

MESA Services

Check out the costs on our most popular services for Group Members

dirkmarketing.com ~ shaping your next first impression

Menu of Popular Services

~ EMAIL SERVICES ~

POPULAR Newsletter Program \$50ea

36+ Categories of newsletters available for sending according to your business plans. Customizations and product insertions available at additional cost. **Don't forget - these can serve as landing pages!**

Sales Email Packages.....starting at \$99

Standard MESA email template layout with choice of any MESA-sponsored SKUs (1750+ available) in a hero row, product rows, and banners. Includes three sends.

Sales Email Packages (ALL)

POPULAR Silver: Hero Row, 3 Product Rows, 2 Banners \$99
Gold: Hero Row, 4-5 Product Rows, 3 Banners \$199
Red: Hero Row, 6-7 Product Rows, 4 Banners \$299

~ WEBSITE SERVICES ~

POPULAR Wix Landing Page (Add-On) \$50

Content from email campaign coded directly into your MESA Wix website to serve as landing page for banners, ads, search campaigns, social media campaigns, and more.

POPULAR Wix SEO Update/Upgrade est \$300

Updates to your website head space (including logos and icons), restructuring of menu to prioritize top services, footer revisions and updates, improved Contact page, updated H1 and Alt Text coding tags, increased usage of local keywords and phrases, and more.

Custom Landing Page..... approx \$300

Landing page on non-MESA website, OR a custom non-MESA category page (such as tires/wheels) on a Wix website. Price varies depends on website platform.

Custom Website Banner \$99

Creative banners linked to email or social media campaigns.

~ VIDEO SERVICES ~

Video Editing starting at \$100

Adding custom logos, callouts, overlays, intros, and outros to existing video content for social media posts, YouTube, and website additions.

~ DIGITAL MARKETING SERVICES ~

Facebook/IG Ad Packagesstarting at \$299

Display ad and **FREE** video from MESA themes (sales & newsletters) with best practice-proven keywords and targeted groups. Expected impressions at varying levels of commitment and depend on regional/geographic limitations.

Facebook/Instagram Ad Packages (ALL)

Silver: Expected Impressions = 30,000 \$299
POPULAR Gold: Expected Impressions = 50,000 **\$599**
Platinum: Expected Impressions: 100,000 \$1,199
Diamond: Expected Impressions: 200,000 \$2,499

Google Ads Search Packages.....starting at \$499

Best practice-proven keywords and targeted groups, managed by two 12-Volt and Ad Words experts. Estimated conversions and impressions dependent completely on client's business goals, market demographics, categories of focus, and budget.

Keyword Search Packages (ALL)

POPULAR Gold: Estimated Impressions = 10,000 **\$499**
Platinum: Estimated Impressions: 20,000 \$999
Diamond: Estimated Impressions: 40,000 \$1,999

Display Ad Packagesstarting at \$499

MUST BE PURCHASED WITH KEYWORD SEARCH CAMPAIGN.

Display ads featuring lifestyle and MESA Sales themes combined with the "learned" demographic keywords and targeted groups from Google Ad campaigns. Expected impressions dependent on regional/geographic limitations, categories of focus, and budget.

Display Ad Packages (ALL)

POPULAR Gold: Expected Impressions = 20,000 **\$499**
Platinum: Expected Impressions: 45,000 \$999
Diamond: Expected Impressions: 85,000 \$1,999

~ GRAPHIC DESIGN SERVICES ~

SIAB Flyer Customization \$100

Customize standard 11"x12" or 8.5"x11" flyer with your company logo, contact info, hours of operation, and special pricing. Further layout and product customizations subject to additional cost.

MESA SKU Insertion \$15/SKU

Substituting or adding MESA vendor SKUs to existing flyer.

Non-MESA SKU Insertion \$25/SKU

Substituting or adding non-MESA vendor SKUs to flyer.

Looking for something else? Graphic design maybe? Or costs for creating custom printable flyers? Signage – digital or printed? Send us your questions for custom quotes.

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Additional Services

MESA Services

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~ MORE EMAIL SERVICES ~

Simple Sales Email \$150

Seasonal graphics and design. No featured products, only featured sales events. Modest copy and image customization included. Send and resends not included.

Email Sending Services starting at \$19

iContact account: design & HTML editors, social media integration, surveys, sign-up forms, image hosting, and more. Monthly cost based on number of subscribers. Clients gets full access to their account.

Usage-Based Email Sending \$3.65/1000 Contacts

For subscriber lists over 15k or infrequent senders, ask for usage-based prices. Pay only for what you use.

Email Test & Send \$50

Includes thorough test for display preservation, deliverability, and spam before sending on the date and time of client's choice.

Email Re-Releases \$25ea

Email resent with new Subject Line on strategic day/time.

Email → PDF Conversion \$75

Simple conversion of standard web resolution email to a slightly higher resolution, newly formatted to 8.5"x11" layout.

Email List Cleaning starting at \$0.01

Filter out invalid, inactive, known email complainers, and spam traps. Pricing starts at a penny per email, with a min charge of \$25 total.

~ MORE DIGITAL MKTING SERVICES ~

Facebook/IG Posts \$50ea

Posts to client Meta pages using content from existing landing pages or ads on client website. Each post will include a featured image, copywriting, and link back to theme-specific landing page.

Facebook Post "Boost" 15%

More extensive customer targeting than regular posts. Total client cost is boost budget + 15% markup.

Carousel Ads standard \$25ea

1080x1080 high resolution ads for carousel ads. The standard rate assumes the content of the ad comes from an email, landing page, or some other established content. Custom content priced accordingly.

~ MORE GRAPHIC DESIGN SERVICES ~

Services Brochure est \$400

Expand your marketing reach by leaving service brochures at vehicle dealerships, SxS/ATV dealerships, and even your local boat sales and docking locations. Focus on the categories and services to draw new customers! Includes custom graphics, imagery, copywriting, etc.

Counter Mat est \$400

Expand your marketing reach by leaving counter mats at vehicle dealerships, SxS/ATV dealerships, and even your local boat sales and docking locations. Focus on the categories and services to draw new customers! Includes custom graphics, imagery, copywriting, etc.

Custom Window Clings \$TBD

Use those 30ft display windows to promote your services! Each cling designed according to your window dimensions and according to the categories/vibes you want to promote.

Looking for something else? Graphic design maybe? Or costs for creating custom printable flyers? Signage – digital or printed? Send us your questions for custom quotes.

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