

An Inside Tutorial

Explaining The BZ Modular Pricing Page

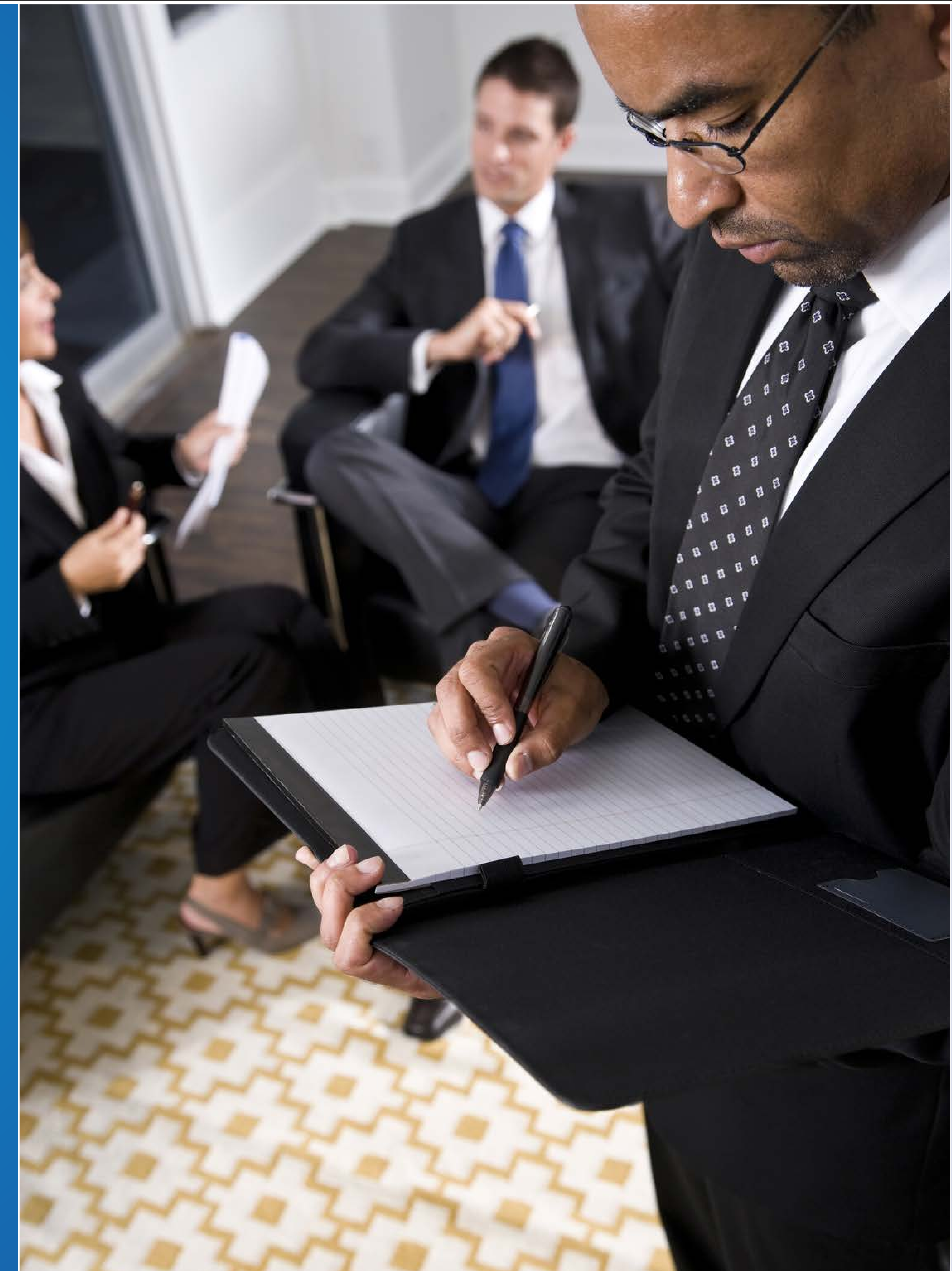
Everything's Changed: Here's Why

Until recently, Bluleadz used a three-tier pricing system:



Each tier had a specific set of inflexible services that not everyone at that price point needed, or lacked key features that would be highly desirable.

As a result, customers had to spend a lot of time negotiating packages and prices to get a solution that fit their business--and there was little consistency from one agreement to the next.



Introducing The New Pricing Page

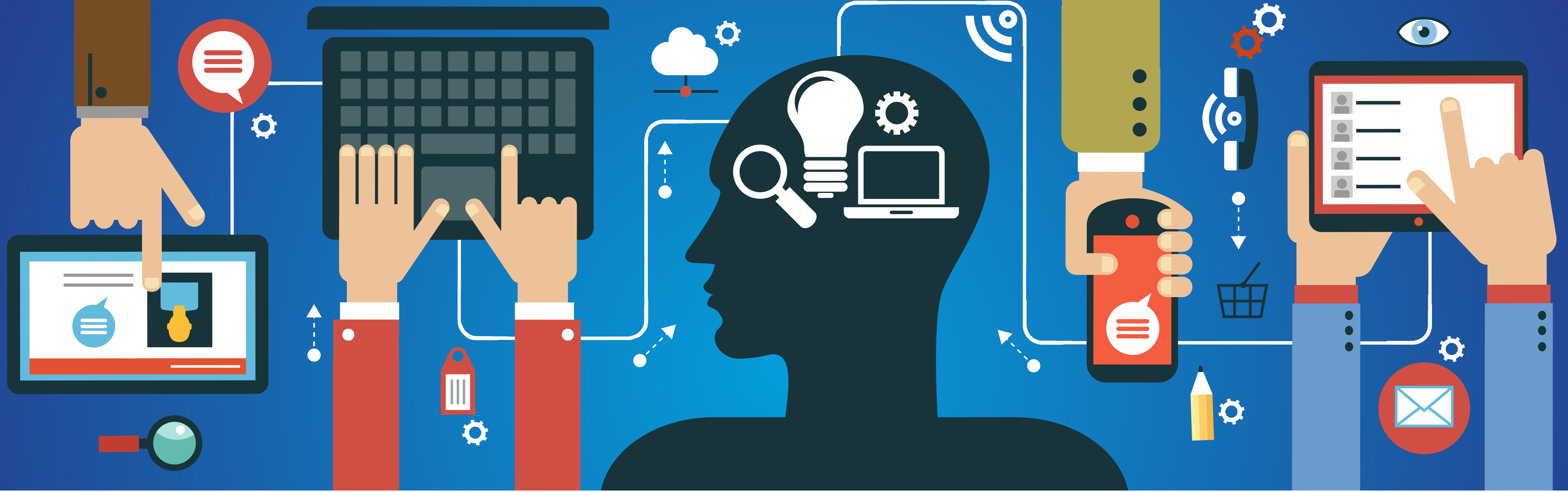
A Fully Customizable Pricing Matrix

- ✔ Choose only the services your business needs
- ✔ No long-term contracts
- ✔ Detailed explanation of services & benefits

We went from a rigid three-tier system to a brand-new modular pricing system.

Under this system, you can pick and choose the individual service modules you most need/want for your business' marketing needs.





Inbound Marketing Customization Made Easy:

Introducing Modules

It All Begins With The Core Package

The Inbound Marketing Core Package is the baseline service that covers all the fundamentals that you need for inbound marketing, including:

Inbound Marketing Setup

Blogging

Social Media Management

Content Offer Creation

Buyer Persona Research & Development

Workflows & Lead Nurturing Campaigns

HubSpot Management

Inbound Core Includes:

- Inbound Marketing Setup
- Dedicated Inbound Marketing Team
- Website Enhancement
- Routine Strategy/Review Sessions
- Buyer Persona Research & Development
- Blogging
- Social Media Management
- HubSpot Management
- Content Offers
- Monthly ROI Assessment
- Keywords Audit & Ongoing Optimization
- Email Marketing
- Workflows & Lead Nurturing

Inbound Marketing Setup

Having an inbound marketing setup is essential to long-term success. This module involves an audit of your website's search engine optimization (SEO), social media, and other analytics and key performance indicators (KPI) to gather a baseline. We also research your ideal customers and create personas so all future content efforts directly address their wants and pain points. Building a proper foundation sets the stage for your inbound marketing success.

