

OUR
PACKAGES
& PRICING

AS OF

February 27, 2020



Thanks so much for your interest in working together! In this guide you'll find the list of all our current packages, pricing and timelines.

ABOUT US

Welcome to Wild Side! We're a nomadic, full-service studio of brand enchanters, magic workers, and storytellers. Through deep insight, strategy, and a pinch of genius we craft brands that connect, captivate, and convert.

OUR WORK

To see our past work, [visit our portfolio here.](#)

OUR APPROACH

Our approach to branding is the perfect union of form and function. Behind all our beautiful art & design, there's a science, a strategy. Ours is a potent brew of psychology, scientific evidence, and experience. We don't just create pretty visuals – we craft immersive brand experiences.

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INTRO

The Strategy

WHY DO I NEED BRAND STRATEGY?

*When it comes to your brand, you want people to see more than just a pretty face. You want to give them **an experience**, to evoke an emotion, a longing or nostalgia.*

It's that magical, captivating spell that's cast on them when they browse your website, scroll through your social media, or experience one of your products.

HOW DO WE ACHIEVE THIS?

*We craft brand strategies founded on **psychology, research, data and experience**. It's not about what "looks good" - it's about what works!*

*Our process uses **brand archetypes** based on Carl Jung's archetypal profiling within our **proprietary 4C method for brand positioning**: Clarity, Character, Creativity & Credibility.*

WHAT RESULTS CAN I EXPECT?

*A strong brand strategy results in **more effective messaging** (visual / graphic as well as verbal / written)*

*That in turn results in **more followers**, higher **engagement**, increased **website traffic**, higher **conversion rates**, higher **retention rates**, and overall **better quality of clients/customers** aligned with your brand and values.*

Breakdown of The Strategy on the next page>>

OVERVIEW

The Strategy

CLARITY

(what you do)

- Value Proposition
- Primary Brand Goal
- Ideal Customer Avatar Profile
- The End Result
- How I'm Different
- Cultural Context (data-backed)

CHARACTER

(who you are)

- Identification and overview of **Two Primary Brand Archetypes**, based on Carl Jung's 12 archetypes
- Basic Needs Appeal (emotional / fundamental triggers)
- My Brand Story, i.e. my client's essential journey to purchase

CREATIVITY

(how you express yourself)

- Mood Board (visual connection)
- Tone of Voice / Personality
- Sample Word Bank of adjectives, verbs and nouns

CREDIBILITY

(why people should trust you)

- My Story (emotional connection)
- My Experience (rational evidence)
- My Results (social proof)

PRICING

\$999

TIMELINE

2 Weeks

Branding

Kelsey's design vision is like no other!

"Working with kelsey on the branding process, collaborating and executing that vision was a relief off of my shoulders. She kept me on track with a timeline and a process not making me feel overwhelmed with my already large task list.

She wasn't defensive if i didn't like an idea. Instead she would listen to what my vision was, give me her professional opinions and then execute them. I love my logo. I love our collaborative work and i love her vision. Kelsey has a clean, modern yet classic style meshing well with my goals of wanting a brand i could grow my business with and something that's not dated or will become dated."

LAUREN DOUGHTEN, LAUREN & ELIZABETH

No. 01

The Dreamer

WHAT'S INCLUDED

*Choice of **premade brand design** from the Shop; designs are exclusive and only sold once.*

Includes:

- One Primary Logo
- One Secondary Logo
- Suggested Color Palette
- Suggested Font Selection

*Basic collateral design. May choose **two (2)** of the following, with 1 round of revisions:*

- Business Card Design
- Letterhead
- Notecard / Postcard
- Stamp, Sticker or Tag
- Social Media Template in Canva
- Facebook Cover Photo Design

PRICING

\$699

Broken into 2 equal payments of \$349

TIMELINE

1 Week

*All content must be provided ***before*** the start date in order to maintain this timeline.*

Booking must be made at least 1 week in advance, but subject to availability. A 50% non-refundable deposit is required at time of booking.

