

MacInnis Marketing

Small Business Marketing
Better Business Decisions

**Marketing
Services**

**Pricing &
Retainer
Options**

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Introduction

Welcome to MacInnis Marketing,
your partner in delivering seamless,
customer-centric marketing
strategies.

Our expertise spans strategic
marketing planning, email
marketing, customer research, social
media, and content marketing.

Let us help you transform your
marketing efforts into measurable
success.





Our Services

Our Services

Strategic Marketing Planning

We create strategic marketing plans tailored to your business needs. Our plans are designed to be implemented by your team, and we provide coaching for junior marketing staff to ensure successful execution.

Email Marketing

Our email marketing services cover template design and coding, campaign management, and automation. We offer comprehensive email audits and data integration to ensure your campaigns are effective and efficient.

Customer Research

Understanding your customers is key to successful marketing. We conduct thorough customer research to provide insights that drive your marketing strategies and ensure you connect with your audience effectively.

Social Media and Content Marketing

We manage your social media presence and create engaging content to build your brand and attract your ideal customers. Our strategies focus on delivering value and fostering customer loyalty.

Pricing - Casual Rate



Casual Pricing Rate (ex GST)

- Casual consulting is charged at **\$160+GST per hour**
- Please note that Payscale has a marketing manager rate at **\$185 per hour**



**Fast and efficient saving
you time and money**



**20 Years of Marketing
Experience**



33+ Google Reviews



Pricing per Marketing Task



Sending Newsletter

Starting From

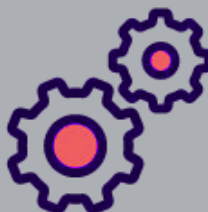
\$250



Campaign Management

Per Month

\$585



Automation Management

Standard Series of 3 Emails

\$800



Marketing Audit

Starting From

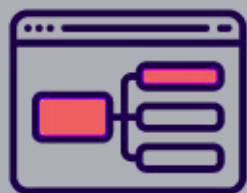
\$800



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

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

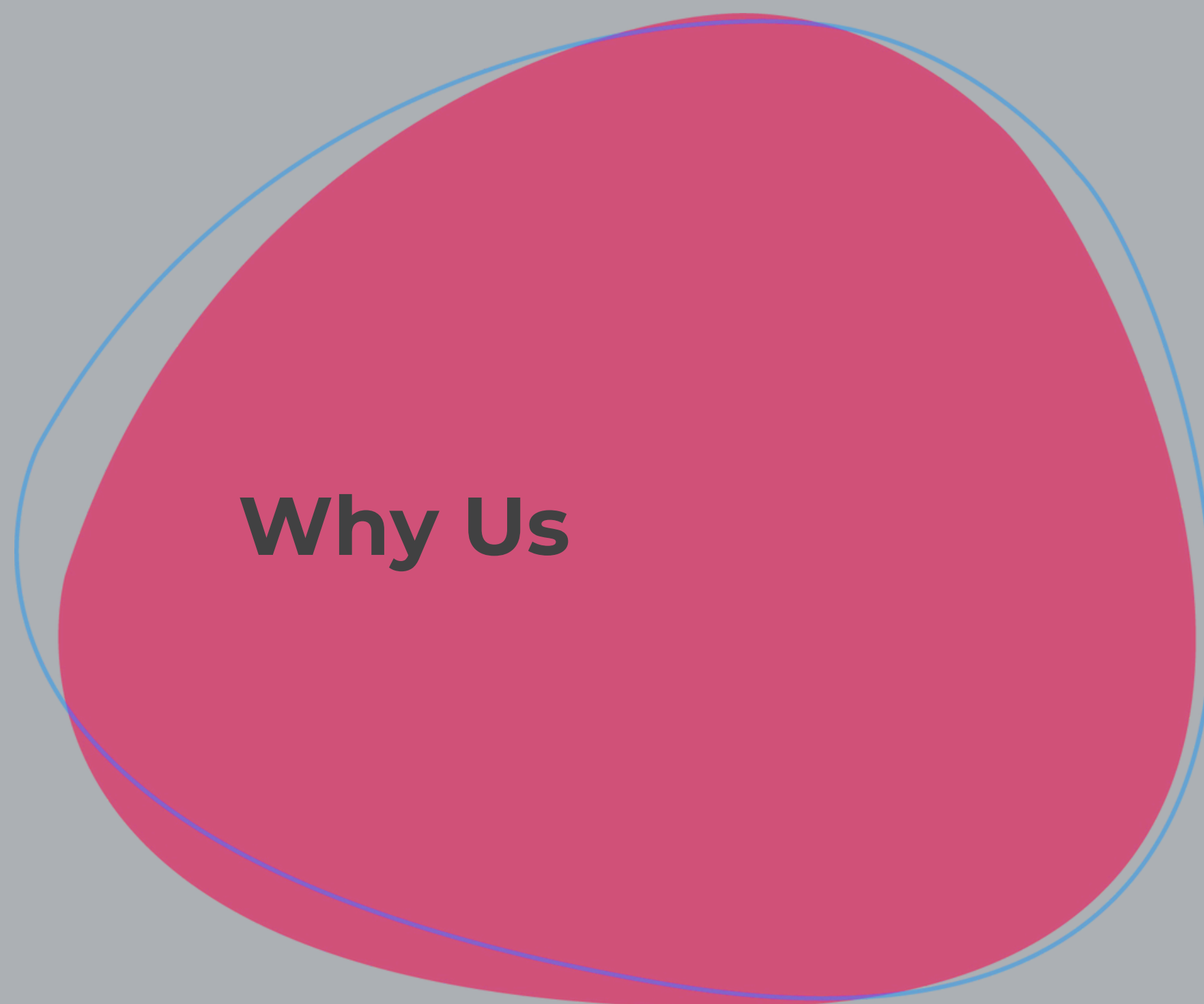
\$1000

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