Foundation

- ✔ SMART goals
- ✔ Website design audit
- ✔ Persona development
- ✔ Social media setup
- ✔ Keyword research
- ✔ Analytics setup
- ✔ Initial Search Engine Optimization

Content Mapping

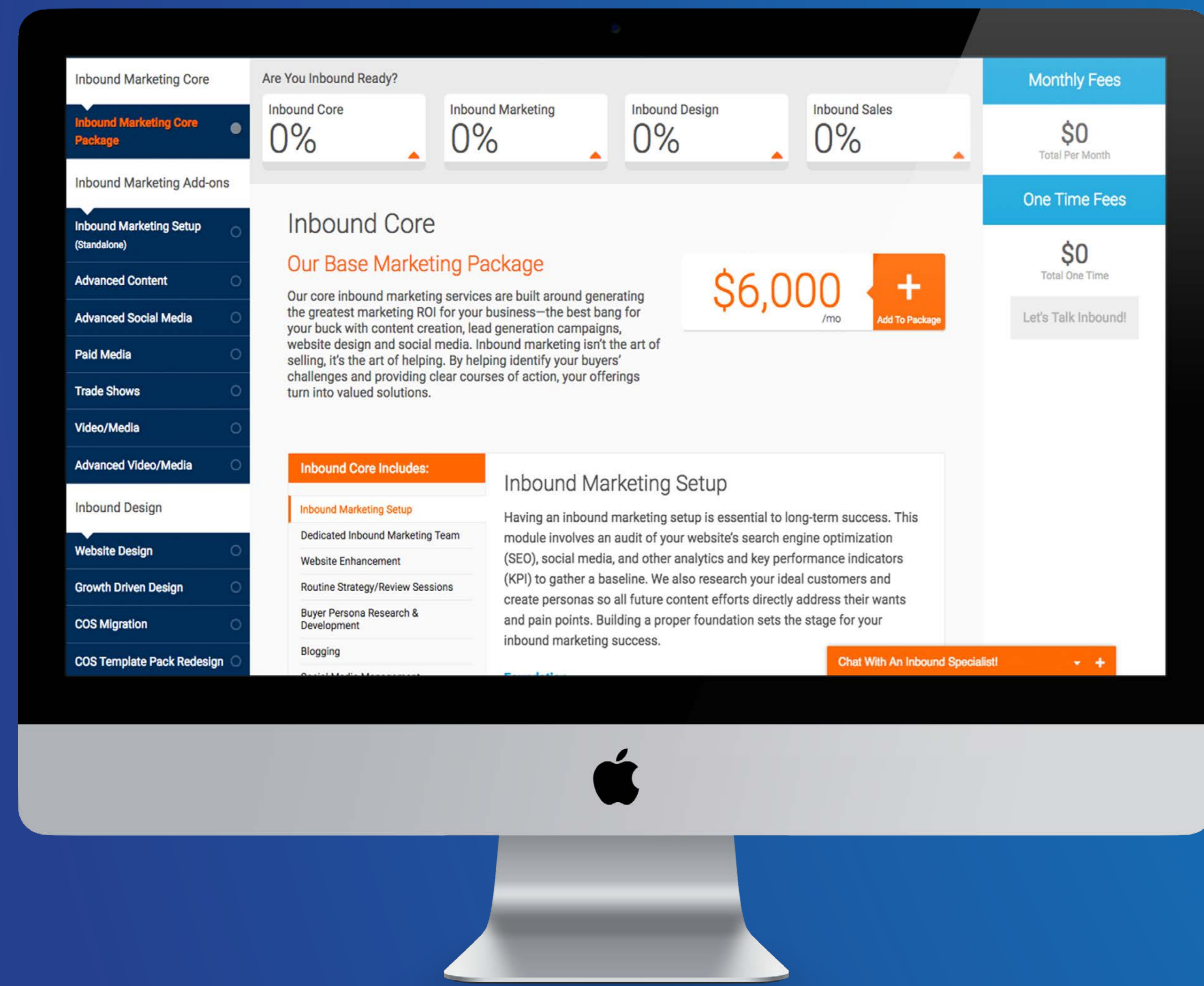
- ✔ SMART goals
- ✔ Content audit
- ✔ Create editorial calendar
- ✔ Create social media calendar
- ✔ Campaign outline

Create 1st Campaign

- ✔ Create premium content offer (ebook, whitepaper, tip sheet, etc.)
- ✔ Nurturing emails
- ✔ Landing pages, calls-to-action, workflows, lead
- ✔ Social media promo
- ✔ Blog posts

Inbound Marketing, Design, And Sales

Aside from the Core Package, we offer three categories of services modules:



Inbound Sales

- Inbound Sales Development
- Inbound Sales Enablement



Inbound Design

- Website Design
- Growth Driven Design
- COS Migration
- COS Template Pack Redesign



Inbound Marketing Add-ons

- Inbound Marketing Setup (Standalone)
- Advanced Content
- Advanced Social Media
- Paid Media
- Trade Shows
- Video/Media
- Advanced Video/Media




What is The Inbound Marketing Setup Module For?

This is an initial setup module for any first-time clients. With this module, you'll get all of the tools you need to run an inbound marketing campaign, including:

- ✓ A new HubSpot account & setup
- ✓ Keyword research services
- ✓ Initial Search Engine Optimization (SEO)
- ✓ Social media setup
- ✓ Website design audit
- ✓ 1st content campaign
- ✓ Content mapping

Inbound Marketing Setup



\$8,000
/one time

+
Add To Package

This one-time service setup gives you all the foundational tools you'll need for inbound success. We provide your marketing team with a HubSpot account, website design and SEO startups, as well as an initial campaign to get you started off the right way. With this module, there's no need to go another day without the proper equipment in your arsenal.

This Module Includes:

Foundation

- ✓ Persona development
- ✓ Keyword research
- ✓ Initial Search Engine Optimization
- ✓ Website design audit
- ✓ Social media setup

Create 1st Campaign

- ✓ Create premium content offer (ebook, whitepaper, tip sheet, etc.)
 - ✓ Landing page
 - ✓ Thank You page
 - ✓ Social promo
 - ✓ Email promo

Advanced Content: For Those Who Need More

The Advanced Content Module is an optional package that you can get. With this module, you get more blogs each week and an additional premium content offer each month.

Why Use This Module?

- ✔ More blogs = More indexed site pages
- ✔ More blogs = More chances to engage site visitors
- ✔ Premium content offers are a great way to attract and convert customers

Advanced Content



\$2,000
/mo



With content, more is more – provided it's quality work. Our advanced content module gets you access to a Copywriter who goes knee-deep in your industry and world. Having additional blogs means more indexed pages, which gives your business that extra chance to rank and be seen by searchers. It's like having a paper umbrella in your already-awesome tiki cup.

This Module Includes:

- ✔ 1 new premium content offer per month
- ✔ 1 additional blog post per week
- ✔ Examples: ebook, whitepaper, tip sheet, SlideShare, etc.
- ✔ Offers include custom-built campaign of:
 - ✔ Landing page
 - ✔ Thank You page
 - ✔ Social promo
 - ✔ Email promo
 - ✔ CTA(s)

Are You Getting The Most Out of Your Social Media Efforts?

Social media has taken the marketing world by storm. Every day, businesses use networks such as Facebook, LinkedIn, and Twitter to attract, convert, and delight customers.

The Advanced Social Media Module helps your company get better results on social media networks by:

- ✔ Tracking and engaging with your followers in all targeted social monitoring streams
- ✔ Developing social lead nurturing strategies
- ✔ Setting up and managing social accounts outside of the primary ones

Advanced Social Media



\$1,500
/mo



Businesses have taken social media by storm – and there's no signs of a stoppage. That said, having a strategized approach is more important than ever; this includes timely interactions and conversations with your followers to both spread word of your business and build rapport. Adding this module means your social media channels get in-depth attention and individualized strategy and imagery, since each platform appeals to different audiences.

This Module Includes:

- ✔ Track and engage with personas in all targeted social monitoring streams
- ✔ Social lead nurturing strategy
- ✔ Set up and manage relevant social accounts outside of primary channels
- ✔ Primary: Facebook, LinkedIn, Twitter & Google+, Instagram, Pinterest, Snapchat, etc.
- ✔ Create all necessary custom imagery to post on social channels, i.e.: Facebook Images, Twitter Images, Pinterest posts

Paid Media Management For Fast Results

While we love to promote the benefits of growing organic traffic, there are times where companies may need to generate results fast. This is where paid media advertising comes in.

With this module, you get a **full assessment** of your current paid marketing efforts as well as optimization & management of new or pre-existing PPC campaigns & social media advertising.

This module helps companies produce short-term results to meet goals quickly--great for those Olympic-class sales sprints.

Paid Media



\$2,000
/mo



With the right paid media strategy, you can move the needle considerably. Through channels such as LinkedIn and Facebook, we can customize pay-per-click campaigns and target your buyer persona audience. This helps businesses who are seeking brand awareness and need to increase exposure to different audiences.

This Module Includes:

- ✓ Full assessment of all active paid media efforts
- ✓ Optimize and manage existing, or create new, PPC campaigns
- ✓ Includes re-targeting advertising
- ✓ Includes social media advertising: LinkedIn, Facebook, Twitter, Pinterest, etc.

Promote Your Trade Shows Online With Trade Show Modules

Companies that host a booth at trade shows tend to spend a lot of time and money on them. Why not try to maximize the results?

