



# Services and Pricing Guide



rachel barrow

WEB & DESIGN



# And meet the team...



## Beth Fielder

**COPYWRITER & CONTENT MANAGER**

I'm Beth - it's so nice to meet you! As a client, I'll work with you to create unique copy and content that perfectly communicates your business to existing and potential customers.

Whether it's blogs, newsletters, social posts, or websites - I'll work with Rachel to ensure that your content remains relevant, consistent, engaging, and polished, and reaches the right people. I'll also be on hand to make small edits to your website or assist with scheduling your social posts, reels or stories.



## Ellie Barrow

**PA & ADMINISTRATIVE SUPPORT**

Hello, I'm Ellie (or Eleanor if you're feeling fancy!) and I support the team with all things diary management, workflow management, call/meeting scheduling and more!

I'll be your point of contact if you have a new design job to book in or need a catch up call with Rachel or Beth. I also support our clients with webinar hosting, spreadsheet creation and tracking and other administrative tasks.

rachel barrow

**WEB & DESIGN**



Google

★★★★★ RATED

## Love from our clients

Rachel has revolutionised my entire branding, my business has thrived since she has started working as part of our team. I can't recommend her enough and will never use anyone else.

- STEPH DURHAM, DURHAM FAMILY DENTAL

I approached Rachel a few months ago with some help to redesign my logo, she delivered on my brief exceptionally. Since then I went back to her for her help to do my website and - wow - she's the gift that keeps on giving. I can't recommend her enough, thank you and I hope to continue working with Rachel for years to come

- KAMRAN RASUL, KAMRAN RASUL AESTHETIC DENTISTRY

I would highly recommend Rachel. She has fantastic knowledge of marketing and provides an excellent service. Nothing is too much trouble and is very quick to carry out tasks. She has become a valuable team member and has helped us to attract the right type of new patients. Thank you Rachel.

- SIMON FLAHERTY, ALVERNA HOUSE DENTAL

# Read more *reviews*

Scan the QR code below to read  
more of our reviews!



# Let's talk *packages*

All of our packages are fully customisable and we will provide a personalised proposal upon enquiry, so don't be afraid to ask for something that we haven't mentioned!

## **GET IN TOUCH**

WhatsApp: 07792029820  
[www.rachelbarrowdesign.com](http://www.rachelbarrowdesign.com)  
[hello@rachelbarrowdesign.com](mailto:hello@rachelbarrowdesign.com)

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**WEB & DESIGN**





# Social Media Packages

INVESTMENT: FROM £99 PER MONTH

## THE STARTER PACKAGE

£99+VAT PER MONTH

What's included:

- Access to our library of over 500 industry specific stock images, sorted by category and added to monthly
- 15 new industry-specific social media captions per month



## THE ESSENTIALS PACKAGE MOST POPULAR

£395+VAT PER MONTH

What's included:

- 3-4 bespoke branded posts per week on topics of your choice (or leave it to us to choose!)
- Posts pre-scheduled weekly for the days your followers are most active
- Monthly hash-tag research and updates
- Monthly engagement report
- WhatsApp Group with Rachel, Beth and your key team members



## THE PRO PACKAGE

£695+VAT PER MONTH

What's included:

- Daily bespoke branded posts per week on topics of your choice (or leave it to us to choose!)
- Posts pre-scheduled weekly for the days your followers are most active
- Monthly research and hash-tag updates
- Monthly engagement report
- WhatsApp Group with Rachel, Beth and your key team members



# Website Packages

INVESTMENT: FROM £1,395\*

## THE PERSONAL WEBSITE PACKAGE

£1,495+VAT

What's included:

- 1-3 page landing page/website design and build
- Fully desktop and mobile responsive
- SEO optimisation

## THE SMALL BUSINESS WEBSITE PACKAGE

£3,895+VAT

MOST POPULAR

What's included:

- 10-15 page website design and build
- Fully desktop and mobile responsive
- Bespoke design
- Copywriting
- Search Engine Optimisation
- Online chat integration (optional)

## THE CORPORATE/E-COMMERCE WEBSITE PACKAGE

FROM £4,995+VAT

What's included:

- 15+ page website design and build
- Fully desktop and mobile responsive
- Bespoke design
- Copywriting
- Search Engine Optimisation
- E-commerce/Event booking & management/Private members area

\*ALL WEBSITES ARE SUBJECT TO AN ANNUAL HOSTING FEE OF £220+VAT. A 50% DEPOSIT PLUS THE FIRST YEAR'S HOSTING FEE IS BILLED AT THE POINT OF BOOKING.





