



Email Marketing Support Packages 2026

Initial – £75 (one time only) *

- Zoom, Teams, or telephone discovery call to cover:
 - Getting to know you, your ideal client(s), and identifying your USP
 - A check on what goals you're trying to hit and by when
 - Topic suggestions, examples of content, or general guideline of content you'd like to see
 - Content audit to identify any topic gaps
 - Summary of organisation, brand guide, media kit, promotional materials, videos, iconography – ie, any existing materials that show your brand voice
 - Summary of your intended audience or ideal client and their pain points

Starter – £650 *

Perfect for businesses just starting out or refreshing their email marketing

- One-time CRM Setup and integration (MailerLite, HubSpot, Nimble)
- Review existing list quality, identify segmentation opportunities / new list segmentation and strategy
- Website opt-in form setup and integration
- 1 welcome sequence (3 emails written and designed to onboard and nurture new subscribers)

Growth – £350 *

For businesses wanting to engage with their audience regularly

- 2 email newsletter campaigns per month
- Monthly reporting and insights
- Ongoing CRM support

A La Carte – ad hoc services from £50 per hour *

Email newsletter campaign including custom graphics
VIP customer loyalty series
Re-engagement/win-back campaign
Event/webinar follow-up
Product education/drip series
Product launch sequence
Lead magnet creation

* Excludes any travel fees or time spent travelling.