The trade show module is designed to help you promote your trade show events with pre-show, mid-show, and post-show activities, including:

- ✔ Tradeshow Booth CTAs to promote the upcoming events
- ✔ Monitoring & Engagment on social media and with industry leaders from the show
- ✔ Follow-up emails and blog recaps to capitalize on attention earned during the show

Trade Shows

Trade shows require an extensive budget, attention to detail, and preparation before, during, and after the event, which is why this module is so granular. We utilize all of HubSpot's tools to spread awareness about your trade show, including promo emails to schedule appointments for attendees, as well as any booth graphics needed. Case in point: We've got you covered, so don't have to worry about missing any lead generation opportunity with this module.

\$2,000
/mo



Add To Package

This Module Includes:

Pre-Show Activities

- ✔ Custom CTAs and Landing Page for Tradeshow Booth (actionable goal)
- ✔ Personalized emails to set up meetings to those attending the show
- ✔ If far enough in advance, promo emails to invite prospects to the show
- ✔ Post on the event's social media platforms with relevant content
- ✔ Use emails to schedule appointments for those attending

During Show Activities

- ✔ Monitoring & Engagement for trade show activity on social media channels
- ✔ Custom Landing Page to complete a goal, i.e.: sign up for a trial, buy a product right there, fill out a contact form etc.
- ✔ Monitoring & Engagement with industry leaders from the conference

Post-Show Activities

- ✔ Follow up emails
- ✔ Can use sense of urgency with discounts/promotions

Engage Customers With Video Content

Video/Media

Video marketing has become a prominent lead generation tool that grabs your visitors' attention and brings a personalized element to your business's brand. With our video module, we get you hooked up in Wistia and migrate/optimize all your existing videos in order to track valuable metrics and analytics from your viewers. On top of that, we edit any new footage to keep the lead generation momentum going.

This Module Includes:

- ✓ Subscription to Wistia Premium included
- ✓ Migrate/upload all existing videos onto Wistia
- ✓ Edits to existing videos for increased user engagement
- ✓ Edit new client video footage (1-5 per month) for lead generation

\$2,500
/mo



Add To Package




The basic Video/Media module gives you a starting point for engaging customers online with video-based content. Video content helps your company make a more personal appeal to prospects and drive engagement with content.

Kick The Dial on Video up to 11!

For customers who have seen the benefits of using video-based online marketing, and want to drive even greater results, we have an Advanced Video/Media module that adds even more service, including a once-every-six-months trip to your location for a full filming session!

Advanced Social Media



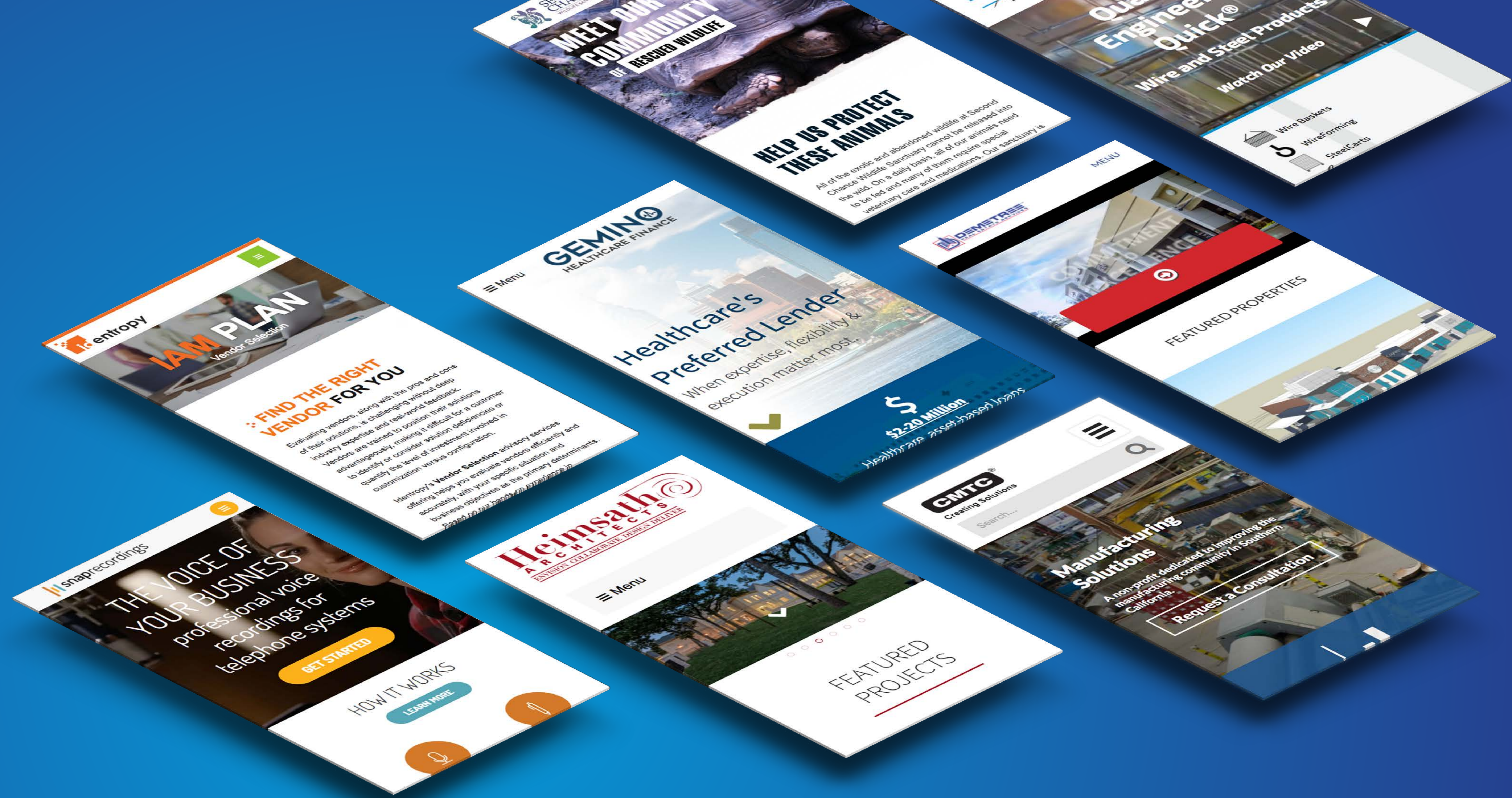
\$1,500
/mo

+
Add To Package

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- ✔ Create all necessary custom imagery to post on social channels, i.e.: Facebook Images, Twitter Images, Pinterest posts



Everyone Needs a Website To Drive Sales Online. Make Yours More Effective With Our

Inbound Design Modules

Build a Website on The HubSpot COS Platform With Bluleadz

Bluleadz has experience with

Over 100 Website Projects

in designing websites that help attract, delight, convert, and close customers online!

Website Design

There will always be a time in every website's life where it needs a redesign or refresh; call it the nature of the digital beast. Not to worry, though – we've done over 100 website projects and are equipped to give your website the proper top-to-bottom treatment. Our 4 step process makes it easy to collaborate on your website design to ensure it goes exactly as planned.

This Module Includes:

- ✓ Full-scale custom redesign on HubSpot's COS platform
- ✓ All design and development performed internally by Bluleadz design team
- ✓ 8-12 week timeline for redesigned website launch

