

MARKETING RETAINERS



MARKETING
PLAN. MEASURE. OPTIMIZE.

**Does the idea of marketing stress you out?
Find relief through our retainer services.**

OpGo is here to convert your marketing budget from an expense into an investment. Our retainer model allows you to avoid paying a separate salary for multiple areas of expertise. We understand that your needs fluctuate every month, and we designed our retainer model with that in mind.

- All retainers include ongoing, prompt communication with a dedicated Account Manager
- No contracts! (We hate those.) Our billing is month to month
- Our retainers are less than the salary of a single marketing professional
- All levels include monthly reports with proactive recommendations

FIND THE LEVEL THAT IS RIGHT FOR YOUR NEEDS.

Not seeing exactly what you are looking for? We'll customize a plan that's just right for you.



\$1,500

20 HRS PER
MONTH

At this level, businesses need specific support for **one main area of marketing.**

Choose one of the following:

- Search Engine Optimization & Paid Search
- Social Media Management
- E-commerce Campaign Management



\$2,500

30 HRS PER
MONTH

At this level, OpGo becomes a true extension of your marketing team. We create and execute a strategic marketing plan tailored to your needs. It is "full-service" support. Services are customizable at this level—mix and match using the retainer services chart.



\$3,500

40 HRS PER
MONTH

Level 3 includes all services in Level 2 but at a higher volume and/or complexity. Larger companies benefit at this level, as they often have multiple divisions with varying needs and goals.



\$4,500+

50+ HRS PER
MONTH

With departments dedicated to each specialty, this retainer includes our entire range of marketing services and detailed performance analysis at a fraction of the cost of hiring an internal team.

RETAINER SERVICES

ACCOUNT MANAGER	WEB UPDATES	DIGITAL MARKETING	CONTENT	SOCIAL MEDIA
ANNUAL MARKETING PLAN	GENERAL UPDATES	SEARCH CAMPAIGNS	GRAPHIC DESIGN	ANNUAL PLANNING
PROJECT MANAGEMENT	BLOG POSTING	DISPLAY & VIDEO	INFOGRAPHICS	CONTENT CALENDAR
MONTHLY REPORTING	CUSTOM PAGES	3RD PARTY / PROGRAMMATIC	BROCHURES	MEETINGS
COMPETITOR RESEARCH	FORM UPDATES	RETARGETING	PDF's	CONTENT CREATION
TRENDS & MARKET REVIEW	TAGS/PIXELS	CONNECTED TV & PODCAST	DIRECT MAIL	SCHEDULING
BRAINSTORM MEETINGS	CONVERSION SETUP	EMAIL	TRADE SHOW	ANALYSIS & REPORTING

ADDITIONAL SERVICES

AUDITS

Not sure where to start? A marketing audit is a great way to see where you stack up against your competitors and get recommendations from experienced marketing professionals.

**STARTING AT
\$500**

BRAND SPRINT

For businesses that need short-term expert marketing support. This can be a consultation, mini-website, graphics, and campaign support.

**HOURLY
BILLING**

WEBSITES

Visually appealing and user-friendly websites, created with SEO in mind. Designed and built to your specifications through our 4-phase process. Pricing varies based on site scope/size (page count, media, & integrations).

**STARTING AT
\$5,500**

DRONE SERVICES

Aerial photo and video capture. Pricing varies based on project type, travel costs, and post-production needs.

**STARTING AT
\$200**

VIDEO SERVICES

We plan, shoot, and edit multipurpose short video content, optimized for ads and organic posts on platforms such as TikTok, Instagram, YouTube, etc...

**STARTING AT
\$400**

DASHBOARDS

We have 3 Levels of Dashboard Services:

- Standard Monthly Reports
- Custom Marketing Dashboard
- Custom Executive Dashboard

**STARTING AT
\$350**