



## Copywriting, Content Creation & Strategy



### Summary of Services

Moonphase Creative offers copywriting, content creation and social media management and strategy services to solopreneurs and small to medium-sized businesses. We offer a variety of packages and tiered pricing to help you find the combination of services that fits your needs.

### Our Approach is a Slow Roll, Not a Quick-Fix

Organic SEO thrives on keywords strategically used in a certain structure on websites. Rather than pushing paid ads that often result in fewer conversions and leave you with little voice in the matter, we believe organic SEO is a great strategy for your business in the long run.

Organic social media strategy runs on the concept that slow and steady will win the race. Over time, you'll see a greater following, a more involved community, and develop meaningful connections with the right clients. While quick solutions like paid ads can be a useful tool, these are not the ultimate or only approach to utilize in web marketing.

With our organic SEO approach, we optimize your landing page and/or site service pages while making the copy relevant and engaging for potential clients who come to your web page for real information and services.

Static pages make up your website and don't need to change very often:

- Home Page
- About Page
- Service Pages
- Contact Us

Because these pages don't change very often and are direct resources for visitors to learn more about you, your company, and how you can serve them, the writing needs to be clear, concise, and informative while remaining reflective of your brand.

We also offer ongoing social media services, email marketing, and blog writing services to help round out your brand messaging and communication efforts. Whether you're creating a web presence from scratch, or have an established web presence, we can help boost your marketing communications to the next level and offer help with social media strategy, content planning and creation, and tailor our services to meet your needs.



## Copywriting Package

We analyze keywords to determine the best strategy then use those as anchors in your static pages. This includes writing for pages such as the landing page, about page, Service Pages, and so on. You choose the Topic Pages, up to ten for our standard package, and we write the copy with two passes of edits and revisions included in the price.

\$850 for up to 10 pages of copy.

\$100 per each additional page

(Most Websites utilize less than ten pages of static copy)



## Content Writing & Strategy

Growing your website's relevance and rankings can be done over time with continuous addition of content. I recommend a weekly blog post at minimum to keep Google crawling through your site, while also having relevant, engaging content to share and circulate across social media platforms.

Blog posts should have two to three images and captions/descriptions can also be done to specifically target your chosen keywords. Posts should also have a minimum of one-thousand words. We structure blog posts and copywriting in a way that is SEO/web browser friendly. It's a subtle appeal to the algorithms that the reader won't even notice.

**Blog Post:** \$250/Post

### **Weekly Blog Packages:**

Four posts per month delivered on an agreed-upon schedule.  
\$850/Month for Premium Blog Posts



## **Social Media Services**

### **The Presence Package**

A weekly visual post with relevant strategy and notes for you to use to build your content strategy and your own content calendar. Help build your brand image, develop your voice, and let us help you save time.

\$100/Month

### **Weekly Package**

Single Platform, 2-4 posts per week, posted on a determined schedule through our social media management tools.

Custom designs, Copywriting & content creation with relevant strategy for your brand and message.

\$250/Month

### **The Influencer Package**

Posts delivered on a weekly schedule including designs, content writing, and a hands-on client-focused approach to involving you in our process.

Up to 25 posts/month

\$750/month



## Consultation & Strategic Marketing

We can also schedule appointments to discuss actionable items you can implement to help you implement your content and social media strategy with long-term and short-term success in mind. We'll identify your goals, discuss your branding and social media strategy.

\$65/Hour



## Custom Retainer Packages

We are also happy to tailor a monthly retainer package (minimum **\$500**) to tailor your ongoing social media content and copywriting needs. We develop a contract to outline the services you'll need on an ongoing basis. We pride ourselves on our transparency and clear communication, and all our monthly retainer packages include a monthly meeting with the Moonphase Team to discuss performance, goals, strategy, and more to continue aiming for meaningful growth and development for your brand.

### **We appreciate your business!**

We are always excited to help clients build the online presence their business needs to succeed. Thank you for letting Moonphase Creative help with your web content, copywriting, and social media solutions. We are incredibly thankful for the opportunity to be a part of your journey.

Look forward to being in touch,

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