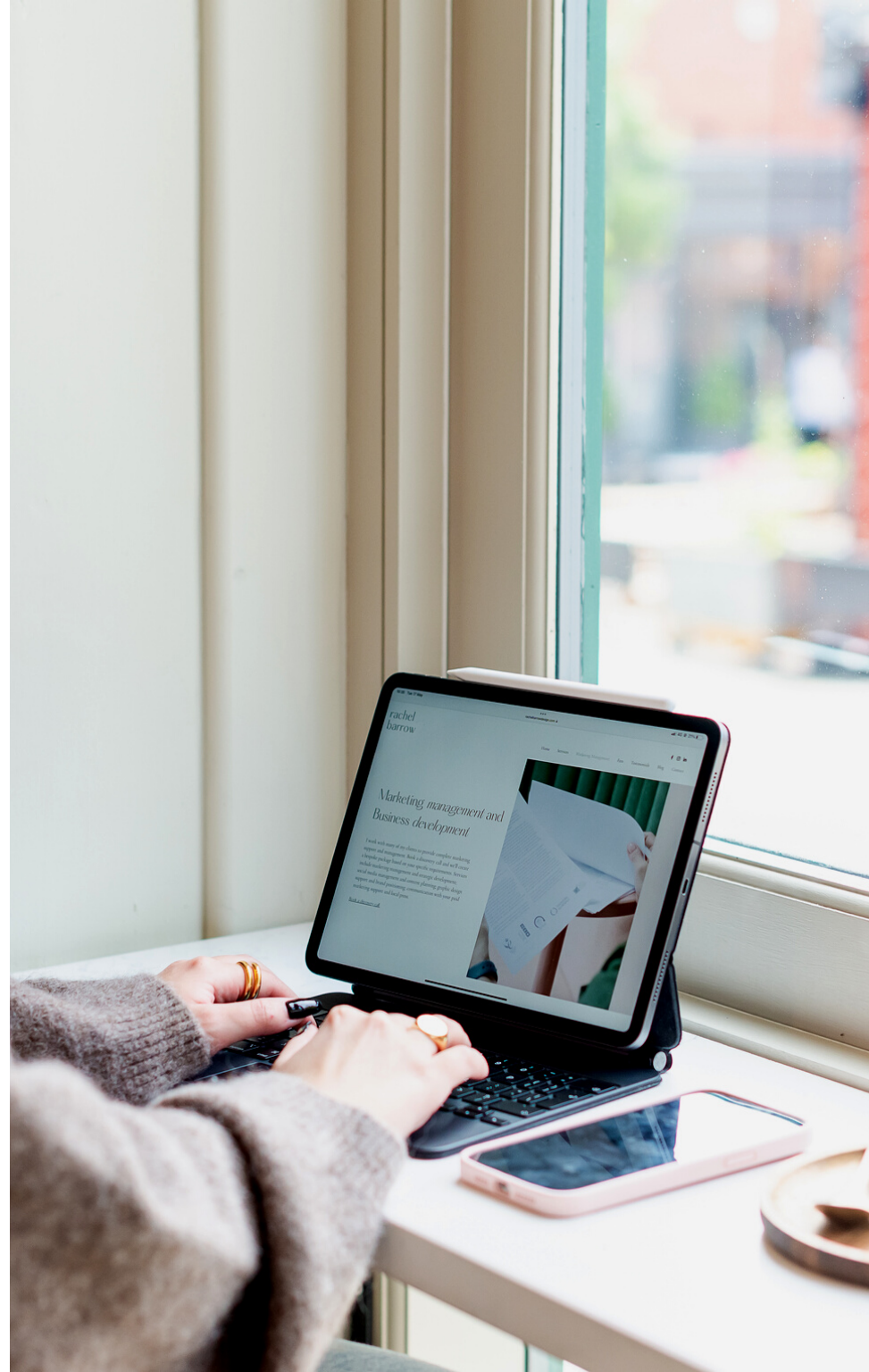


rachel  
barrow web & design

# Services and Pricing Guide

[WWW.RACHELBARROWDESIGN.COM](http://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 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



# 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

£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:

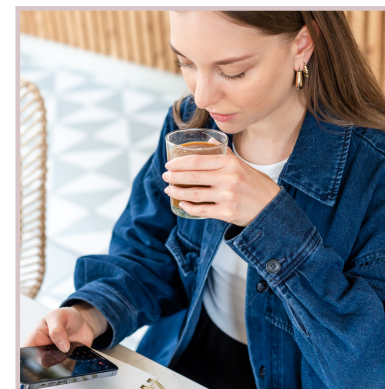
Daily bespoke branded posts per week on topics of your choice (or leave it to us to choose!)

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



# The Web Design Packages

---

INVESTMENT: FROM £1,395

## THE PERSONAL WEBSITE PACKAGE

**£1,395+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

**£2,995+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 £4,495+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

**£395+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

**£549+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

**£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

**£1,395+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**

**£2,295+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

**£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**

## **LEAFLET DESIGN**

**£195 | 1-2 PAGES**

**£295 | 2-4 PAGES**

## **COMPLIMENTS SLIP DESIGN**

**£75**

## **FOLDER DESIGN**

**£295**

## **WELCOME OR REFERRAL BOOK/PACK DESIGN**

**£395**

## **E-BOOK DESIGN**

**FROM £595**

## **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](mailto:ellie@rachelbarrowdesign.com) to book a discovery call with me or visit [calendly.com/rachelbarrowdesign/30min](https://calendly.com/rachelbarrowdesign/30min) to book direct.