



iLOCAL ONLINE  
MARKETING



Keeping an "I" out  
for Local Businesses



[www.ilocalonlinemarketing.com](http://www.ilocalonlinemarketing.com)



**SMALL BUSINESS SOLUTIONS**  
**BIG BUSINESS RESULTS**

# Hello & Welcome!

*At iLocal Online Marketing, we are passionate about "keeping an 'i' out for local businesses." As a minority-owned, husband-and-wife team, we understand the unique challenges that small business owners face, especially minority-owned businesses. That's why we've made it our mission to provide an all-inclusive marketing approach that brings big business results to small businesses. Let us help you grow, thrive, and succeed in your community!*

*We believe in providing the tools and strategies that empower businesses to compete and thrive, no matter their size. We offer solutions that are not only effective but also accessible for entrepreneurs who dream big.*

*We're more than just a marketing company—we're your partners in success. We offer solutions that are not only effective but also accessible for entrepreneurs who dream big. We believe in providing the tools and strategies that empower businesses to compete and thrive, no matter their size. Let us help you overcome barriers, seize opportunities, and realize your vision for success!*

*Sincerely,*

*Marcello & Laura Robertson*

# What is Branding?



Branding is about understanding what resonates with your target audience, authentically speaking to their identity, and genuinely earning their trust and loyalty. That's why our visual branding process goes beyond creating a stunning visual identity—it helps you clarify your brand vision and solidify your brand's foundation.

Here are some of the services we offer to help your brand stand out:

- Logo Creation
- Website Design
- Brand Photography
- Video Marketing
- Graphic Design
- Social Media Graphics
- Print Collateral
- & more!



We take a heart-centered approach to enhancing your brand image, ensuring it grows in a meaningful and impactful way.

# Logo & Graphic Design



## Logo Design \$150.00

- *Mockups with 3-5 designs*
- *Color & mood palette*
- *Final logo in various formats*



## Print & Graphic Design \$75.00

- *Business Cards*
- *Letterheads*
- *Envelopes*
- *Brochures and Flyers*
- *Postcards*
- *Posters*
- *Banners and Signage*
- *Presentation Folders*
- *Packaging Design*
- *Event Invitations*
- *Rack Cards*
- *& More*



## Specialized Brand Design \$250.00

- *Book Covers*
- *Magazine Cover*
- *Media Kit*
- *Movie Poster*
- *Speaker One-Sheets*
- *Social Media Banners*
- *YouTube Banner*
- *Podcast Banner*
- *Custom Illustrations*



# Social Media Brand Collection

## Graceful Glow

\$350/month

- Account Setup and Optimization
- 12 Custom Posts per Month
- Standard Visual Graphics