All projects begin on Mondays.

No. 02

The Explorer

WHAT'S INCLUDED

Custom brand design. Each item includes 1 round of revisions:

- Moodboard Design
- One Primary Logo (**2 unique concepts** to choose from)
- Two Secondary Logos
- Suggested Color Palette
- Suggested Font Selection

*Basic collateral design. May choose **three (3)** of the following, with 1 round of revisions:*

- Business Card Design
- Letterhead
- Notecard / Postcard
- Stamp, Sticker or Tag
- Social Media Template in Canva
- Facebook Cover Photo Design

PRICING

\$1,899

Broken into 2 equal payments of \$949

TIMELINE

3 Weeks

*All content must be provided *before* the start date in order to maintain this timeline.*

Booking must be made at least 1 week in advance, but subject to availability. A 50% non-refundable deposit is required at time of booking.

All projects begin on Mondays.

No. 03

The Trailblazer

WHAT'S INCLUDED

Custom brand design. Each item includes 2 rounds of revisions:

- Moodboard Design
- One Primary Logo (**3 unique concepts** to choose from)
- Two Secondary Logos
- Suggested Color Palette
- Suggested Font Selection
- Two patterns or design elements
- Brand guidelines PDF

*Basic collateral design. May choose **five (5)** of the following, with 1 round of revisions:*

- Business Card Design
- Letterhead
- Notecard / Postcard
- Stamp, Sticker or Tag
- Social Media Template in Canva
- Facebook Cover Photo Design

PRICING

\$2,999

Broken into 2 equal payments of \$1499

TIMELINE

5 Weeks

*All content must be provided *before* the start date in order to maintain this timeline.*

Booking must be made at least 1 week in advance, but subject to availability. A 50% non-refundable deposit is required at time of booking.

All projects begin on Mondays.

EXTRAS

Branding Add-Ons

all retainers paid upfront on the 1st of the month, with no minimum time commitment. not all type of work is covered by retainer - please inquire for details

A-LA-CARTE

Additional Collateral Items:

\$100/each

one revision included - not valid for packaging design

Packaging Design:

\$299 (starting)

one revision included

Custom Illustration

\$299/each (starting)

one revision included; we will suggest the style that best fits with your brand

Sub-Branding

\$499

analogous design for sub-brand; includes 2 logo concepts with 1 round of revisions

RETAINERS

Hourly Rate for One-Off work:

\$100/hour

turnaround time of 3-4 business days

Monthly Retainer "Dreamer"

\$475/month

Includes 5 hours of work per month, with 1-3 business day turnaround

Monthly Retainer "Explorer"

\$875/month

Includes 10 hours of work per month, with 1-3 business day turnaround

Monthly Retainer "Trailblazer"

\$1300/month

Includes 15 hours of work per month, with 1-3 business day turnaround

please inquire for additional rates. all rates subject to change.

Website

A result-driven design team

“The easiest and most professional experience I’ve ever had. We worked with three other designers before Kelsey and her team, and this was by far the best. She is on time with everything, gives great input, and delivers results.”

DANIEL ABRAHAMI, DIAMONDS & DESSERTS

No. 01

The Basic Website

WHAT'S INCLUDED

Custom website design. Each item includes 1 round of revisions:

- Website strategy session
- Suggested integrations & flow
- Basic mood, typography & colors (if don't have already)
- Homepage + 5 static pages
- Blog OR portfolio (not both)

Features:

- Lead / contact form integration
- Email / optin form integration
- Social media feed (i.e. instagram)
- Fully responsive design
- Wordpress + Divi framework
- SEO framework installed (no content optimization included)
- Site tutorial / walkthrough video
- *Additional features available on an a-la-carte basis*

PRICING

\$4,899

Broken into 2 equal payments of \$2449

TIMELINE

6 Weeks

*All content must be provided *before* the start date in order to maintain this timeline.*

Booking must be made at least 1 week in advance, but subject to availability. A 50% non-refundable deposit is required at time of booking.