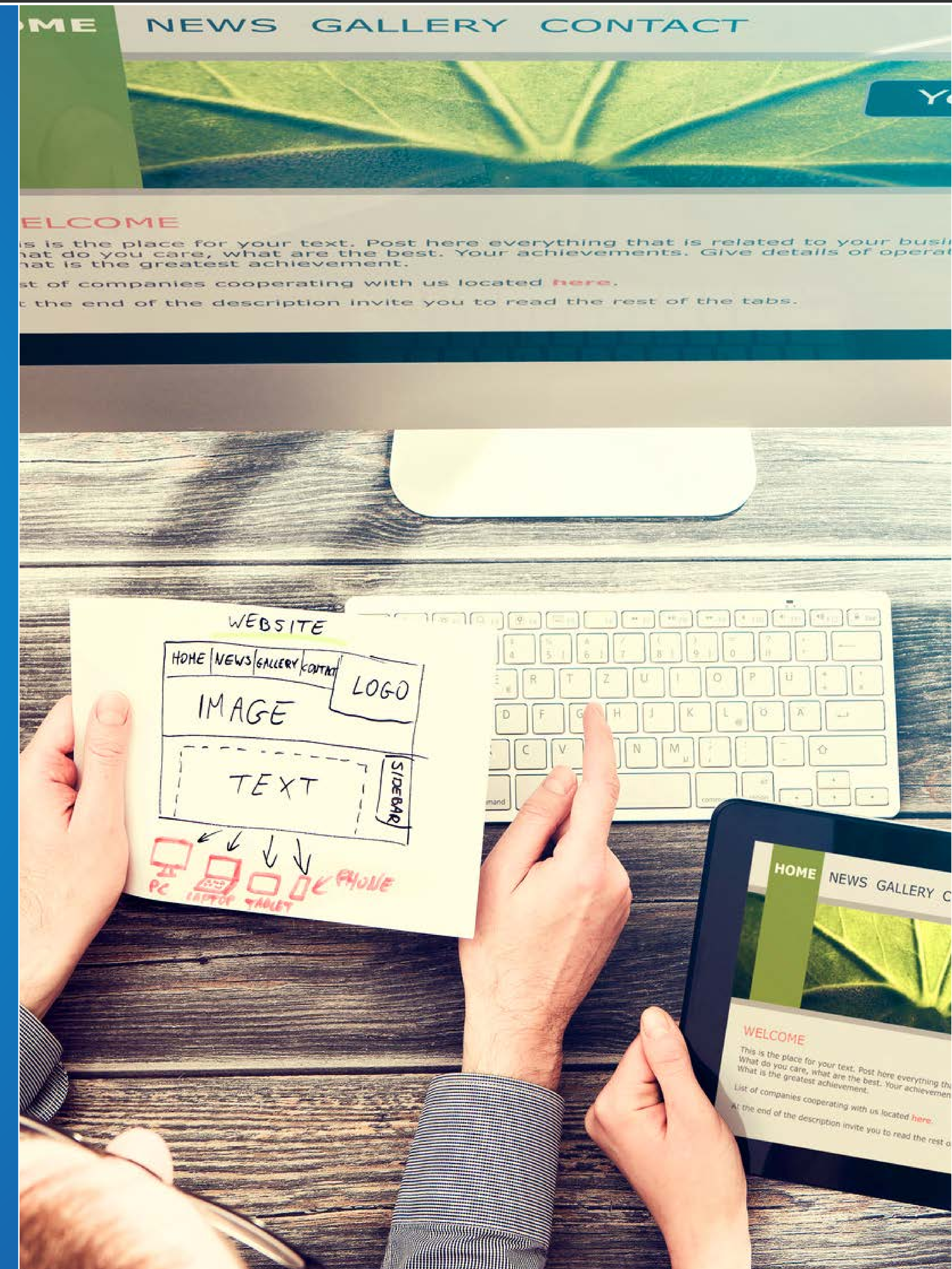
\$15,000+

/one time



Add To Package

Our website design package is a one-time fee for an estimated 8-12 week-long process.



Constant Website Optimization That Responds to Your Customers

Growth Driven Design



\$2,000
/mo



Luke Summerfield, a Program Manager at HubSpot, developed Growth Driven Design (GDD), a web design methodology that's changed how website designs are done. Rather than launch a website without knowing how it will perform, GDD makes incremental improvements to a launchpad website based on hard data, including user engagement, heat mapping, and other strategies. From there, the framework of "Plan, Build, Learn and Transfer" is continuously cycled to maintain peak performance.

This Module Includes:

- ✓ Full website design audit
- ✓ Assess current user/visitor activity
- ✓ Implement heat mapping software to track user engagement
- ✓ Optimize conversion paths based on heat mapping data

Growth Driven Design (GDD) isn't just a website optimization--it's a philosophy for constant improvement.

By utilizing heat mapping software to track how users interact with your site, it's possible to see where visitors are dropping off and where they're clicking.

Armed with this information, we can optimize your website design to improve conversion rates, increase engagement, and drive results.



Moving Your Website to a New Platform?

For clients who need a website migration from one platform to another one, we offer a one-time service to move your website to the HubSpot COS.

We test each website post-migration to ensure that your designs are responsive (which helps keep your Google search results ranking high).

This service is completely separate from our other offers. So, if all you need is a migration to the HubSpot COS, we've got you covered!

COS Migration

What if you just got your site redesigned, but are looking to change hosting website platforms? We get that sometimes it's important to follow the law of "If it ain't broke, don't fix it," Which is why we have a migration module. Separate from the template pack redesign, our developers will migrate your current website to HubSpot's COS. We keep your style sheet, branding, and colors, and test to ensure it's responsive on both mobile and tablet (Google's penalizing for not having a mobile responsive site, just so you know). So worry not – this option's available to those who don't wish to change the design of your website.

\$3,000+
/one time



This Module Includes:

- ✓ Full website migration from current hosting platform to HubSpot's COS
- ✓ Testing mobile and tablet devices to verify complete responsiveness
- ✓ Implementation of company branding/colors/style guides for new COS templates

Need a Quick Website Redesign?

Say Hello to Our Template Redesign Pack:

COS Template Pack Redesign

Fact: You can modernize your website without the costly redesign price tag. We realize not every business has the resources to afford a website redesign. Fortunately, you can have your website migrated and plugged into one of our modernized templates on HubSpot's COS platform in a matter of 2-4 weeks with this module. You can get all of this while maintaining your company's style guide and branding, too.

This Module Includes:

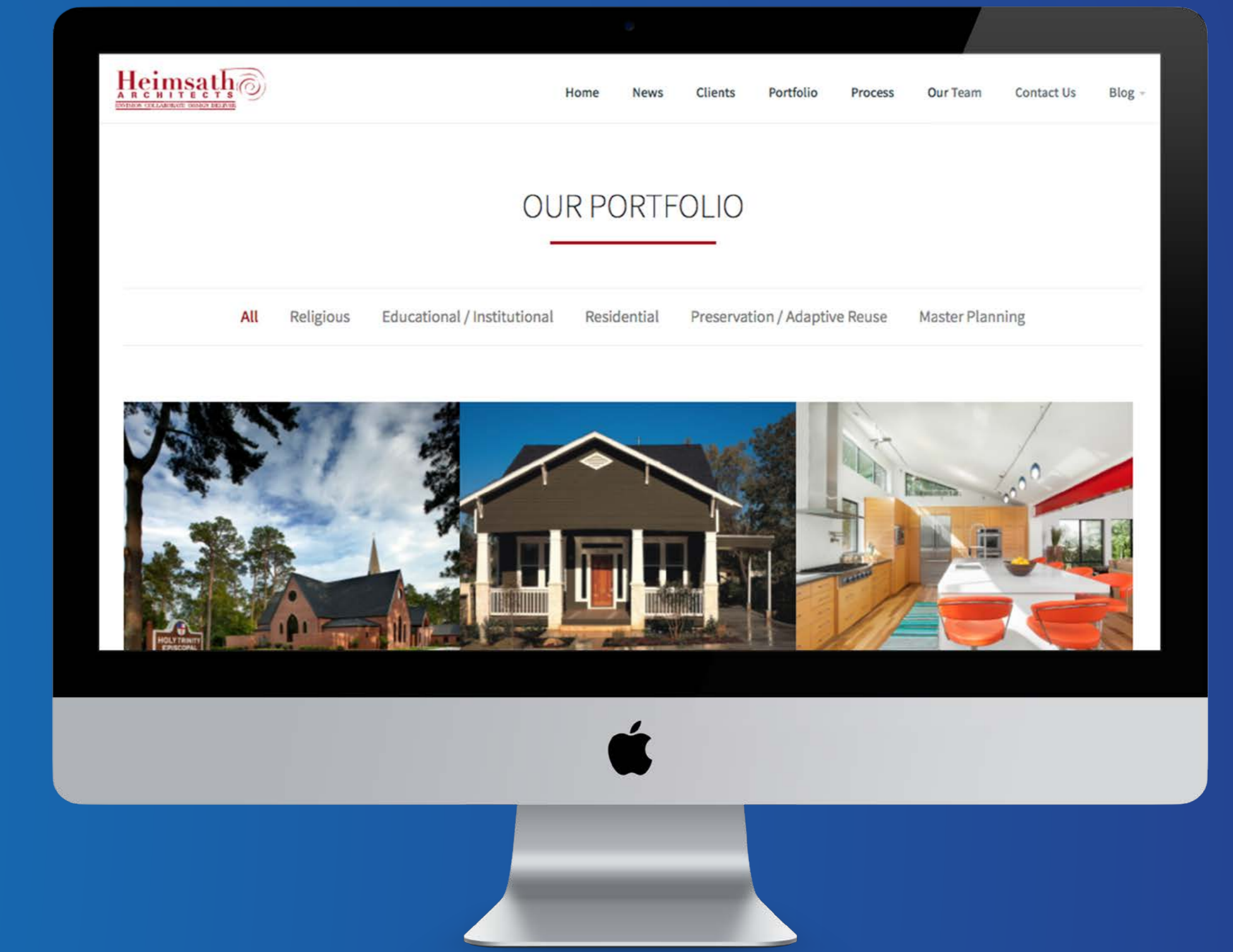
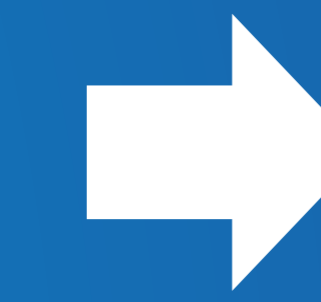
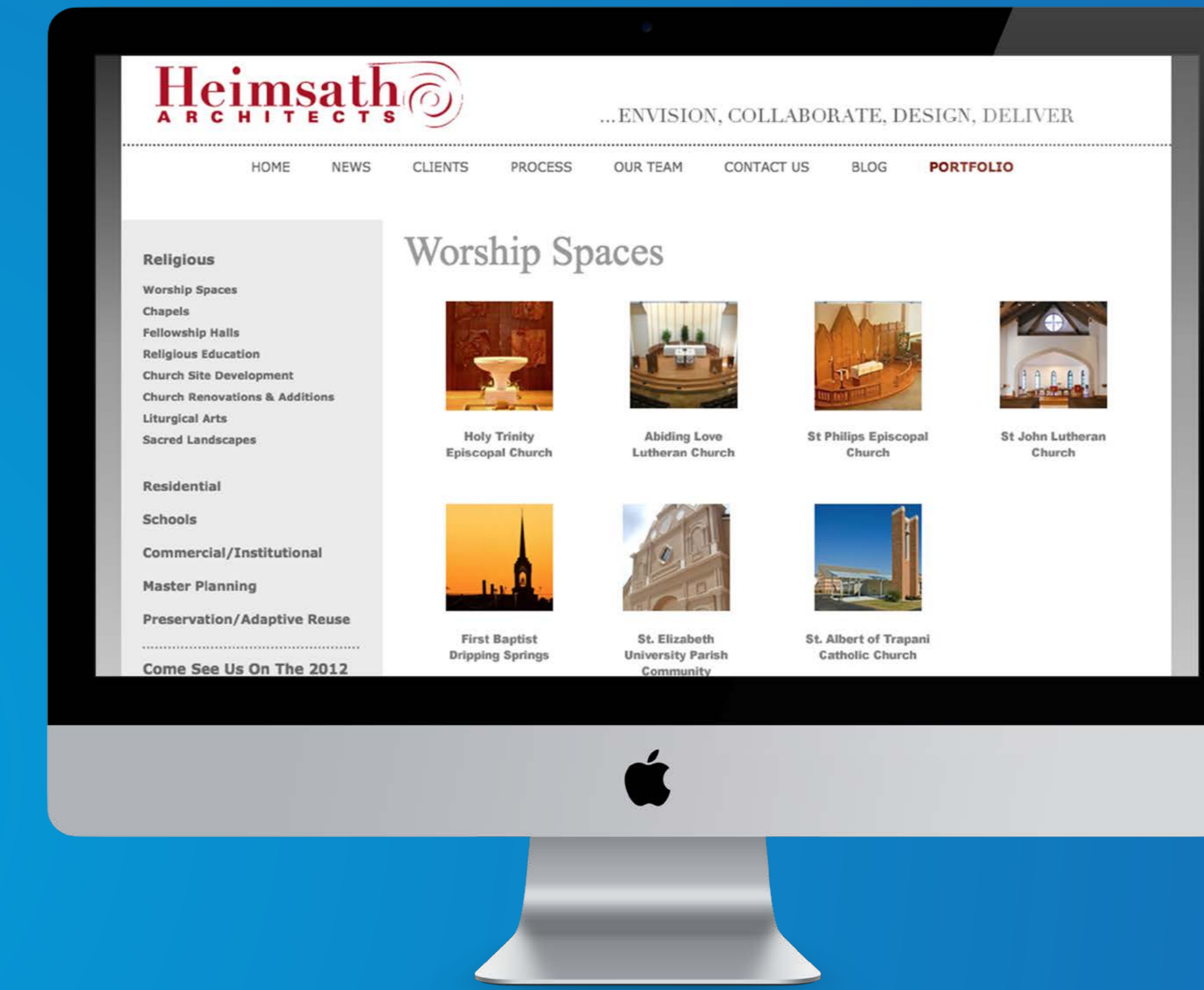
- ✔ Full website migration from current hosting platform to HubSpot's COS
- ✔ Testing mobile and tablet devices to verify complete responsiveness
- ✔ Implementation of company branding/colors/style guides for new COS templates

