FARGO, ND · DENVER, CO

WHAT STARTUPS ACTUALLY NEED

You need a marketing partner who knows the stages of a brand, and how long it really takes to move from startup to sustainable sales. **OpGo gives you senior-level strategy at a startup budget,** sequenced so every dollar builds on the one before it.

20.4%
of new U.S. businesses are gone before year two

49.4%
have failed by the end of year five

Yr 1–4
where nearly half of all lifetime failures occur

U.S. Bureau of Labor Statistics, Business Employment Dynamics.

THE BUSINESS LIFECYCLE

Most of our startup clients are here in years 1–3

YOU ARE HERE

- **Concept** — Idea & validation
- **Startup** — First revenue (YOU ARE HERE)
- **Growth** — Repeatable sales
- **Established** — Stable market share
- **Expansion** — New markets
- **Maturity** — Scale or exit

THE FIRST THREE YEARS

BUILD IT IN THE RIGHT ORDER

Skip a step and you pay for it twice. Here's the sequence we run with founders.

YEAR ONE
Get a real identity in market

- Business plan & concept review
- Identity package
- Website
- Networking strategy
- Digital marketing training

YEAR TWO
Refine and hone your converting audience

- Refine pricing
- Audience, messaging & channel testing
- Social media program
- DIY digital marketing
- Annual budget commitment

YEAR THREE
Optimize for lead and sales volume

- Channel lead & sales optimization
- Search engine optimization
- Establish funnel benchmarks
- Pace tracking against goals

STARTUP PACKAGES

START WHERE YOU ARE

Pick the piece you need now. Add the next one when you are ready.

IDENTITY

$1,500
FLAT

- Logo
- Style guide
- Business cards
- Social media profiles

WEBSITE

$1,500–$4,500
BY SCOPE

- **1-page scroll site:** $1,500
- **3-page site:** $4,500
- Mobile-ready build
- Analytics installed

TRAINING

From $350
PER SESSION

- Google Analytics
- Digital marketing
- Social media
- Team sessions available

CONSULTING

$100
PER HOUR

- Strategy & planning sessions
- Brochures & web PDFs
- Short video & drone capture
- Media buying & SEO

These are ballpark numbers. Every proposal we write is customized to your scope, your timeline and what you already have in place, so your figures will differ. Tell us what you are building and we will price the actual work.

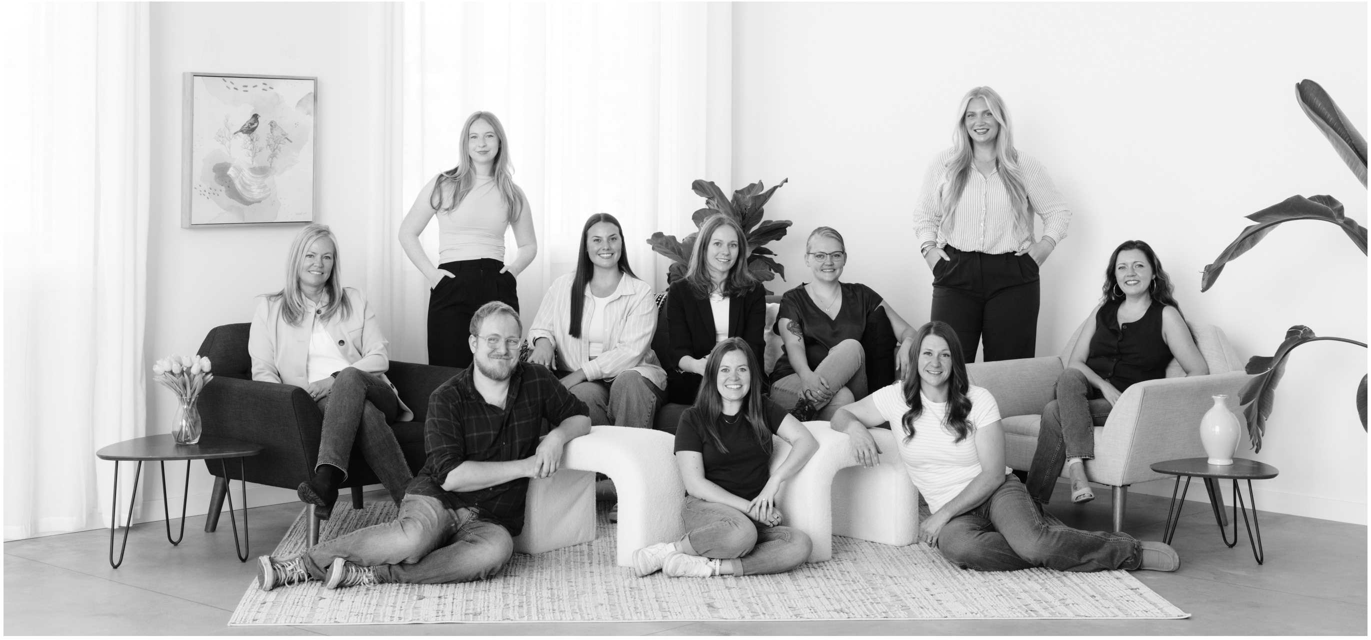
What should you spend?

7% to 9%
OF REVENUE, ESTABLISHED FIRMS

That is the benchmark range for companies with revenue to take a percentage of. In year one you do not have one yet, so the percentage is the wrong tool. **Under 1% of U.S. businesses ever raise venture capital,** so your operating cash is the investor. What gets a startup off the ground is an owner with a clear vision and enough credibility to be believed. **The first dollars buy proof, not volume:** an identity that looks like a real company, a site that answers the obvious questions, and an owner who can say in one sentence what the business is for. Spend on percentages once there is revenue to measure them against.

Benchmark range: The CMO Survey (Duke Fuqua, Deloitte, AMA) 2026 at 9.0% and Gartner CMO Spend Survey 2026 at 7.8% of revenue. SBA guidance for firms under $5M is 7% to 8%.

We meet founders where they are. Until sales are steady, an ongoing marketing budget is not realistic, so we start with straight advice and a plan that grows only as fast as your revenue does.



WHY OPGO?

Our core principle is that marketing should deliver results. **When you invest dollars in marketing, you should get a return.** That matters most for startups still working through the "who are we" phase of branding.

We have spent more than 25 years building brands across agriculture, manufacturing, construction, financial services, aviation and healthcare. We bring that same strategy, analytics and branding discipline to founders who are just getting off the ground.

2015
FOUNDED

25+
YEARS EXPERIENCE

70+
WEBSITES BUILT

WOSB CERTIFIED

VETERAN-OWNED CERTIFIED

LET'S MAP YOUR FIRST THREE YEARS

A 30-minute call, no charge. Pricing subject to scope; written estimate to follow.

OPGOMARKETING.COM

FOLLOW ALONG

@opgo_marketing

Scan for practical marketing tips, straight answers and the work behind them. **No pitch.** Just what we wish every founder knew in year one.