



PROPERTY · REAL ESTATE · HOSPITALITY
DIGITAL MARKETING SERVICE MENU · 2026

MARKETING MAGIC

MEASURABLE RESULTS.

Social Proof helps property, real estate, hospitality, and service brands find their voice, reach the right audience, and create marketing that looks sharp and moves people to act.

**STUCK IN A MARKETING STANDSTILL?
LET'S TURN THE PLAN INTO
MOMENTUM.**

Choose one focused deliverable or combine services into a custom marketing plan.

READY TO DITCH GENERIC AND CREATE SOMETHING PEOPLE REMEMBER?

01 · IDENTITY + COLLATERAL

BRAND + CREATIVE

Custom Logo Design

Two initial concepts, primary and secondary logo files, color palette, and two revision rounds.

\$850

Brand Refresh

Refined logo direction, updated colors and typography, and a concise visual-reference sheet.

\$1,250

Full Brand Identity

Brand direction, logo suite, color and type system, voice cues, and concise brand guide.

\$2,500

One-Page Flyer

Branded digital and print-ready flyer using client-supplied photography and approved content.

\$375

Digital Brochure

Four- to six-page brochure with content structure and custom design; client supplies final facts and photography.

\$1,250

Property / Real Estate Marketing Kit

Coordinated flyer, listing template, social templates, email header, and digital brochure cover.

\$2,500

Property Staging Strategy

One model unit or amenity area with layout, styling, photo-readiness recommendations, and written action plan.

\$750

AI Unit Staging

Five marketing-ready staged images with one style direction, quality review, and one revision round.

\$325

02 · AUDITS + WEBSITES

WEB + DIGITAL PRESENCE

Digital Presence Snapshot

Website, Google Business Profile, social channels, listings, and core-message review with prioritized findings.

\$750

Website Conversion Review

User journey, calls to action, mobile experience, forms, messaging, and lead-handoff review.

\$950

Online Competitor Review

Up to five competitors, positioning, offer presentation, content patterns, and differentiation opportunities.

\$1,250

Lead-Generation Landing Page

Responsive one-page site with inquiry form, analytics setup, and one primary offer.

\$2,500

Website Refresh

Visual and messaging update for an existing small website; final scope depends on platform and page count.

\$2,500

Custom Website

Responsive five-page website with conversion-focused structure, contact forms, and basic analytics.

\$5,500



PROPERTY · REAL ESTATE · HOSPITALITY
CONTENT · CAMPAIGNS · STAGING · REPUTATION

FROM THE FEED TO THE FOLLOW-UP

CREATE DEMAND.

03A · ORGANIC CONTENT

CONTENT + SOCIAL

Single Custom Social Post

One branded static graphic with caption and call to action.

\$150

Social Content Pack

Eight branded static posts with captions, calls to action, and recommended publishing dates.

\$950

Social Media Template Kit

Eight reusable Canva-ready templates designed for posts and stories.

\$850

Monthly Social Media Calendar

A 30-day plan with 12 post concepts, captions, calls to action, content prompts, and publishing dates.

\$550 / mo

Organic Social Management

Monthly strategy, calendar, twelve posts, captions, scheduling, and reporting for up to two channels.

\$1,250 / mo

Reputation Management

Monitor up to three review platforms, draft up to 20 responses, and provide a monthly reputation summary.

\$750 / mo

STRATEGY. CREATIVE. EXECUTION.

The right message, on the right channel, with a clear next step.

03B · PAID + LOCAL

CAMPAIGNS + LEADS

Email Campaign

One marketing email with copy, design, build, links, and scheduling in the client's platform.

\$450

Email Template System

Reusable branded email template with editable content sections.

\$750

Paid Social Campaign Setup

Audience strategy, campaign build, tracking review, copy, and up to three ad variations for one platform.

\$650

Paid Media Management

Ongoing optimization and reporting for up to two active campaigns on one platform.

\$750 / mo*

Marketplace + Local Listings

Setup or refresh for Facebook Marketplace and priority local channels using client-supplied data.

\$650

Lead-Generation Campaign

Offer, channel strategy, creative direction, tracking plan, and campaign launch setup.

\$1,500 + \$1,250 / mo

FEATURED ONE-PROPERTY PLAN

PROPERTY VISIBILITY PLAN

Twelve branded social posts, four story or short-form video concepts, two email campaigns, management of up to two paid-social campaigns, Marketplace and local-listing refreshes, a monthly performance summary, and one strategy call.

\$2,500 PER MONTH

Three-month minimum Paid media budget separate

CUSTOM SUPPORT

NEED A DIFFERENT MIX?

Multi-property plans, launch campaigns, brand rollouts, and ongoing creative support are available by custom proposal.

PRICING NOTES

Starting prices are in U.S. dollars and assume one brand or property plus two revision rounds unless stated otherwise. Ad spend, printing, postage, software, premium stock assets, photography/video, domain/hosting, taxes, and travel are separate. Rush delivery, when available, adds 25%. Paid media management is \$750/month or 15% of ad spend, whichever is greater. Specific marketing results cannot be guaranteed.

READY TO DITCH GENERIC MARKETING? Let's build something memorable—and measurable.

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