

Which service package is best for you?

A SELF ASSESSMENT

Congratulations, friend! You've made it to the starting line of your personal Pinterest marketing journey! Like any worthwhile adventure, there will be lots of new lessons along the way. But don't fear, you are not alone!

Take this self-assessment to find the perfect Pinterest package to ensure your success based on your current online presence. During our time together, we will work together to develop your confidence online, and (most importantly) create value for your audience!

1 How many books, articles, or publications do you have under your belt?



I'm about to launch my debut!



If I had to guess, I'd say 1 to 5-ish?



A full library's worth- too many!

2

How often do you update your website?



What do you mean?! I have to update it!



Once in a blue moon.



OMG constantly. New blog posts, activity kits, and the latest news!

3

Do you have a blog and how often do you post?

A

I have a blog, but my last post was in 2018.

B

Is one post every six months enough?

C

My blog is very active and I look forward to my subscribers' comments!

4

How many pages on your website?

A

Umm, what's a page?

B

If I had to guess, I'd say 10 to 15-ish

C

Too many to count! But it's organized, I promise!

5

Do you have supplemental materials for your books?

A

My book is in the works! Activities coming soon!

B

I've got swag, does that count?

C

One for every book, and even a couple extra activities!

6

How engaged are you in the community? Are you a speaker? Do you have a coaching program?

A

I'm available for school visits, but I'm still new at it!

B

I'm a member of a couple of literary and writers groups.

C

I have a coaching business and I love speaking at events!

7

Have you defined your marketing goals?

A

I know I need marketing goals, but I'm not sure where to start!

B

Kind of... but I need some support to put them in action.

C

Would you like to hear my quarterly or annual marketing goals?

8

Do you have a logo or brand identity?



Brand? I'm a writer.



I have a few favorite colors I use on my website.



I'll zip the brand assets folder and send them right over!

TIME TO TOTAL YOUR SCORE!
Do you have the most A's, B's, or C's?

A's

FUN PACK OR A BUILD OUT

Hello there, my beautiful online marketing caterpillar. You're new to the online marketing game, but you are ready to learn. A Fun Pack or a platform Build Out would be the perfect start, while you continue to develop your content. With some time, you'll be a marketing butterfly!

B's

BASIC PACKAGE

You know you're "supposed" to be online, but you're not exactly sure what that means. You've started your journey already, but without direction, your online presence still needs some development. You're finally ready to shake off the rust and get back on the content creation horse!

C's

ANNUAL PACKAGE

Double-digit publications, speaking engagements, and content creation are old hat to you. You have activities for all your books, a thriving side hustle, and so much content you don't know what to do with it. We know what to do! PINTEREST!!



The FUN PACK

WHAT'S THE FUN PACK?

The Fun Pack is a marketing package for authors, illustrators, and publishers designed to establish visibility on Pinterest. With the Fun Pack, book creators are not required to establish or maintain a Pinterest business account. Instead, through Pins by Deb, marketers can highlight a product of their choice in multiple ways. As a plus, book creators will receive a report describing the impact of their marketing campaign.

WHAT DOES THE FUN PACK BASIC INCLUDE?

A PRODUCT LANDING PAGE INCLUDING:

- Bio & Headshot
- Synopsis
- Reviews
- Book Trailer (if available)
- Graphic of book, product, or service
- Summary of Special Offer (if available)
- Link to book creator's website

16 PIN/DESCRIPTION COMBINATIONS ASSIGNED TO 4 ROBUST PINTEREST BOARDS

- A total of 64 POTENTIAL VISIBILITY OPPORTUNITIES

FOUR ORGANIC PIN DESIGNS

- Professionally crafted graphic

FOUR UNIQUE PIN DESCRIPTIONS PER PIN DESIGN (16 COMBINATIONS)

- Linked to Product Landing Page
- Keyword rich descriptions

AN ANALYTICS UPDATE AFTER 30 DAYS

FUN PACK BASIC & ADD-ON RATES:

VIDEO PIN -- \$50

featuring book trailer or creative project

STORY PIN -- \$50

communicating the premise of your story, project, or offer

PROMOTED PIN -- \$50

purchased advertisement on Pinterest

**BASIC
REGULARLY \$350**

now \$325



The **BUILD OUT**

WHAT'S A BUILD OUT?

You're tired of spinning your wheels online. I've been there. You're here because you know that Pinterest marketing is what you need to take your online presence and marketing efforts to the next level, but you want to manage your platform yourself.

With the BUILD OUT, we'll get your platform started and offer some coaching calls to get you started. You handle the rest...

WHAT DOES THE BUILD OUT INCLUDE?

ONE 60 MINUTE INITIAL STRATEGY & PLANNING SESSION

- The best Pinterest platforms require planning and strategy. In this strategy call we will point you (and your platform) in the right direction. We will work together to create a strategy for your boards and topic categories you can use later when creating your pins.

20 PINTEREST BOARDS INCLUDING CUSTOM BOARD COVERS

- In addition to setting up your account with Pinterest boards and board covers as unique as you! We will optimize your boards for the best performance once you are ready to fly the coop!

ONE 90 MINUTE TUTORIAL CONSULTATION

- Even though your boards are built and strategy's in place, you'll have a few more questions. That's normal! You're doing great. This consultation will answer all those burning questions and leave you feeling like an empowered pinner!

BUILD OUT ADD-ONS:

ADDITIONAL 90 MIN COACHING CALL -- \$150

- we all need a little extra support now and then. Let us help!

ACCOUNT SET UP SOLO
REGULARLY \$550

now \$500

The BASIC & The ANNUAL



PACKAGE DESCRIPTION

6 MONTHS of full service professional platform mgmt.

12 MONTHS of full service professional platform mgmt.

SET UP/ CLEAN UP FEE

\$500

\$500

MONTHLY FEE

\$425

\$375

TRAINING SESSIONS

X

X

3rd PARTY OPTIMIZATION

Tailwind Add-On

Tailwind Add-On

DURATION

6 months

12 months

MONTHLY PIN COUNT

MIN. OF 20 STAN/VID & 4 IDEA PINS

MIN. OF 24 STAN/VID & 4 IDEA PINS

1-ON-1 CALLS

one 60 minute monthly call

one 60 minute monthly call

MONTH END ANALYSIS

Analytics reported at months end

Analytics reported at months end

PIN SHARE

Original pins will be re-pinned on my Pinterest platform

Original pins will be re-pinned on my Pinterest platform