

**MacInnis Marketing**

Small Business Marketing  
Better Business Decisions

# **Done-With-You Marketing Coaching Program**

# Table of Contents

**Are you ready to take control of your marketing? The Done-With-You Marketing Coaching Program empowers small business owners to learn and execute effective marketing strategies with hands-on guidance from an expert.**

**In 6 to 12 weeks, you'll go from overwhelmed to confident, with a marketing strategy that works for your business.**

## Program Overview

**This program is designed to provide you with the knowledge and tools to manage your own marketing while guiding you step-by-step through the process. You'll work directly with a marketing expert to build, implement, and refine your strategy across social media, email marketing, content, and paid ads.**



# Program Structure

## 1. Week 1: Discovery & Initial Assessment

- 1-hour strategy call to assess your current marketing.
- Initial Findings Report with high-level recommendations.

## 2. Week 2-3: Building a Strategy

- Co-create a marketing plan with audience personas, key messaging, and goals.
- Set up content calendars and email marketing plans.

## 3. Week 4-5: Social Media & Content Execution

- Create and schedule social media posts, help draft blog posts, and set up a content calendar.

## 4. Week 6-7: Email Marketing

- Co-create email marketing campaigns, set up automation, and optimize existing emails.

## 5. Week 8-9: Paid Advertising & Analytics

- Set up Facebook or Google ads, and monitor campaign performance.
- Teach Google Analytics to track website traffic and conversions.

## 6. Week 10-11: Refinement & Adjustment

- Review and fine-tune the strategy based on initial results, with ongoing feedback.

## 7. Week 12: Wrap-Up & Future Planning

- Deliver final performance report and recommendations for long-term success.





# **Program Pricing**

# Pricing

**Basic Package (6 weeks): AUD \$2,500**

**- Full Package (12 weeks): AUD \$5,000**

**- VIP Package (12 weeks + ongoing support): AUD \$7,000**

## **Add-ons:**

- Done-For-You services for an additional fee.
- Ongoing support with a monthly retainer for post-program consulting.

## **Marketing the Program & Benefits**

- A dedicated landing page and targeted email campaigns to attract clients.
- Weekly 1:1 coaching sessions tailored to your business.
- Access to marketing templates and tools.
- You will leave the program with a fully implemented marketing strategy.

## **Benefits for You:**

- Gain confidence to run your marketing campaigns.
- Hands-on learning with expert guidance.
- Long-term growth with minimal outside marketing costs.



# Marketing Plan or Audit

## Marketing Plan

Starting From

**\$1500**

This can be a simple 1 page marketing planner with budget and key activities to a comprehensive marketing strategic marketing plan with research of industry, competitors and current clients.