## Radiant Growth

\$475/month

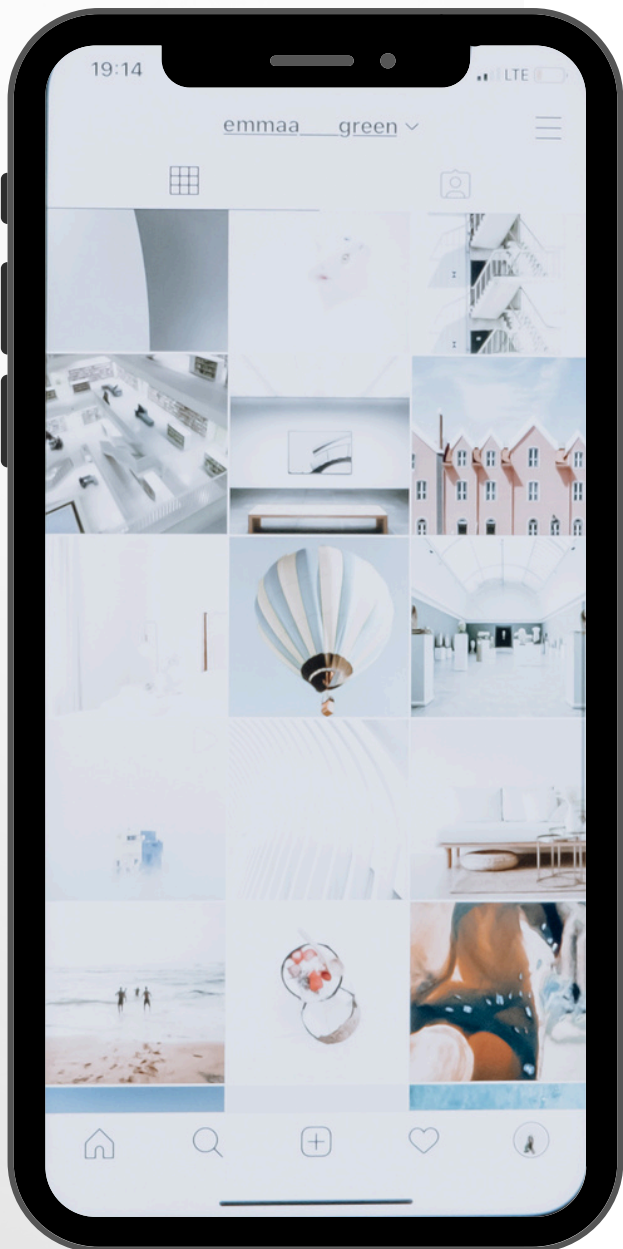
- Account Setup and Optimization
- 16 Custom Posts per Month
- Enhanced Visual Graphics
- Includes Short Reels & Video Clips

