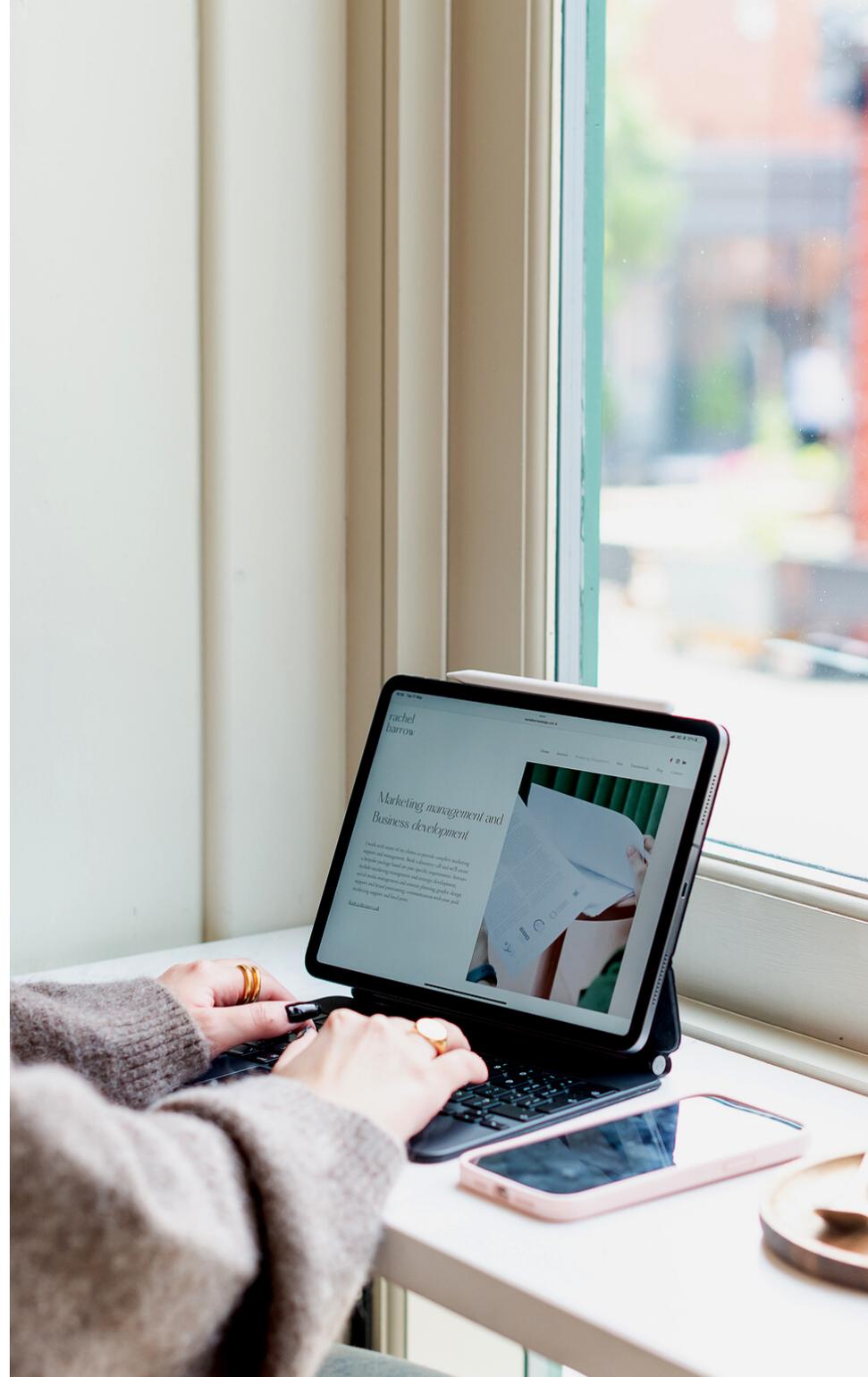


rachel
barrow *web & design*

Services and Pricing Guide

WWW.RACHELBARROWDESIGN.COM | 07792029820



Meet the founder.

HI, I'M RACHEL, IT'S SO NICE TO MEET YOU!

Thank you so much for enquiring about my services! I work with my lovely clients to create beautiful brands, websites, print design & social media content. I have a background in marketing and management for dental practices and other small businesses within the beauty, aesthetics and healthcare sectors and have a firm belief that your customers should have a beautiful experience at every stage of their relationship with you, from enquiry through to life-long support.

I believe in intentional, beautiful design and this belief stands at the heart of everything I do and everything I create. I have designed and built over 100 websites, manage and curate content for over 50 social media accounts and have designed over 1,000 pieces of print marketing for my clients. Read on to meet the Rachel Barrow Design team and explore my packages.

CONNECT WITH ME AT [@RACHELBARROWDESIGN](#)



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.



Ciara Leneghan-White

**GRAPHIC DESIGNER &
SOCIAL MEDIA MARKETER**

Hello, I'm Ciara and I'm a graphic designer and social media marketer from Ireland. I assist the team with all things branding, design and social media - helping to make your business look beautiful.

