



DEANNA READ MARKETING

Services & Pricing

Marketing...with a Human Touch

Practical, people-first marketing for nonprofits, startups and growing businesses.

I'm Deanna Read, a marketing strategist with more than 18 years of experience across brand strategy, communications, digital marketing and events. I work with a small number of clients at a time so each one gets senior-level thinking and hands-on execution from the same person.

Every price below is a starting point. Your proposal will reflect your goals, timeline and what you already have in place.

HOW WE GET STARTED

- 1 Free 30-minute consultation.** We talk through your goals and where marketing feels stuck.
- 2 Clear proposal.** You get a written scope, timeline and fixed price within three business days.
- 3 Kickoff.** We start with a strategy session, then I get to work and keep you updated.

Brand & Strategy

Marketing Audit

ONE-TIME PROJECT

\$1,500

A clear-eyed look at what's working, what isn't and what to fix first.

- Website, social, email and analytics review
- Competitor snapshot
- Prioritized action plan and 60-minute walkthrough

90-Day Marketing Plan

ONE-TIME PROJECT

\$3,000

A focused plan your team can follow for the next quarter.

- Goals, audience and key messages
- Channel plan and content calendar
- KPIs and a simple reporting template

Brand Foundations

ONE-TIME PROJECT

\$4,500

Define who you are and how you sound so every touchpoint feels consistent.

- Positioning and audience profiles
- Messaging framework and brand voice
- Visual style guide: colors, type and logo use

Fractional CMO **LEADERSHIP**

MONTHLY RETAINER

\$4,000

per month

Senior marketing leadership without a full-time hire. Up to 30 hours a month, 3-month minimum.

- Strategy, budget and priorities
- Team, vendor and agency direction
- Weekly check-ins and monthly reporting

Website Design & Care

WordPress

Starter Website

\$3,500

ONE-TIME PROJECT

A clean, professional site for a service business that needs to look credible and be found.

- Up to 5 pages, mobile-friendly
- Contact form and basic on-page SEO
- 30 days of post-launch support

Business Website

\$6,500

MOST POPULAR

ONE-TIME PROJECT

A full marketing website built to turn visitors into inquiries.

- Up to 10 pages plus blog setup
- Copywriting support and on-page SEO
- Analytics, booking and form integrations

Website Care

\$175

MONTHLY PLAN

per month

Keep your site secure, current and running.

- Updates, backups and security monitoring
- Uptime checks
- Up to 1 hour of edits each month

Website Care Plus

\$350

MONTHLY PLAN

per month

Everything in Website Care, with room to keep improving.

- Up to 3 hours of edits and new content
- Monthly performance report
- Priority response

Social Media & Email

Social Starter

\$1,200

MONTHLY RETAINER

per month

A steady, on-brand presence on the platforms that matter most to you.

- 2 platforms, 12 posts a month
- Content calendar for your approval
- Monthly results summary

Social Growth

\$2,200

MONTHLY RETAINER

per month

More reach and real conversations with your audience.

- 3 platforms, 20 posts a month
- Weekday community management
- Monthly strategy call and report

Email Setup & Automation

\$1,500

ONE-TIME PROJECT

Build the system once so new subscribers hear from you automatically.

- Platform setup or migration
- Branded template and signup forms
- 3-email welcome series

Newsletter Management

\$750

MONTHLY RETAINER

per month

Stay in touch with the people who already know you.

- 2 newsletters a month, written and sent
- List cleanup and segmentation
- Open and click reporting

Events & PR

Event Promotion Campaign **\$1,800**

PER EVENT

Fill the room with a campaign built around your event.

- Promotion plan and timeline
- Social and email promotion with graphics
- Paid ad setup (ad spend billed separately)

Event Planning & Management **from \$3,500**

PER EVENT

From first idea to final thank-you, handled.

- Planning, budget and vendor coordination
- Run-of-show and attendee communications
- Day-of event management

Press Release **\$650**

PER RELEASE

News written the way editors and reporters want to read it.

- Writing and two rounds of edits
- Targeted media list
- Distribution plan (wire fees billed separately)

PR & Communications **\$2,000**

MONTHLY RETAINER

per month

Ongoing visibility and consistent messaging.

- Media outreach and pitch tracking
- One press release each month
- Key messages and talking points

HOURLY & SAVINGS

Consulting and ad hoc work (1-hour minimum) **\$125/hr**

Any retainer with a 6-month commitment **10% off**

New website + 3 months of Care **1st month free**

Initial consultation **Free**

GOOD TO KNOW

- Projects start with a 50% deposit; the balance is due at delivery.
- Retainers are billed monthly in advance. After any minimum term, cancel with 30 days' notice.
- Ad spend, software, hosting, stock images and wire fees are billed at cost or paid directly by you.
- Custom packages are always available.

Let's talk about your goals.

Book a free 30-minute consultation and get a clear proposal within three business days.

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Prices valid through June 30, 2027. Deanna Read Marketing LLC, Los Angeles, CA.