## Marketing Audit

Starting From

**\$1000**

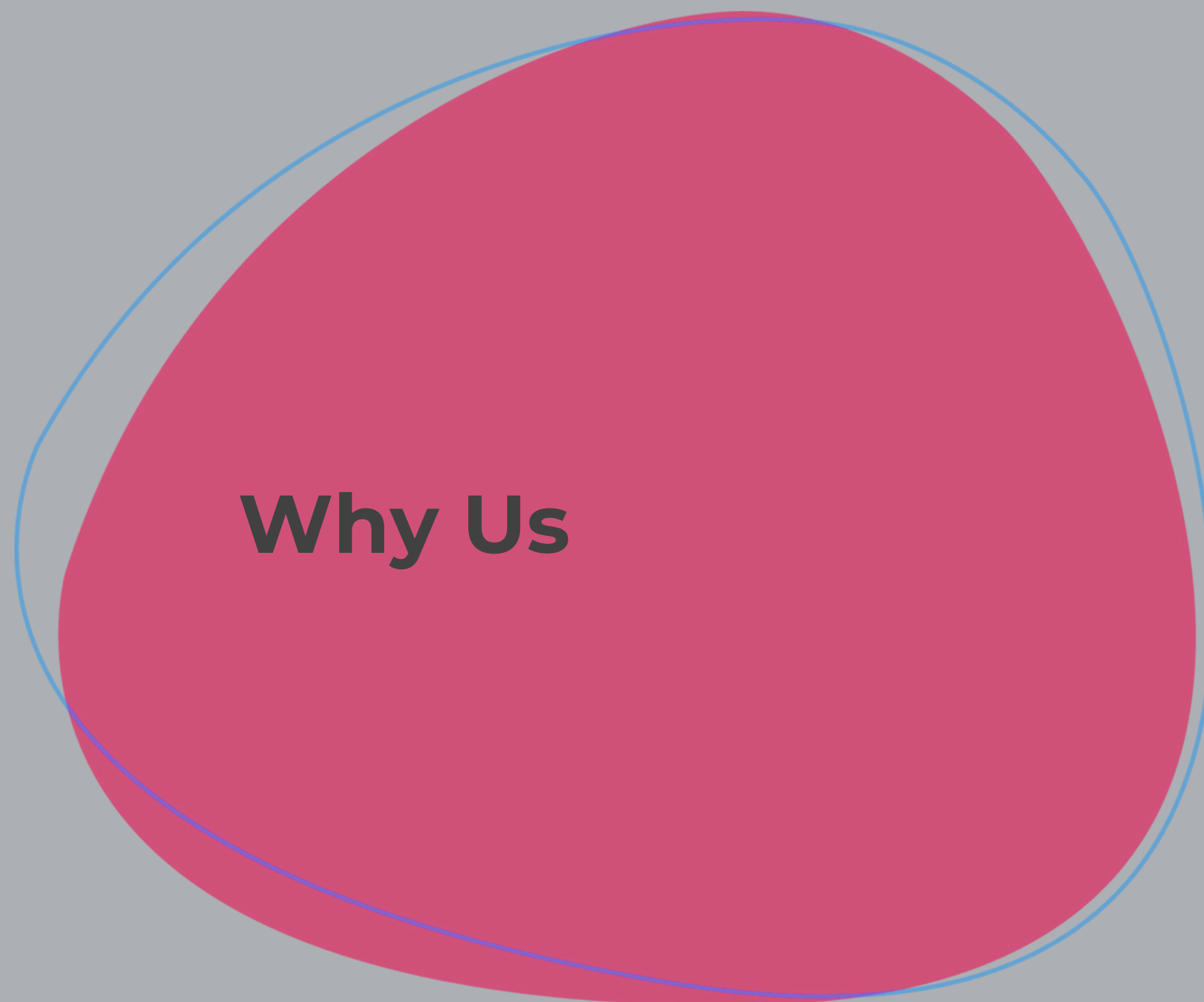
This is an audit of your current marketing including website, email marketing socials and any other marketing including CRM,

# Dan's Expertise

Dan MacInnis

- Australian Marketing Institute Fellow Member
- Pro Partner Mailchimp
- Klaviyo Partner
- Hubspot Certified Expert
- Squarespace Website Creator
- WordPress Editor
- Canva Expert
- Facebook Ad Creator
- Agency Analytics Report Expert
- LinkedIn Ad Creator
- Teacher and Trainer
- See LinkedIn Profile for more details





**Why Us**

# Why Us?

## Care+

We work with small business and care about the journey and the results

## Flexible

We are there when you need us and not when you don't

## Experts

We have been doing this for a long time and are pretty good at it.

## Fun

We have a great time because we love what we do



**Testimonials**

# Our Happy Clients

The marketing process I have been working through over the past three months has been invaluable to my business and personal growth. The process has enabled me to reconsider my business objectives, relevance to customers and my value proposition. Until now I have been making assumptions about my customer base and talking to my customers rather than understanding their needs and looked more closely at their perception of my business model. This process has been instrumental in helping me to maintain sales and build sales despite this environment. Communicating with my customers and making my products and services relevant to what they are experiencing has been critical to "pivoting" my business model." Anna from Edible Beauty

## Read more than 33 reviews on Google

Danielle is an outstanding marketing professional with outstanding management and project management skills. She has robust analytical skills and provides meaningful insights resulting in customer centric marketing strategic plans and programs, which in turn lead to increased qualified leads and sales. She has worked with many of my clients for over seven years in my role as Business Adviser in the Federal Government's Entrepreneurs' Programme and has achieved amazing results. Three of her clients received the Medium Telstra Business Award over a four year period and two of these clients won the overall Telstra Business Award in the Northern Territory. This is a testament to her strong marketing leadership and the breadth of her marketing expertise.