We'll work together to make your social media accounts and digital and print design look stunning and unique, and ensure that your social media feed reflects your brand ethos and visual identity.

And meet the team...



Ellie Barrow

PA & ADMINISTRATIVE
SUPPORT

Hello, I'm Ellie (or Eleanor if you're feeling fancy!) and I support Rachel Barrow Design 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.



★★★★★ 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 cant 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



Let's talk packages

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



The 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

£350+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

£550+VAT PER MONTH

What's included:

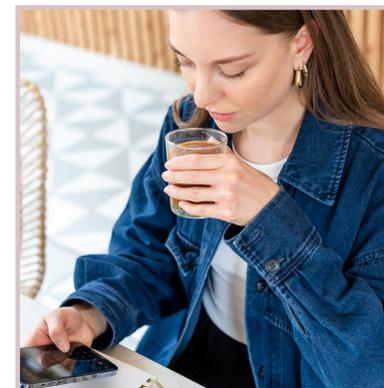
Daily bespoke branded posts per week on topics of your choice (or leave it to us to choose!)

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



The Web Design Packages

INVESTMENT: FROM £1,295

THE PERSONAL WEBSITE PACKAGE

£1,295+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 **MOST POPULAR**

£2,750+VAT

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 £3,800+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



The SEO Packages

INVESTMENT: FROM £225 PER MONTH

THE BLOGGER PACKAGE

£225+VAT PER MONTH

What's included:

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

THE SEO PRO PACKAGE MOST POPULAR

£425+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



The Branding Packages

INVESTMENT: FROM £395

THE PERSONAL BRANDING PACKAGE

£395+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

£1,250+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 **MOST POPULAR**

£2,250+VAT

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



The Add-on Services

MONTHLY PATIENT NEWSLETTER

£150+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 £395+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 £85 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

£150+VAT

LETTERHEAD DESIGN

£75

LEAFLET DESIGN

£175 | 1-2 PAGES

£250 | 2-4 PAGES

COMPLIMENTS SLIP DESIGN

£75

FOLDER DESIGN

£225

WELCOME OR REFERRAL BOOK/PACK DESIGN

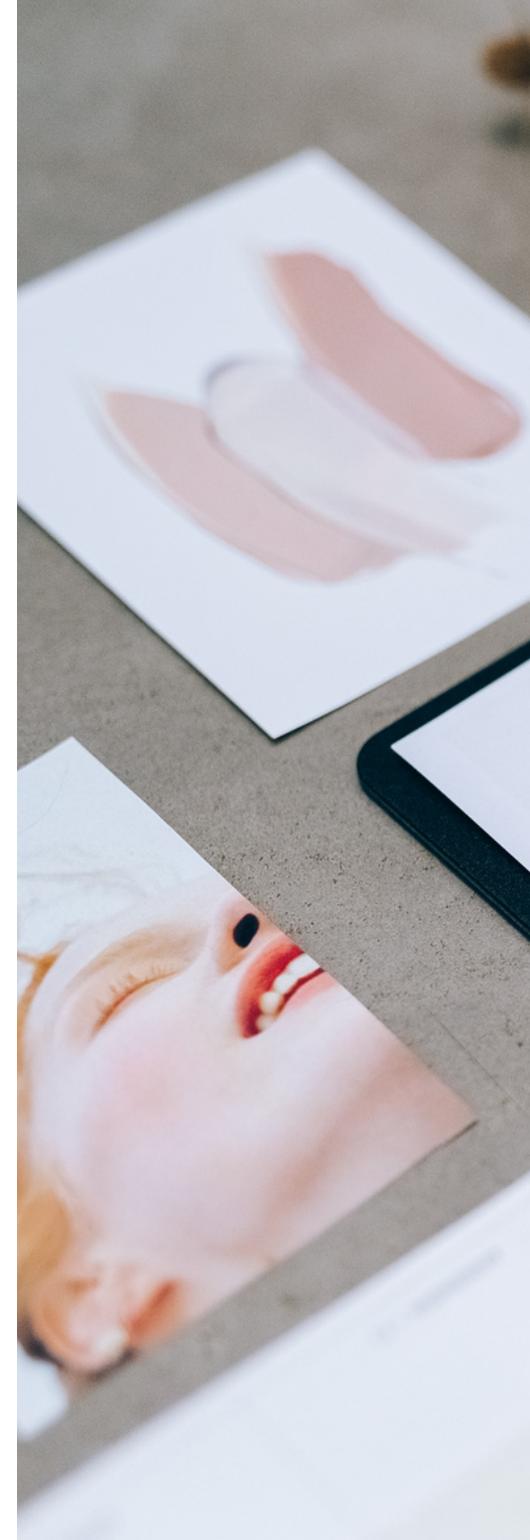
£350

E-BOOK DESIGN

FROM 500

BESPOKE WORK

POA





RACHEL BARROW WEB & DESIGN

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 to book a discovery call with me or visit calendly.com/rachelbarrowdesign/30min to book direct.