SERVICES & PRICING / THE COMPLETE D2D GUIDE

Strategy through execution. One connected partner.

Brand strategy. Marketing execution. Digital development.
Revenue advisory. Defined services and investment.

MARKETING
Clarify + connect

DIGITAL
Build + integrate

PERFORMANCE
Lead + improve

STARTING PRICES · Established rates and proposed services.
Proposed services and rates require confirmation in your written proposal.

THE STARTING POINT

Integrated services. Defined investment.

D2D combines strategy, creative execution, digital development and business advisory. Select a focused engagement or a coordinated program with defined deliverables, responsibilities and commercial terms.

D2D Marketing

Brand strategy & identity

From $2,000 / project

Brand Foundation

D2D Digital

Website design & development

From $800 / project

Essential website

D2D Digital

Website care & managed services

From $49 / month

Hosting & Protection

D2D Marketing + Digital

Search & AI visibility

From $520 / month

Local Visibility

D2D Marketing

Content, social & email

From $600 / month

Social media management · Proposed

D2D Marketing

Campaigns, creative & sales materials

From $1,200 / project

Marketing & campaign plan · Proposed

D2D Digital

Digital tools, portals & automation

From $800 / project

Guided form or calculator

D2D Performance

Revenue strategy & business advisory

From $1,000 / assessment

Revenue opportunity assessment · Proposed

Read the price and its scope together. USD. Starting prices apply to the base scope shown. STANDARD RATE identifies an established service rate; PROPOSED identifies a recommended addition subject to commercial approval. Final scope and fees are confirmed in the proposal. Taxes and separately scoped expenses are additional.

D2D MARKETING

Brand strategy & identity

Establish a distinctive market position and a consistent identity across customer communications, internal materials and digital channels.

Brand Foundation

$2,000 one time

STANDARD RATE

Brand discovery, audience definition, positioning, brand promise, messaging pillars, tone of voice and visual direction, with defined review rounds. New logo artwork is separately scoped.

Logo Starter

$1,600 one time

STANDARD RATE

Focused logo discovery, concept development, defined revisions and essential final file formats for consistent everyday use.

Concepts, revision rounds and final formats are defined in the proposal.

Complete Logo System

$2,800 one time

STANDARD RATE

A coordinated logo suite covering primary, alternate and icon marks, color and single-color variations, and production-ready file formats.

Expanded Visual Identity

$4,000 one time

STANDARD RATE

An expanded identity system with logo applications, color and typography guidance, practical usage standards and defined rollout support.

Brand guidelines & rollout

From $800 / project

PROPOSED

One brand standards guide using approved identity and messaging, up to 12 pages with two consolidated revision rounds. New identity development is separate.

Brand discovery & market positioning

From $1,200 / project

PROPOSED

One discovery workshop, review of up to three direct competitors and a positioning brief for one brand.

> Brand Foundation defines positioning and messaging. Logo Starter, Complete Logo System and Expanded Visual Identity are alternative creative packages. Deliverables, research depth and revision rounds are confirmed in the proposal.

D2D DIGITAL

Website development, structured for your business.

Create a considered digital presence that aligns brand, content and functionality with the customer journey and business requirements.

Launch page

From $200
STANDARD RATE

One focused page using the D2D framework and client-supplied content. Includes responsive implementation, lead form, analytics, SSL, launch testing and standard editing access.

Essential website

From $800
STANDARD RATE

Up to four pages with responsive design, a contact form, analytics, SSL, launch testing and standard D2D editing access.

Business website

From $2,000
STANDARD RATE

A 5-10 page website with strategy, custom design, forms, analytics, foundational search optimization, launch testing and standard editing access.

Growth website

From $4,000
STANDARD RATE

A 10-20 page website with a custom design system, advanced forms, content tools, integrations, analytics and launch testing.

Commerce website

From $6,000
STANDARD RATE

A commerce, booking or payment-enabled website with core catalog configuration, responsive transaction journeys, analytics and launch testing. Platform fees are separate.

Advanced website

From $8,000
STANDARD RATE

A multi-location, membership or integration-rich website with advanced content structure, connected workflows, testing and launch support.

Custom complex website

Up to $10,000
STANDARD RATE

A tailored website engagement scoped within the $10,000 website tier. Broader application and operational requirements are structured as separate project phases.

> Website tiers are alternative project scopes. Launch pages use the D2D framework and client-supplied content. Custom website projects are scoped up to $10,000; larger digital systems require a phased proposal. Hosting, additional copywriting, subscriptions and ongoing care are separate.

D2D DIGITAL / TRANSITIONS + INFRASTRUCTURE

Managed transitions. Connected infrastructure.

Existing-site transitions begin with a technical and ownership assessment. Required infrastructure and recurring charges are presented as separate proposal items.

Website takeover assessment

$300 one time
STANDARD RATE

Review of access, ownership, domain configuration, hosting, backups, analytics, forms, security and integrations, with a prioritized transition plan.