\$8,000+

/one time



Add To Package



Our HubSpot COS-optimized website design templates help take the hassle and guesswork out of redesigning your website. These template-based redesigns take a fraction of the time of a full website redesign, while allowing you to maintain your company's branding, colors, and style guide.



Inbound Sales Modules

Marry Sales And Marketing For Better Results

Get The Basics to Help Your Sales Team Maximize Inbound Marketing Results

Does your sales team know which inbound leads are great fits, and which ones are a waste of time?

Inbound Sales Development



\$1,500
/mo



Sales is transforming at an alarming rate, and it can be difficult for businesses to keep up. For many, having a foundational prospect fit matrix in order to rate leads is nonexistent, which is why we've created this sales development module. We work closely with you to create an SDR sequence for high-rated leads; this helps you properly structure your buyer's journey. The end goal? Streamlining your lead rating process so you can focus on talking to your prospects, not analyzing them from afar.

This Module Includes:

- ✔ Build out your prospect fit matrix
- ✔ Rate each lead as they come through based on good fit/bad fit criteria
- ✔ Enhance all high-rated leads
- ✔ Create SDR sequence for all high-rated leads




Our Inbound sales development module is specifically designed to help you create a functional prospect fit matrix.

With this matrix, your team can get a better grasp of which leads to pursue, and which ones aren't so great.

We also help you create an SDR sequence for high-rated leads to help you structure your buyer's journey for better sales results.

Get Your Inbound Marketing And Sales on The Same Page!

Inbound Sales Enablement

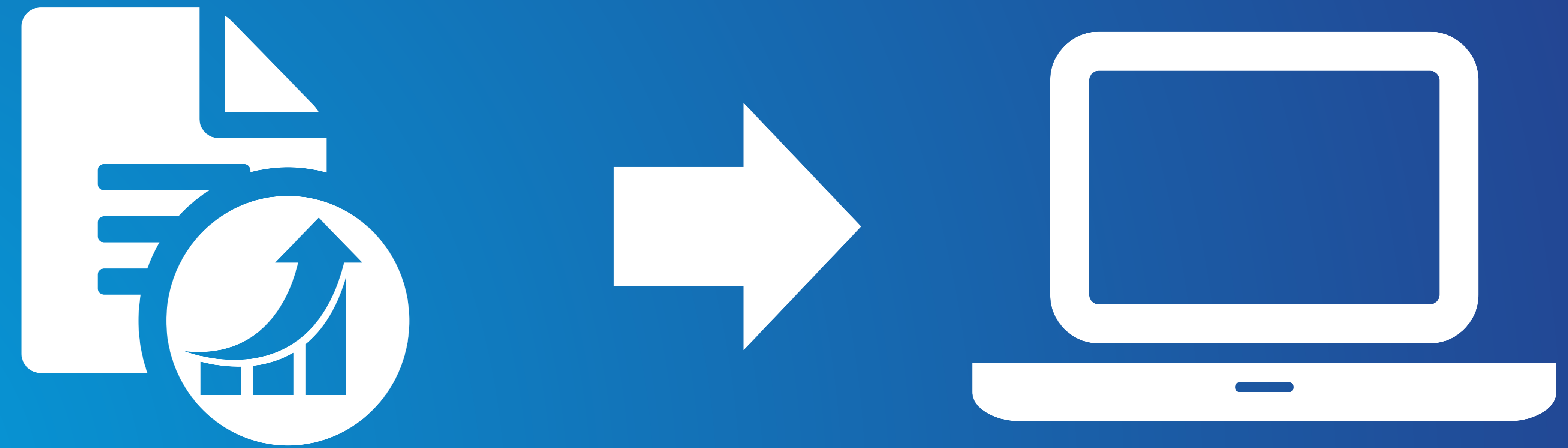


\$3,000 /mo [+ Add To Package](#)

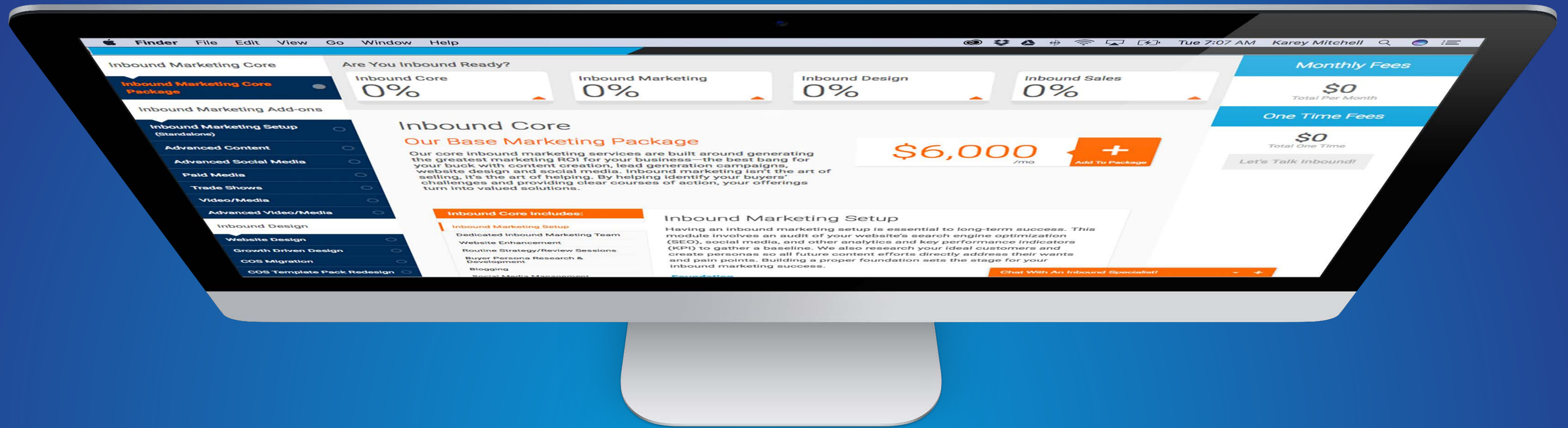
Get your inbound sales on the same page as your inbound marketing efforts. To make this happen, we've created this sales enablement module, which conducts a thorough audit of your business's sales process. We start with an Inbound Sales Workshop, and work to build a flowchart that makes sense for your business's prospects. From there, we continually monitor your sales qualified leads (SQLs) and opportunities, and give you all our inbound sales knowledge on how to shorten the sales cycle and close more deals.