## Socially Visible

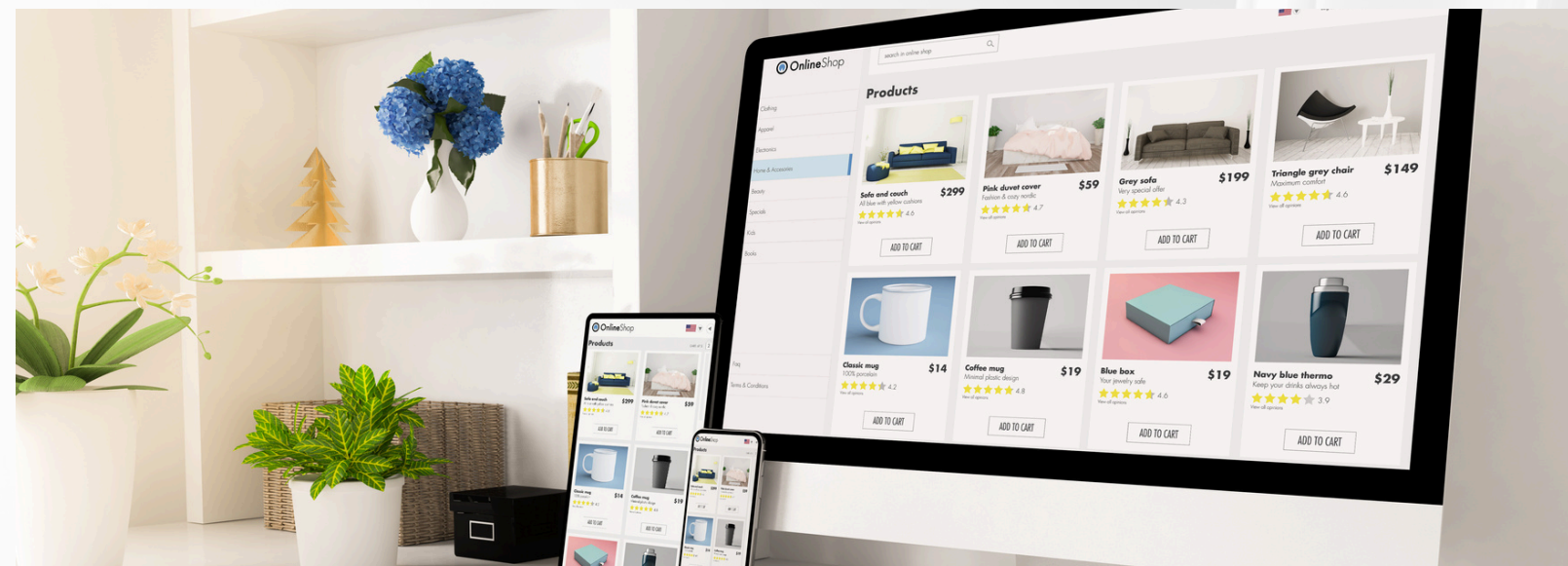
\$775/month

- Account Setup and Optimization
- 30 Custom Posts per Month
- High-Quality Visual Graphics
- Includes Short Reels & Video Clips

*\*\*\*Each package can be customized to meet your specific needs. Contact us today to discuss how we can help you enhance your social media presence and grow your brand!*



# Website Design



\$750 & up Design of up to 5 pages

\$1250 & up Design of up to 10 pages

\$1750 & up Design of up to 10 pages, **plus** specialized items such as E-commerce, Restaurant Menus, Shopping carts, etc.

Customized packages are also available.

## All website packages include:

- Basic SEO set-up to get you started
- Support on your site after launch
- Full access to maintain your website
- Does not include: Hosting (Approx \$25/mo), Domain (Approx \$14/yr)
- FREE training course to help you make updates

## Also Available:

- Online Course Design
- Podcast Set Up and Design

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Get Your Customized Quote TODAY!

# Brand Photoshoot



## **"Power Profile" Collection \$125.00**

- *Up to 20 Minute Session*
- *All Photos Touched Up*
- *Online Digital Proof Delivered*
- *Print and Copyright Release*
- *10 Images Selected for Editing*
- *Digital Background Option*



## **"Empowered Growth" Brand Collection \$265.00**

- *Up to 60 Minute Session*
- *Photos of Products or Services*
- *All Photos Touched Up*
- *Keep all Photos Taken*
- *Online Digital Proof Delivered*
- *Print and Copyright Release*
- *30 Images Selected for Editing*
- *Digital Background Option*



## **"Ultimate Impact" Brand Collection \$485.00**

- *Up to 90 Minute Session*
- *Photos of Products or Services*
- *All Photos Touched Up*
- *Keep all Photos Taken*
- *Online Digital Proof Delivered*
- *Print and Copyright Release*
- *40 Images Selected for Editing*
- *Digital Background Option*

*\*\*\*Each package includes the initial consultation to understand your brand vision and a brief planning session for shoot concepts.*

# Essential IDENTITY

**\$2,750**

VALUE \$3,350

Our **Essential Identity** brand collection is ideal for small business owners ready to bring their brand vision to life. Create a captivating visual experience for your audience!

- **CUSTOM LOGO**

- **STATIONERY DESIGN**

Business card design, Brochure,  
Rack Card, Postcard

- **WEBSITE** Design of +up to 5 pages

All website packages include:

- Basic SEO set-up to get you started
- 1 wk support on your site after launch
- Full access to maintain your website
- Does not include: Hosting, Domain
- *FREE training course to help you maintain any changes. \*\*\*If you would like us to maintain your website, monthly website maintenance for \$150.00/month*

- (2) **ONE-PAGE PDF DESIGN**

Price Per Sheet, Electronic PDF, PNG, or JPEG (POSTCARD, EBOOK COVER, MOVIE POSTER, BOOK COVER, RACK CARD, PRINT, MAILER, BROCHURE DESIGNS, MEDIA KIT)

- **SOCIAL MEDIA LAUNCH PACKAGE**

Setting up of social medial platforms, including profile pictures and cover photos, customization of all settings for (Facebook, Instagram, Twitter, LinkedIn)