Manage an existing website

From $200 + $300 assessment
STANDARD RATE

Operational onboarding for an existing website that can be maintained on its current platform. Project fees start at 20% of the comparable website tier, with a $200 minimum.

Ongoing care and platform fees are separate.

Improve an existing website

From $400 + $300 assessment
STANDARD RATE

A prioritized program to stabilize and improve an existing website. Project fees start at 50% of the comparable website tier, with a $400 minimum.

Final scope follows the assessment.

Change website platforms

From $600 + $300 assessment
STANDARD RATE

Migration of agreed content, forms, analytics, redirects and core services. Project fees start at 70% of the comparable website tier, with a $600 minimum.

Final scope follows the assessment.

MANAGED INFRASTRUCTURE / SEPARATE RECURRING CHARGES

Domain registration

$20–$60 / domain-year
STANDARD RATE

Annual or multi-year domain registration and renewal management. Domain ownership remains with the client.

Managed hosting

$40 / month
STANDARD RATE

Standalone managed website hosting, billed separately only when hosting is not already included in the selected care plan.

Managed email delivery

$40 / month
STANDARD RATE

Managed transactional email delivery with a standard usage allowance. Additional volume and specialist requirements are separately scoped.

Managed application database

$50 / month
STANDARD RATE

Managed application database, authentication, backups and a standard platform allowance. Additional usage is confirmed in the proposal.

Managed file storage

$10+ / month
STANDARD RATE

Managed file storage and delivery with a monthly minimum. Usage-based charges and allowances are confirmed in the proposal.

> Takeover assessment is $300 in addition to the starting transition fee: manage from $500 total, improve from $700 total, or migrate from $900 total. Ongoing care is separate. Standalone hosting is omitted when a care plan already includes it. Managed provider charges and usage allowances are confirmed in the proposal.

D2D DIGITAL

Website care & managed services

Maintain a dependable digital presence through managed infrastructure, ongoing maintenance and a defined capacity for content and experience improvements.

Hosting & Protection

$49 / month

STANDARD RATE

Managed hosting, SSL, backups, uptime and security monitoring, and routine platform maintenance. Requested content and feature changes are separate.

Essential Care

$89 / month

STANDARD RATE

Hosting and protection, plus up to 30 minutes per month for routine copy, image, business-hour, promotional or minor correction requests.

Business Care

$199 / month

STANDARD RATE

Hosting and protection, plus up to 1.5 hours per month for prioritized content, form, layout, accessibility or performance improvements.

Priority Partner

$415 / month

STANDARD RATE

Priority website management, hosting and protection, up to three hours of monthly improvements, and a focused performance review.

Brand Vault, Social & Website workspaces

From $200 / setup

PROPOSED

Onboarding to one D2D workspace, including asset or access setup and one orientation. Licenses and recurring services are separate. Standard website editing access is included with eligible website builds.

Defined support. Clear monthly capacity.

Hosting & Protection: requested changes are separate.
Essential Care: up to 30 minutes/month.
Business Care: up to 1.5 hours/month.
Priority Partner: up to three hours/month and a focused review.

New pages, major redesigns, new functionality and emergency work are separately scoped unless specifically included.

Select one care plan. Standard hosting is included in each plan and is not billed again as standalone hosting. Monthly service capacity does not roll over. Domains, application infrastructure and usage allowances are confirmed separately in the proposal.

D2D MARKETING + DIGITAL

Search & AI visibility

Strengthen how the business is discovered, understood and represented across search engines, local listings and AI-assisted research.

SEO Foundation

$600 one time

STANDARD RATE

Technical and on-page assessment, local search baseline, measurement review, priority implementation and a documented improvement plan.

Local Visibility

$520 / month

STANDARD RATE

Ongoing local relevance, service-page improvements, technical maintenance, measurement and a focused monthly work plan.

SEO Growth

$1,000 / month

STANDARD RATE

A broader program of technical optimization, content improvement, local relevance and conversion-focused search work, supported by monthly measurement and planning.

Competitive SEO

$1,600 / month

STANDARD RATE

A higher-intensity search program covering technical optimization, content systems, competitive priorities, local authority development and reporting.

AI visibility assessment & improvement

From $400 / assessment

PROPOSED

Assessment of one business and website across up to five representative questions. Includes observed AI responses, crawl readiness and prioritized recommendations. Implementation and monitoring are separate.

Business profiles, listings & reputation

From $300 / location

PROPOSED

Review and update one eligible business profile, plus a consistency checklist for up to five listings. Verification, duplicate disputes and ongoing reputation management are separate.

Search content & service-area pages

From $300 / page

PROPOSED

One service or location page up to 750 words using supplied business facts, with two consolidated revision rounds. New page development is separate.

> SEO programs are alternative service levels. SEO Foundation is a separate implementation project unless included in the proposal. AI visibility assessments are distinct from ongoing SEO. Rankings, AI mentions, lead volume and revenue are not guaranteed.

D2D MARKETING

Content, social & email

Develop consistent communications across social, email and editorial channels, with defined production standards, approval workflows and reporting.