This Module Includes:

- ✓ Initial Inbound Sales Workshop
- ✓ Create sales process flowchart
- ✓ Create and update content library
- ✓ Create email sequences for sales team
- ✓ Ongoing weekly review of SQLs and opportunities with team



The whole point of inbound marketing is to draw in leads through your website. The Sales Enablement Package is designed to help you align your sales and marketing to maximize your results for your inbound marketing efforts. Shorten your sales cycle and learn about Sales Qualified Leads (SQLs) to close more deals.



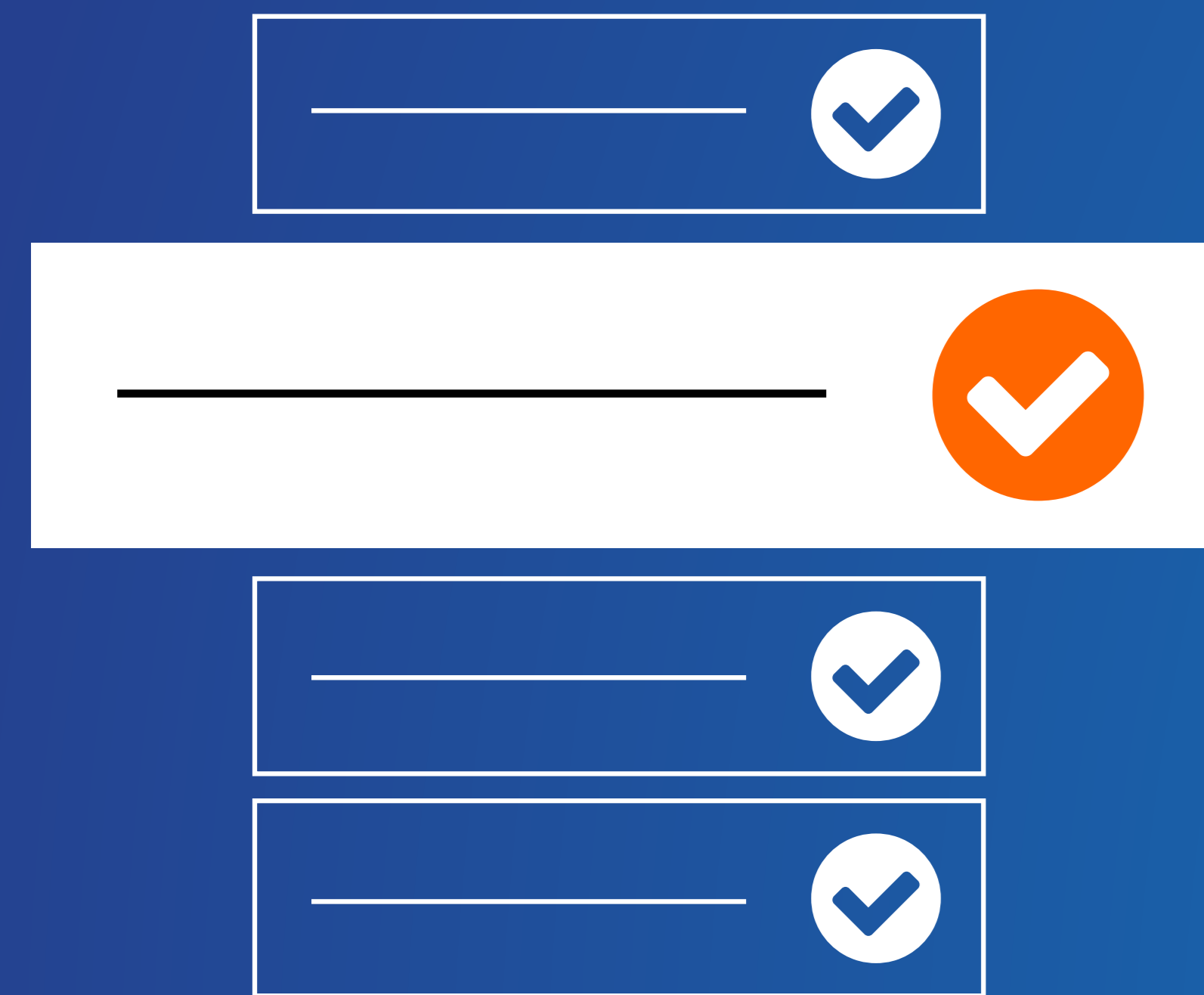
Getting to Know The Module Pricing Structure

How It Works

How to Add Modules to Your Deal

1 Select The Module You Want

Browse and learn about each module's uses and benefits.

