up a custom pop-up on your website and connecting to Mailchimp**
- **Setup of your new Mailchimp account and all Mailchimp forms (unsubscribe form, etc.)**
- **Email Automation/Workflow setup (You provide the copy. We setup and test.)**
- **Design of ad or email graphics -- $100 per hour**
- **Set up a Mailchimp integration (ex. Shopify, WooCoomerce, Zapier, etc.)**

We also offer custom monthly email packages.
Please contact us for a custom quote.

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.)

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

You can also follow Emily on Instagram for many Mailchimp tips
@emilyryanlikes

Westfield CREATIVE