All projects begin on Mondays.

Client is responsible for domain and hosting.

No. 02

The Sales Page

WHAT'S INCLUDED

Custom sales page design. Each item includes 1 round of revisions:

- Website strategy session
- Basic mood, typography & colors (if needed - no logos included)
- Longform sales page + thank you page (no other pages included)

Features:

- Link to course / member / other platform of choice (i.e. Kajabi)
- Conversion tracking (\$500 value)
- Lead / contact form integration
- Email / optin form integration
- Fully responsive design
- Wordpress + Divi framework
- SEO framework installed (no content optimization included)
- Site tutorial / walkthrough video
- *Additional features available on an a-la-carte basis*

PRICING

\$1,899

Broken into 2 equal payments of \$949

TIMELINE

3 Weeks

*All content must be provided *before* the start date in order to maintain this timeline.*

Booking must be made at least 1 week in advance, but subject to availability. A 50% non-refundable deposit is required at time of booking.

All projects begin on Mondays.

Client is responsible for domain and hosting.

The Theme Setup

WHAT'S INCLUDED

Choice of Wild Side exclusive website theme from the Shop;

Includes:

- One theme license, plus access to our Divi license for updates
- Installation and setup of Wordpress on hosting account
- Installation and setup of theme
- Adding / swapping out demo content for client content on up to 6 pages
- Blog content import (Blogger, Wordpress or Squarespace)

Additionally:

- Basic mood, typography & colors (if don't have already - no logo design is included)

NOTE: no customizations or alterations to the theme itself are included but can be added on an hourly basis

PRICING

\$1099

Broken into 2 equal payments of \$549

TIMELINE

1 Week

*All content must be provided *before* the start date in order to maintain this timeline.*

Booking must be made at least 1 week in advance, but subject to availability. A 50% non-refundable deposit is required at time of booking.

All projects begin on Mondays.

Client is responsible for domain and hosting.

No. 04

The Shopify

WHAT'S INCLUDED

Shopify website design and implementation:

- Website strategy session
- Basic mood, typography & colors (if needed - no logos included)
- Shop setup and styling
- Homepage plus 2 static pages (i.e. About, Contact, Mission)
- Optional Blog
- Supporting graphics (when applicable)

Features:

- Setup of up to 10 products
- Mailing list integration
- 5 stock photos included
- Optional shoppable Instagram feed setup
- Site tutorial / walkthrough video
- *Additional features available on an a-la-carte basis*

PRICING

\$1,899

Broken into 2 equal payments of \$949

TIMELINE

3 Weeks

*All content must be provided *before* the start date in order to maintain this timeline.*

Booking must be made at least 1 week in advance, but subject to availability. A 50% non-refundable deposit is required at time of booking.

All projects begin on Mondays.

Client is responsible for all Shopify monthly fees.

EXTRAS

Website Add-Ons

all items valid only with a website package; we very rarely work on existing sites, so please inquire for more details

DESIGN

Additional Pages

\$429/each

design & development; one revision included; not including blog or portfolio; up to 5 content "sections" included i.e. no longform sales pages

Longform Sales Page:

\$849

design & development; one revision included. this price only valid when added on to an existing website.

Blog or Portfolio:

\$849

design & development; one revision included; includes archive page plus post page templates

PERFORMANCE

Conversion Tracking Setup

\$499

*1) Setup of Google Analytics, Facebook and Pinterest tracking pixel for tracking and audience retargeting,
2) Setup of unique conversion goals to be tracked in Analytics, Facebook and Pinterest (up to 5),
3) Submission of XML sitemap and setup of Google Search Console
4) Setup of Google Analytics dashboard, if necessary*

Page Speed Optimization

\$299

automatic image optimization (past & future), full cache service, website file minimization, and more. Optional CDN setup (CDN purchased by the client)

please inquire for additional rates. all rates subject to change.