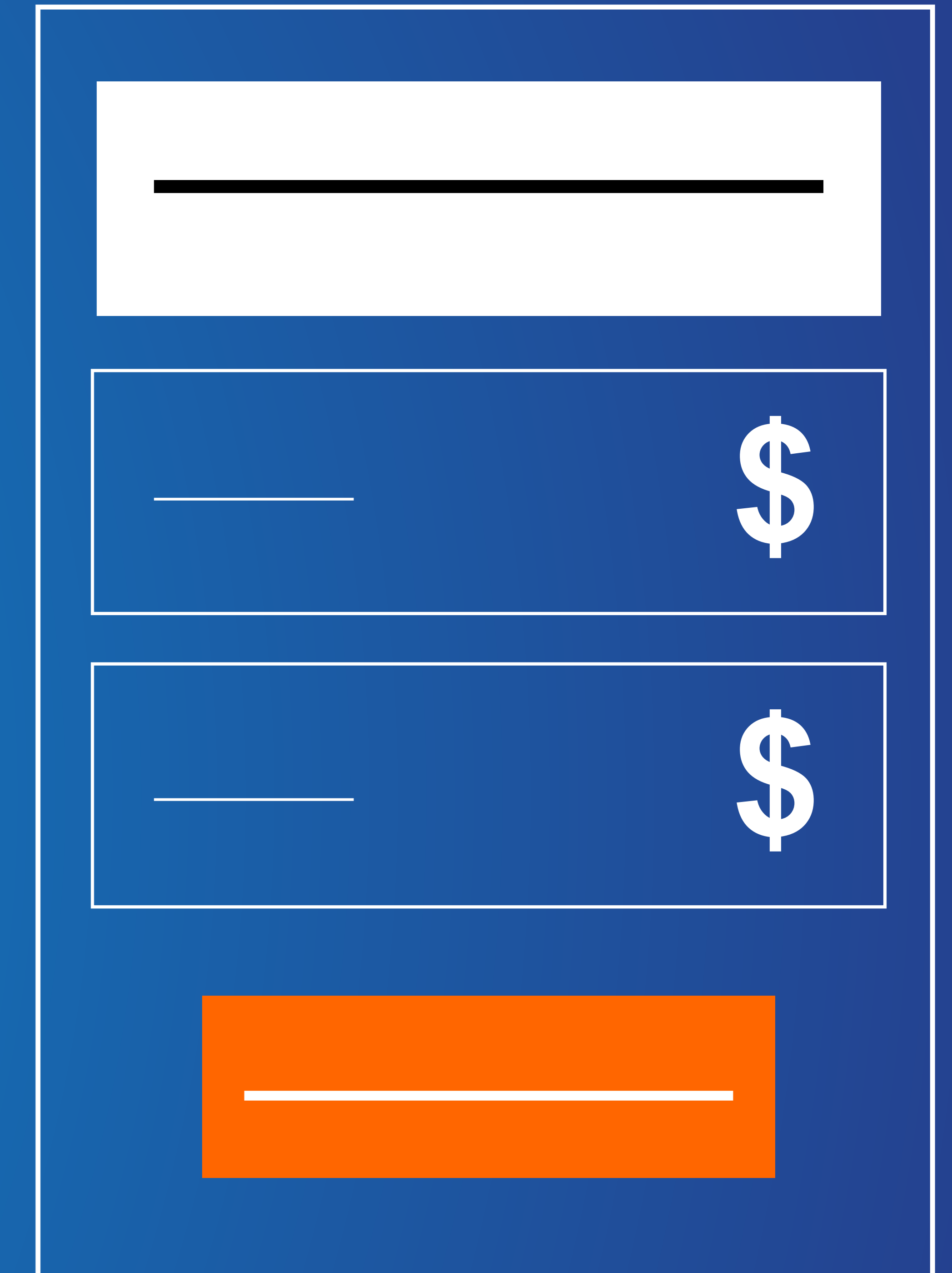


2 Click On "Add To Package"

Each Module has an "Add to Package" button next to its price



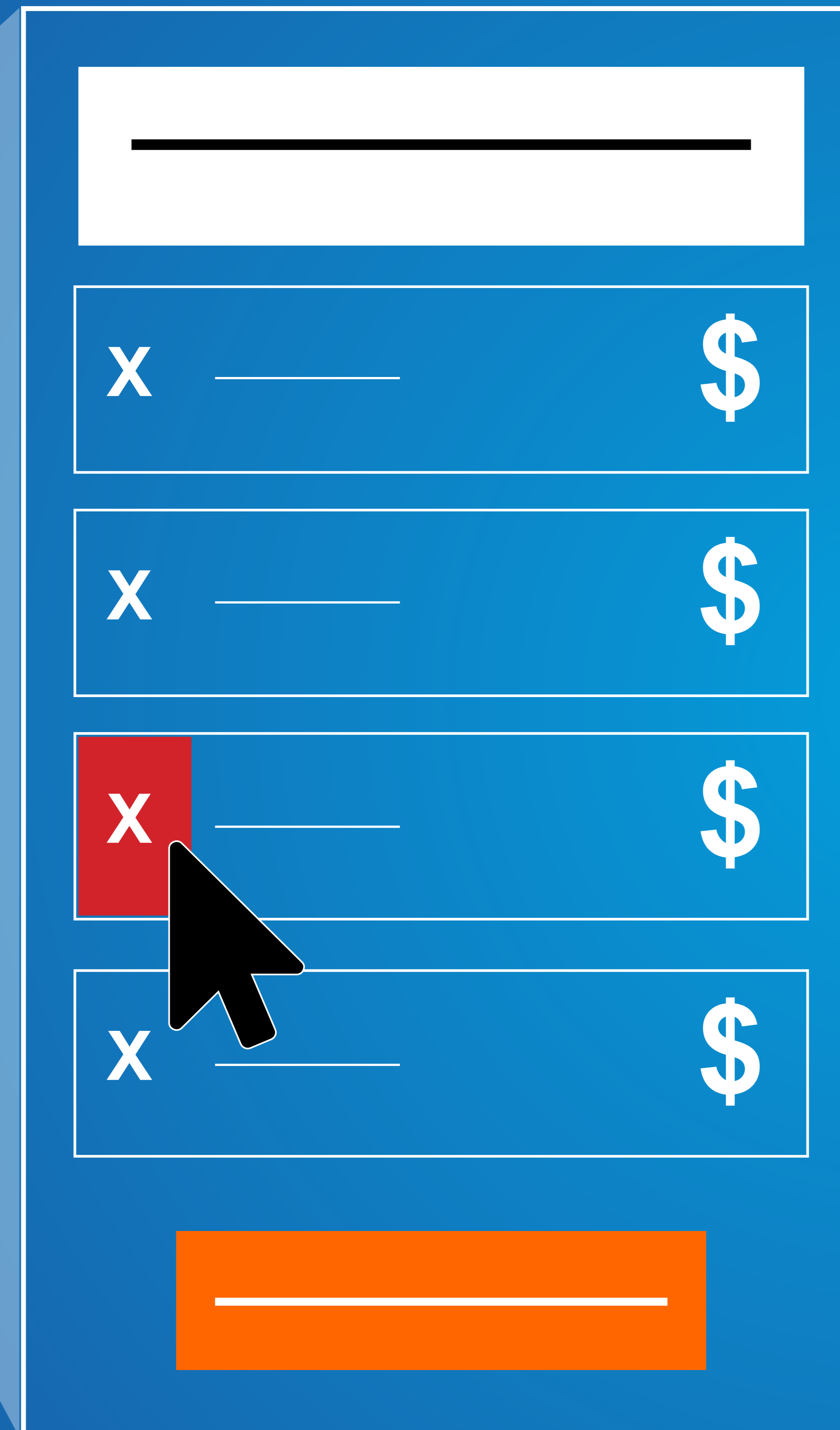
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Repeat For Each Module You Want

As you add modules, you'll see them in the list of Monthly and One-Time fees.

Removing a Module

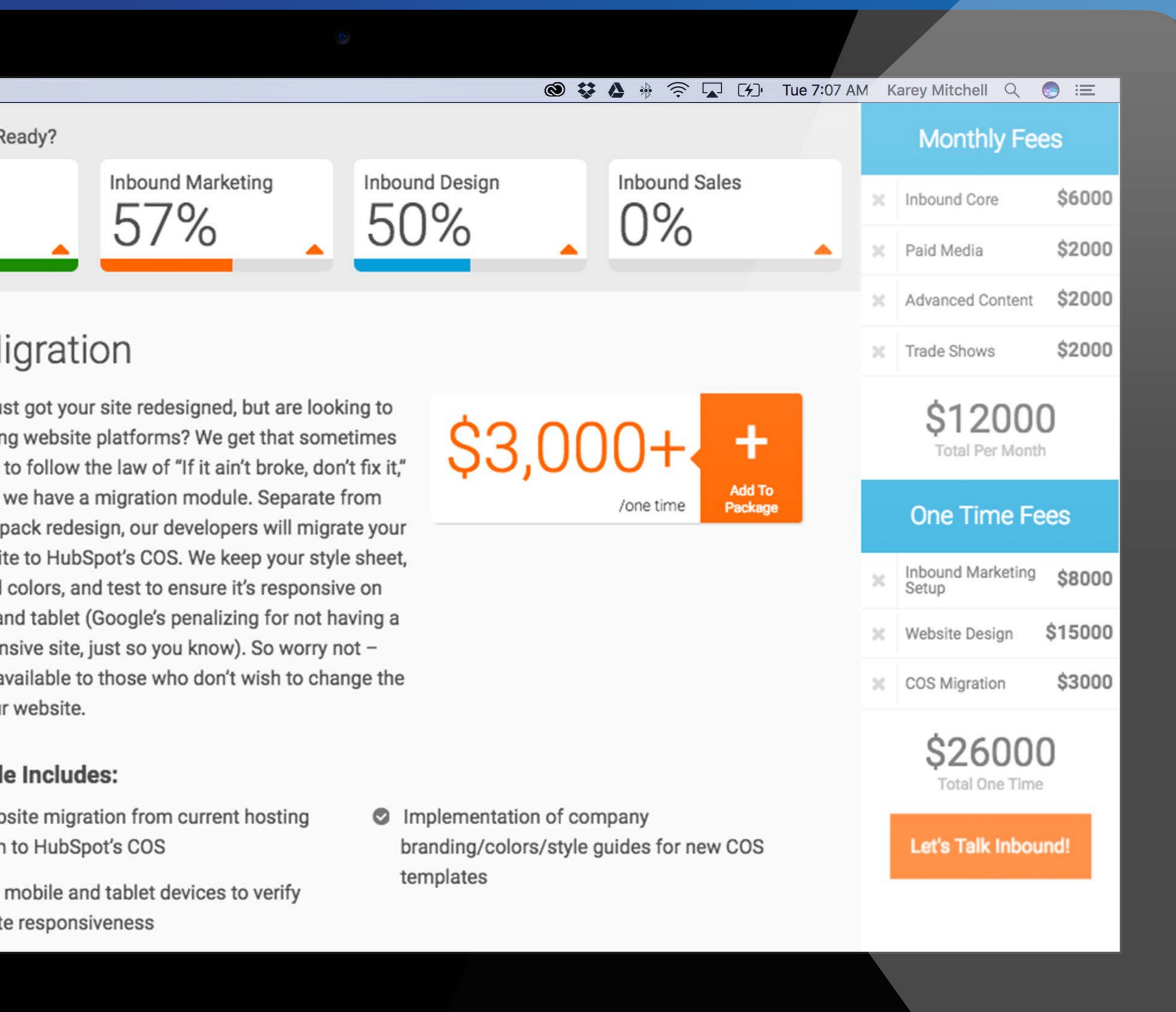


Easy To Use And Mindful User Experience Design

If you accidentally add a module that you don't need/want, you can easily remove it from your marketing deal.

Simply mouse over the X symbol next to the marketing module you want to remove and click it.

What's With The Monthly And One-Time Fees?