Dr Ken Long, Business Advisor | Entrepreneurs' Programme

Our business was struggling with its brand and identity due to the organic growth of the business and the provision of new products and services. Dan assisted us to simplify our brand, streamline our marketing plan, automate our social media marketing and build a customer centric website

Marina Ward, Ecogroup

Danielle and her team have made a terrific contribution to the customer marketing for TutorBright. Her approach is action based and avoids all the vague and theoretical plans that I've seen with other marketing consultants. By the end of our sessions, we have a detailed plan with clear outcomes on who, what and when. She also knows all the tools and platforms that will save time and who doesn't need more time back in their day. I would highly recommended Danielle and her team.

Genevieve Murphy, General Manager | TutorBright

Great launch of our website & brand image today. Lots of positive feedback. I'm really pleased the team went with the pink! Thanks to you all for a great result.

Dan O'Toole, Chairman | Viotel Ltd

Dan has worked with us over the last 24 months to build a strategic approach to sales and marketing. She has provided a soundboard and a hands on approach...

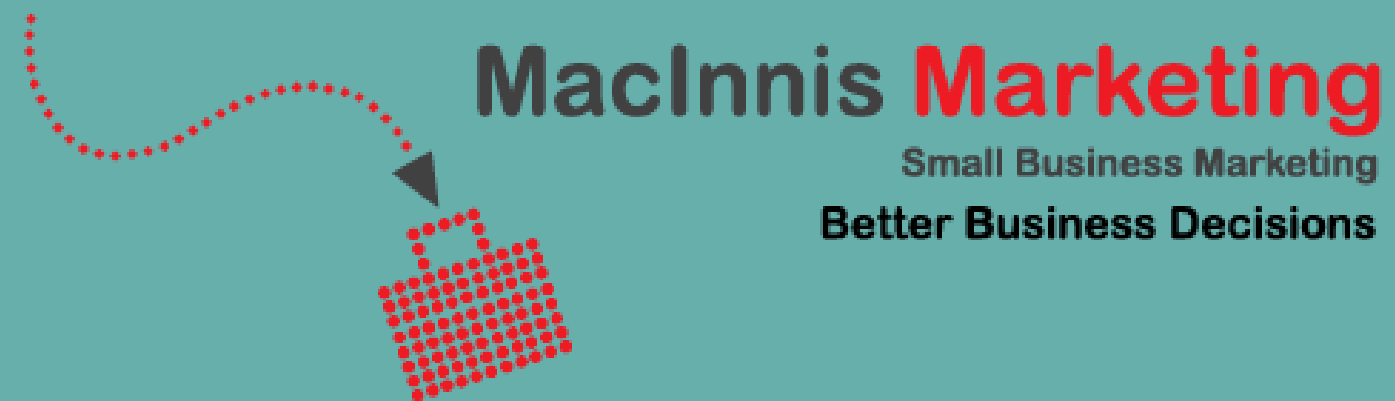
Read Hedditch, ARO Systems

A few brands we've worked with....



# Contact us for a custom quote

[dan@macinnismarketing.com.au](mailto:dan@macinnismarketing.com.au)





**Other Services**

# Pricing per Marketing Task



## Sending Newsletter

Starting From

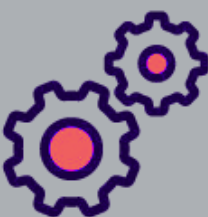
\$250



## Campaign Management

Per Month

\$585



## Automation Management

Standard Series of 3 Emails

\$800



## Marketing Audit

Starting From

\$800



## Mailchimp training

Starting From

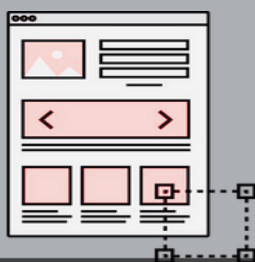
\$300



## Data Integration & Migration

Hourly Rate

\$150



## Web Pages

Starting From

\$500



## Banners

Starting From

\$50

# Retainer Pricing

## Basic package

Starting From

**\$1500**

Per Month

- Marketing planning
- Email marketing
- Social Media Posting
- Web Updates
- Reporting

**2 Business Days**

## Standard Package

Starting From

**\$2500**

Per Month

- Marketing planning
- Email marketing
- Social Media Posting
- Web Updates
- Reporting
- Liaising with Vendors
- Facebook/ LinkedIn Ads

**5 Business Days**

## Premium Package

Starting From

**\$5000**

Per Month

- Marketing planning
- Email marketing
- Social Media Posting
- Web Updates
- Reporting
- Facebook / LinkedIn Ads
- SEO

**8-10 Business Days**