Marketing

Kelsey is my go-to for marketing!

“Top notch!! Kelsey has a real talent for bringing your vision to life. She is extremely knowledgeable about marketing strategy and creative in her implementation of that strategy. She makes the process fun, easy and is super creative! Her designs are also gorgeous. She just GETS IT!”

MAGGIE VINEYARD, WHEREVER SHE GOES

INTRO

Pinterest Overview

WHY PINTEREST?

Every day, Pinterest drives millions of FREE highly-targeted, ready-to-buy visits to blogs, shops and websites – traffic that turns into subscribers, shares, followers, and purchases.

*Plus....**59% of Millennials have discovered new products on Pinterest, and 29% more money per purchase is spent by Pinterest users than by non-users.***

*Pinterest alone has brought more than **\$100k in sales** to Wild Side over the past 4 years, and currently brings nearly **100 new email subscribers per day**, all organically. We currently have nearly **3m monthly viewers**.*

DETAILS

*If you're new to Pinterest or need some help with a total revamp, we recommend starting off with our **Pinterest Board Audit and Curation** as a starting point. This will help set the tone for a cohesive account that speaks to your audience.*

*If your website isn't properly integrated with Pinterest and you want to improve the way they work together, we recommend our **Pinterest Website Integration** package as well.*

*Then, you can choose one of our **monthly packages for ongoing Pin support** to grow your account and build an evergreen, organic traffic generator for your business.*

[More details on the following pages >](#)

No. 01

Pinterest Setup

AUDIT & CURATION

A one-time service that includes going through your current boards and removing the pins and/or entire boards that are not relevant to the brand.

- Up to 10 newly updated/curated boards with 10 new pins each to get you started
- Targeted keyword descriptions and names for each board (10)
- Research and audit of current statistics to identify top-performing pins
- Creation of suggested Pinterest content strategy
- Bonus: Creation of 3 Pinterest-optimized graphic templates in Canva (\$300 value)

\$749 ONE-TIME

PERFORMANCE

A one-time service that includes setting up Pinterest best practices and conversion tracking on your website.

- Setup of correct meta tags and rich pins for Pinterest
- If applicable, setup of product meta data for Ecommerce or recipe meta data for recipe blogs
- Setup of event tracking pixel for Pinterest retargeting & conversion goals (up to 5 goals)

\$399 ONE-TIME

No. 02

Pinterest Monthly

DETAILS

Our monthly management includes a monthly review of Pin performance, metrics and strategies for future growth.

For all packages, we require that you provide any relevant photography, or we can source stock photos for an additional fee.

Payment plans are due 50% upfront for the first month, and 50% at the end of the first month. Subsequent months will be billed 100% of the monthly cost on the first of the month.

There is a minimum contract of 3 months for all Pinterest management in order to see best results.

"DREAMER" PLAN

-175 Strategic Pins per month
(5-6 per day)

-2 Custom Pin designs per month
(photos not included)

\$429 PER MONTH

"EXPLORER" PLAN

-350 Strategic Pins per month
(11-12 per day)

-4 Custom Pin designs per month
(photos not included)

\$829 PER MONTH

please inquire for additional packages. all rates subject to change.

EXTRAS

Marketing Services

*we offer additional marketing services upon request,
including but not limited to the following:*

SEO FOR WEBSITES

WEBSITE CONVERSION AUDIT

MARKETING CHANNEL AUDIT

EMAIL MARKETING

FUNNEL CREATION

ONLINE COURSE LAUNCH

FACEBOOK GROUP MANAGEMENT

ADWORDS / PAY PER CLICK

FACEBOOK / INSTAGRAM ADS

PINTEREST ADS

PRESS RELEASE SERVICE

MARKETING CONSULTING

WILDSIDEDESIGN.CO

LET'S MAKE SOME MAGIC



ADVENTUROUS BRANDING
for UNTAMEABLE IDEAS

WILDSIDEDESIGN.CO