# SEO Packages

INVESTMENT: FROM £275 PER MONTH

## THE BLOGGER PACKAGE

from £295+VAT PER MONTH

What's included:

- 2-3 bespoke blogs per month written by our specialist in-house Copywriter
- Quarterly blog performance reports

## THE SEO PRO PACKAGE

MOST POPULAR

£450+VAT PER MONTH

What's included:

- 3 bespoke blogs per month written by our in-house Copywriter, Beth
- Google MyBusiness posting and optimisation
- Monthly keyword research
- Monthly progress, ranking, SEO advice and strategy reports
- Regular website maintenance, small edits and SEO updates
- Quarterly keyword research to optimise copy on your website

# Branding Packages

INVESTMENT: FROM £495

## THE PERSONAL BRANDING PACKAGE

£495+VAT

What's included:

Personal typography/watermark/signature logo for personal use

3x initial logo concepts with up to 3 revisions to your preferred logo design

Delivered in all required file formats and colour-ways for print and digital use

## THE RE-BRANDING PACKAGE

£1,595+VAT

What's included:

Modernisation/refresh of your existing logo, typeface and colour palette

3x re-branding concepts with up to 5 revisions to your preferred logo design

Full logo suite with primary, secondary and sub-mark logo designs

Brand guidelines booklet

## THE SIGNATURE BRANDING PACKAGE

£2,595+VAT

MOST POPULAR

What's included:

Complete branding package with logo designs, colour palette, typeface and design mock-ups

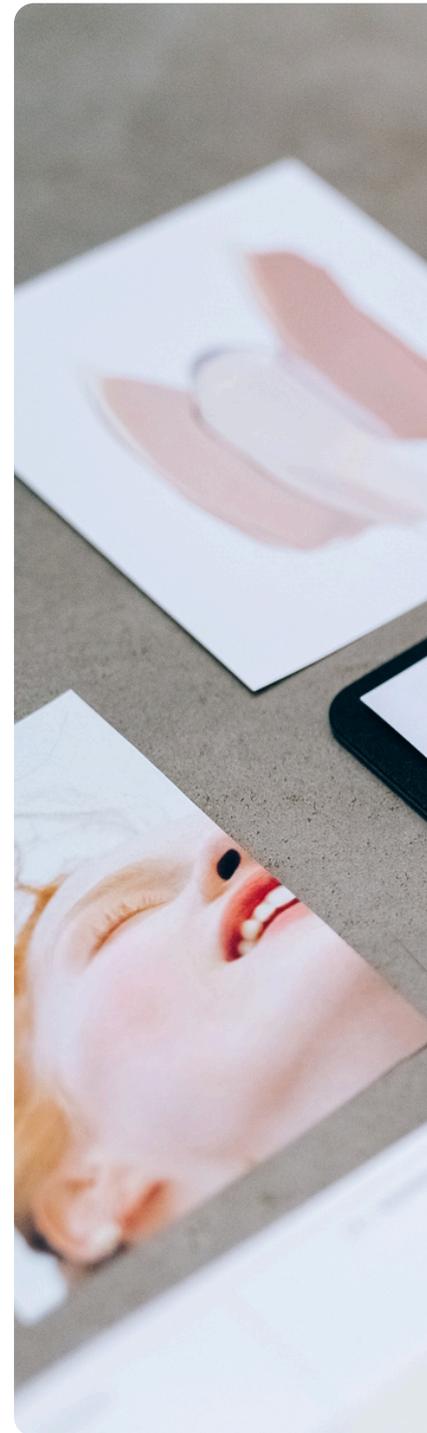
5x branding concepts with up to 5 revisions to your preferred logo design

Full logo suite with primary, secondary and sub-mark logo designs

Brand guidelines booklet

Welcome booklet, business card and letterhead design

Canva social media templates





# Add-on Services

## MONTHLY EMAIL NEWSLETTER

**£195+VAT PER MONTH**

### What's included:

Monthly newsletter copywriting and design

Bespoke content to include team news, cases, Google reviews and patient photos (where provided)

## MARKETING CONSULTANCY

**FROM £495+VAT PER MONTH**

### What's included:

Assistance with your marketing strategy, brand positioning and online presence

Marketing support tailored to your business' needs

Monthly catch-up calls to discuss progress

## COPYWRITING

**FROM £75 PER HOUR**

### What's included:

Bespoke copywriting, by our in-house copywriter, for articles, blogs, brochures, or anything else!



# *Print Design Services*

**BUSINESS/APPOINTMENT CARD DESIGN**  
£165+VAT

**LETTERHEAD DESIGN**  
£75+VAT

**LEAFLET DESIGN**  
£195+VAT | 1-2 PAGES  
£295+VAT | 2-4 PAGES

**COMPLIMENTS SLIP DESIGN**  
£75+VAT

**FOLDER DESIGN**  
£295+VAT

**WELCOME OR REFERRAL BOOK/PACK DESIGN**  
£395+VAT

**E-BOOK DESIGN**  
FROM £595+VAT

**BESPOKE WORK**  
POA



# Are you ready to reach your goals?

I really love working with each and every one of my clients to achieve their specific marketing goals, whether that's attracting more patients or totally refreshing their brand identity and website, and I would love to work with you too!

My team and I offer a bespoke and personalised service to every client, because we know your business means everything to you, and so it means everything to us too. I really look forward to working together!

- Rachel

## ANY QUESTIONS?

I would love to have a chat with you if you have any questions all about our services or if you simply need help choosing which packages will suit your business best. Email [ellie@rachelbarrowdesign.com](mailto:ellie@rachelbarrowdesign.com) to book a discovery call with me or scan the QR code below to book direct.





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