- **SOCIAL MEDIA GRAPHIC**

**TEMPLATE** A set of branded social media imagery 5 customizable design templates for each social media platforms

- **SOCIAL MEDIA GRAPHIC**

**TEMPLATE** includes 10 images sized for each of your platforms to be used for future posts

- **1 SOCIAL MEDIA PROMO VIDEO**

*Don't see something you want on this list? We can discuss ways to customize your package, just let us know!*



# Attract & GROW

**\$3,725**

VALUE \$4,750

**Attract & Grow** your audience with a customized brand package that includes a full spectrum of visual identity, website to boost your traffic, plus social media launch set!

- **CUSTOM LOGO**

- **STATIONERY DESIGN**

Business card design, Brochure,  
Rack Card, Postcard

- **WEBSITE** Design of +up to **10 pages**

All website packages include:

- Basic SEO set-up to get you started
- 1 wk support on your site after launch
- Full access to maintain your website
- Does not include: Hosting, Domain
- *FREE training course to help you maintain any changes. \*\*\*If you would like us to maintain your website, monthly website maintenance for \$150.00/month*

- (2) **ONE-PAGE PDF DESIGN**

Price Per Sheet, Electronic PDF, PNG, or JPEG (POSTCARD, EBOOK COVER, MOVIE POSTER, BOOK COVER, RACK CARD, PRINT, MAILER, BROCHURE DESIGNS, MEDIA KIT)

- **SOCIAL MEDIA LAUNCH PACKAGE**

Setting up of social medial platforms, including profile pictures and cover photos, customization of all settings for (Facebook, Instagram, Twitter, LinkedIn)

- **SOCIAL MEDIA CONTENT** set of branded social media imagery / 5 customizable design templates for each platform
- **SOCIAL MEDIA GRAPHIC TEMPLATE** includes **20 images** sized for each of your platforms to be used for future posts
- **4 SOCIAL MEDIA PROMO VIDEO**
- **HEADSHOT AND BRANDING PHOTOGRAPHY**

*Professional Headshots for your business profile, plus photos with your products or action shots to promote your business. (10 Branded Images)*

# Unstoppable GROWTH

**\$4,750**

**VALUE \$6,100**

Turn heads with our **Unstoppable Growth** collection, a fully personalized selection with the ultimate brand visibility to create unstoppable growth!

- **CUSTOM LOGO**

- **STATIONERY DESIGN**

3 letterhead & business card designs

- **WEBSITE DESIGN** of up to 10 pages

All website packages include:

- Basic SEO set-up to get you started
- Support on your site after launch
- Full access to maintain your website
- Does not include: Hosting, Domain
- FREE training course to help you maintain any changes. \*\*\*If you would like us to maintain your website, monthly website maintenance for \$150.00/month

- **(2) ONE-PAGE PDF DESIGN PLUS**

**3 MONTHS OF ONLINE MARKETING**

- 3 MONTHS SOCIAL MEDIA (10 POSTS/MO)
- 3 MONTHS SEARCH ENGINE ASSISTANCE
- 3 MONTHLY BUSINESS COACHING SESSIONS

- **SOCIAL MEDIA LAUNCH PACKAGE**

Setting up of social media platforms, including profile pictures and cover photos, customization of all settings for (Facebook, Instagram, Twitter, LinkedIn)

- **SOCIAL MEDIA GRAPHIC**

**TEMPLATE** set of branded social media imagery 20 customizable design templates

- **SOCIAL MEDIA GRAPHIC**

**TEMPLATE** includes 20 images sized for each of your platforms to be used for future posts

- **4 SOCIAL MEDIA PROMO VIDEO**

- **QR CODE for your BUSINESS**

- **HEADSHOT AND BRANDING**

**PHOTOGRAPHY**

*Professional Headshots for your business profile, plus photos with your products or action shots to promote your business. (10 Branded Images)*



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*Thank You!*