



PRICING & PACKAGES GUIDE



WELCOME

Avocado Toast Marketing specializes in helping small businesses and creative entrepreneurs make an impact in their markets by creating on-point messaging through creative website copy, email marketing campaigns, social media support and web design and development for their businesses.

Through our creative process, we work to help identify (or stay true to) your brand and bring it to life on the pages of your website.

When your copy is clear, you are able to cut through the clutter and connect with your ideal client. Your business is worth the time and resources you invest in making your copy effective and persuasive.



ABOUT US

Welcome to Avocado Toast! Where the combinations of your business copywriting needs and avocado toast have a lot in common.

I'm Cara Ray, a copywriter and marketer from Albuquerque, NM who loves working with creative business owners to craft copy that connects and converts.

I combine my business and marketing background with my love for crafting words that are winsome and winning for your business. I deliver results-driven copy that will free your mind and your time. Let's make something delicious together!



SERVICES



DONE FOR YOU MONTHLY CONTENT - \$5,000/MO

Perfect for established business owners who want to stay in front of their clients with offers, deals, and product updates. Ideal for e-commerce businesses.

Includes all your ongoing content needs.

- Monthly Newsletters (up to 15/mo)
- Weekly Blog posts (up to 5/mo)
- Custom curated Daily Social Media (5x/week-everything listed in the Social Package)
- Product descriptions for your website (if applicable)

Customization available to meet your unique needs.

WRITE MY FUNNEL! - \$800

Having a solid funnel or nurturing email sequence is all the rage these days! Marketers have learned that it is often through having a clear process through which we 'funnel' our customers that we're most likely to build relationships, save clients from leaving us, or help educate our consumer. It can be exhausting figuring it out. Let Avocado Toast come alongside and write a custom funnel for your business.

Discovery process:

What Type of Funnel Do You Need?
One-hour Consultation Call
Email creation up to 10 emails

Timeline: typically 2-3 weeks

DESIGN & WRITE MY WEBSITE - \$7,000 +

Perfect for entrepreneurs and startups who want it ALL done for them. With the Avocado Toast Marketing Team, we'll put together a website that zings on all levels. Your fully customized website will make a killer first impression both visually and interactively and your web copy will turn visitors into customers.

- 60-minute Consultation Call
- Branding Worksheet
- Secure Domain name
- Annual Hosting Service available*
- Expert UX/UI Design
- Includes 3 template options
- Customized home page
- Customized interior pages
- Home | About | Services | Product | Landing Page Opt-In | Contact
- Social Media accounts set-up and integration
- SEO Optimized

+ All copywriting work!

Unlimited support. We don't launch your site, until you are 100% satisfied!

Timeline: typically 4 - 6 weeks

Payment plan friendly!

Add-ons:

- Naming and tagline creation for your business
- Logo design

(Annual fee varies)

WEBSITE COPY PACKAGE - \$3,500

Perfect for established business owners who want to relaunch or refresh their website with impactful copy that speaks to their ideal clients and increases conversions.

- 60-minute marketing call
- Branding Worksheet Discovery
- Website wireframes
- Custom full-website copywriting (up to 6 pages)
- Home | About | Services | Product | Landing Page Opt-In | Contact
- Unlimited email support

Add-ons:

- Email Course (up to 6 lesson email course for subscribers)
- Nurture sequences
- Blog post creation
- Additional website pages
- Newsletter creation

Timeline: 4-5 weeks

Payment plan friendly!

Customizations welcome

BESPOKE COPYWRITING - \$100/HOUR

For those once in a while projects, Avocado Toast Marketing can fill in the gaps in your copywriting needs.

YOUR DAILY EMAIL - \$500/WEEK

Did you know that email continues to be the most effective way to speak directly to your audience? If you're a guru or expert in your field, you probably have a captive audience just waiting to get valuable content from you! Continue to establish yourself as a leading authority, sell your products or services and lead your tribe with a daily email.

5 personalized weekly emails to actively engage with your audience, sell your product!

LET'S GET SOCIAL PACKAGE - \$2,000/MO +

Social media is here to stay. But keeping up with the trends and changes can be exhausting and time-consuming! Let Avocado Toast Marketing manage your social profiles and engage, interact and grow your audience.

- Industry and Competitor Research
- Hashtag Research and Generation
- Calendar Curation
- Grow Followers
- Graphic Design
- Write all your posts
- Posting at optimum times
- Engagement and Responding to Comments
- Maintenance of Profile Pictures
- 25-30 posts/month

Services for following networks: Facebook, Instagram and Twitter



TESTIMONIALS

"Attentive, diligent, and reliable are words I'd use to describe Cara. She's helped me with many writing projects. Each time, I could rely upon her to immerse herself in my project. I knew I had her full attention by the questions she asked so she could be clear on capturing my voice. Cara has an easy going pace that makes it relaxing to review project requirements. Don't mistake this with low quality standards! Cara holds herself to high writing standards as well as meeting her commitments. If you're looking for someone to really understand the messaging you want to achieve and then create content to support that message, you should talk to Cara at Avocado Toast Marketing."

CALEB PAGE, HOMESCHOOL-CURRICULUM.NET

Cara is an incredible asset to our team! I can always count on her work being on time (and usually ahead of schedule). She's meticulous in her work product, easy and pleasant to work with, and most importantly, someone I can trust. Before starting to work with us, she had almost zero previous knowledge of our industry, but she has carefully researched and provided creative, informative and fun content to capture our audience's attention (and most importantly driven up our sales!). I wholeheartedly recommend her work, as long as she doesn't stop working with us!

JUAN PANESSO, CIGARS DIRECT



*My company hired the services of Avocado Toast Marketing to develop and implement a site for my business expansion. I needed an easily navigable site with pictures and descriptions of the work and services my company provides. **Cara provided all this and more within the 30 day launch-time initially promised.** She was helpful in our consultations; her suggestions were based on her understanding of my product. She had done product research and knew how best to make adjustments to the website overview and ease of use. The final product came in at budget and on time. I would highly recommend Avocado Toast Marketing!*

CRAIG SOWERS, DBA KITCHENS BY CRAIG, INC.

WHAT'S NEXT

Contact Cara for a no obligation consultation

WEB

AvocadoToastMarketing.com

EMAIL

cara@avocadotoastmarketing.com

SOCIAL

[f](#) [i](#) @avocadotoastmarketing

Let's Collaborate!





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www.avocadotoastmarketing.com
facebook.com/avocadotoastmarketing
instagram.com/avocadotoastmarketing

Due to the nature of exchanging services for dollars and the need for a high level of trust, Avocado Toast Marketing requires a 50% deposit upon the commencement of a project for first-time clients and a credit card to remain on file. Twenty-five percent of the remaining balance will be billed at the halfway point in the project, and the final 25% of the balance will be invoiced at the completion of services rendered. Thank you!