Monthly Fees	
× Inbound Core	\$6000
× Paid Media	\$2000
× Advanced Content	\$2000
× Trade Shows	\$2000

\$12000
Total Per Month

One Time Fees	
× Inbound Marketing Setup	\$8000
× Website Design	\$15000
× COS Migration	\$3000

\$26000
Total One Time

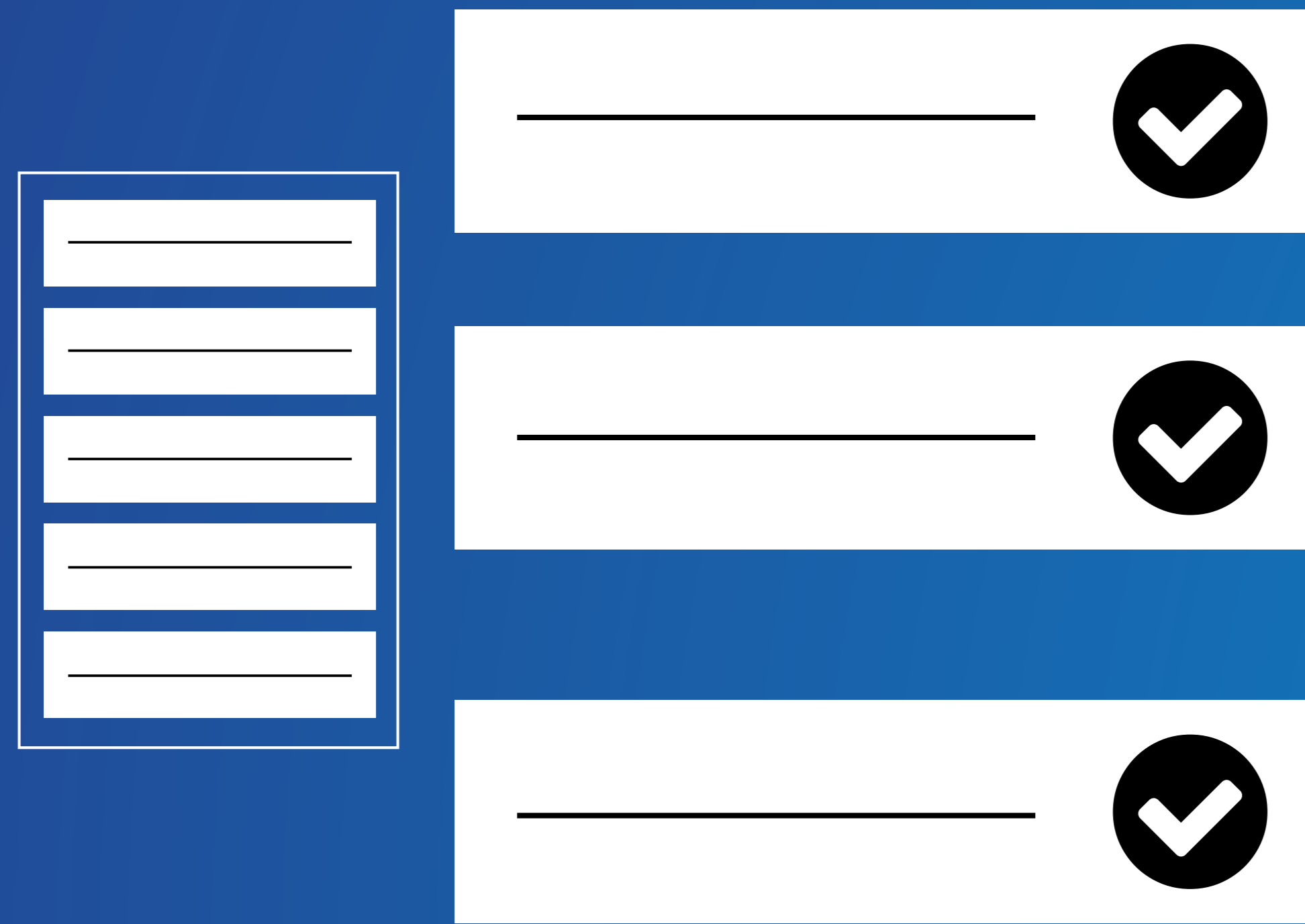
[Let's Talk Inbound!](#)

Don't Get Stuck in Long-Term Contracts When You Only Need A Single Service!

Our Pricing page has two service categories: Monthly and one-time fees. It's exactly as it sounds; where one means you're billed monthly, and the other means you're only billed once.

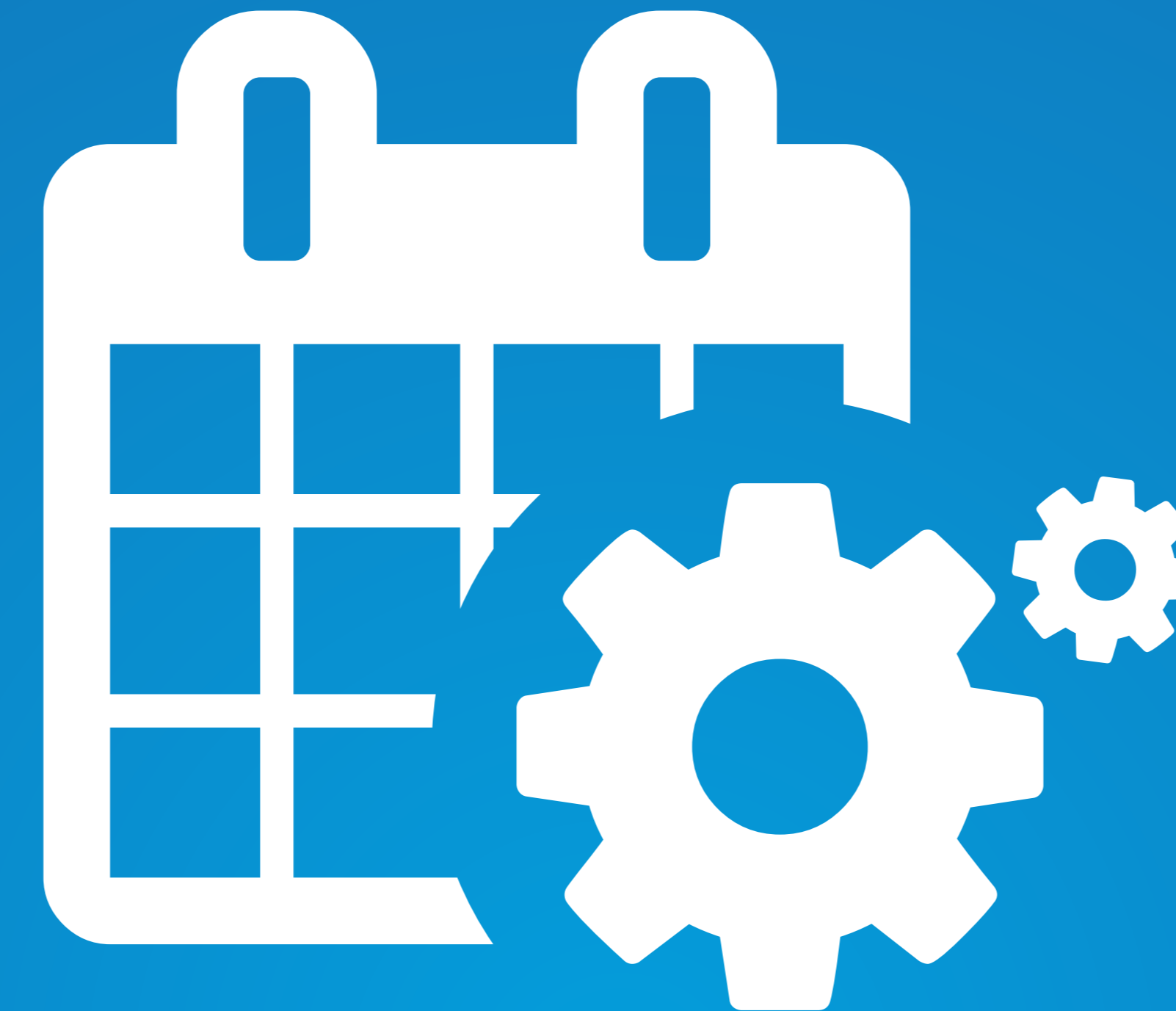
Don't worry, though – no agreement you go into with Bluleadz results in a long-term contract or commitment. This is how we hold ourselves accountable to bringing you the very best results possible!

What's The Benefit of Using Modular Pricing?



Enhanced Flexibility

Modular pricing for specific services makes it much easier to customize your inbound marketing deal to fit your needs.



Ability to Trial-Run Services

If you're curious about the impact that having a few extra blogs each month or social media would have, our monthly billing structure lets you trial-run such services without a long-term commitment.



Improve Growth Accommodation

As you grow your sales team, you may need to get them trained on the inbound sales process – inbound sales modules lets you add training in the months where your sales team adds new members.

Are You Ready For Inbound Marketing?

Get Started With Our Modular Pricing System Today!