Social strategy & editorial calendar

From $600 / project

PROPOSED

One 30-day editorial plan for up to two channels, including content themes, recommended publishing cadence and an approval workflow.

Social media management

From $600 / month

PROPOSED

Eight original feed posts per month, adapted across up to two channels using supplied photography or existing assets. Includes captions, scheduling and a monthly summary. Community management, video production and paid ads are separate.

Website copy, articles & thought leadership

From $300 / piece

PROPOSED

One web page, article or case study up to 800 words using supplied source material, with two consolidated revision rounds. Interviews and specialist research are separate.

Email campaigns & newsletters

From $300 / campaign

PROPOSED

One email campaign using an existing or standard template and supplied audience list. Includes copy, design, one scheduled send and a results summary. Platform and contact-tier charges are separate.

Welcome, nurture & follow-up sequences

From $800 / sequence

PROPOSED

One sequence of up to three emails with one trigger, standard template configuration and testing in an existing email platform. Custom integrations and platform charges are separate.

Photography, video & production coordination

From $400 / project

PROPOSED

Production planning for one small shoot, including the creative brief, shot list and vendor coordination. Photography, video capture, editing, travel and usage rights are separately quoted.

> The engagement specifies channels, content volumes, formats, revision rounds, approval deadlines and service capacity. Production, community management, platform charges and paid promotion are included only when expressly listed. Proposed rates remain subject to approval.

D2D MARKETING

Campaigns, creative & sales materials

Translate strategy into coordinated campaigns and sales materials, aligning the offer, creative execution and customer response path.

Marketing strategy & campaign planning

From $1,200 / project

PROPOSED

One planning workshop and a 90-day marketing plan covering audience, offer, channels, priorities, budget allocation and performance measures. Campaign production is separate.

Paid search & paid social management

From $400 / month

PROPOSED

Management of one ad platform and up to two campaigns, including routine optimization and a monthly summary. Proposed setup is an additional $400 once. Creative production, landing pages and ad spend are separate.

Funnels, landing pages & conversion improvement

From $800 / project

PROPOSED

One focused landing page using an existing framework, one standard lead form and one lead-delivery destination. Email nurture sequences and paid campaigns are separate.

Sell sheets, brochures & presentations

From $400 / project

PROPOSED

One sell sheet or brochure up to two pages using supplied copy and assets, with two consolidated revision rounds and PDF export. Larger publications and presentation decks are separately scoped.

Graphic design & campaign creative

From $200 / asset

PROPOSED

One creative concept adapted to two agreed sizes using approved brand assets, with two consolidated revision rounds. Additional concepts and production are separate.

Launch, event & promotional support

From $800 / project

PROPOSED

One launch or promotional plan and up to three standard campaign assets using an existing brand. Event staffing, vendor production and media purchases are separate.

> Creative development, campaign management and media purchases are itemized separately unless included in an agreed package. Specialist production, vendor responsibilities, usage rights and external expenses are defined in the proposal.

D2D DIGITAL

Digital tools, portals & automation

Develop purpose-built applications and connected workflows that support customer service, internal operations and informed business decisions.

Guided form or calculator

From $800

STANDARD RATE

A focused calculator, guided intake experience, decision tool or interactive customer form, with defined logic and submission requirements.

Estimator or quote tool

From $2,800

STANDARD RATE

A multi-step estimating or quotation experience with calculations, results presentation and lead capture.

Customer dashboard

From $3,600

STANDARD RATE

A secure or data-connected dashboard that organizes agreed information into a clear operational view.

Project update portal

From $4,000

STANDARD RATE

A shared project environment for status, milestones, documents, approvals and customer communication.

Secure customer portal

From $6,000

STANDARD RATE

Authenticated customer or employee access with defined roles, private information and controlled workflows.

AI assistant or workflow

From $3,600

STANDARD RATE

A purpose-built AI assistant or processing workflow with defined knowledge sources, safeguards and human review controls. Model usage is separate.

Customer-facing app

From $8,000

STANDARD RATE

A focused progressive web application or initial product release. Broader product requirements are developed through separately scoped phases.

CRM, integrations & workflow automation

From $800 / workflow

PROPOSED

One workflow connecting two existing systems, with one trigger and up to three standard actions, testing and handoff. Custom APIs, historical data migration and licenses are separate.

Reporting & decision dashboards

From $1,200 / project

PROPOSED

One report in an existing reporting platform, using one prepared data source and up to five agreed measures, with handoff. Custom development, data preparation and recurring analysis are separate.

> Each project defines an initial release and acceptance criteria. Subscriptions, data services, file storage, AI/API usage, messaging and ongoing support are separate. Access controls, data handling and review requirements are established before implementation.

D2D PERFORMANCE

Revenue strategy & business advisory

Align market positioning, offers, sales processes and performance measures with business priorities and a practical execution plan.

Revenue opportunity assessment

From $1,000 / assessment

PROPOSED

One leadership discovery session, review of supplied sales and marketing materials, an opportunity assessment and prioritized 90-day recommendations.

Offer, positioning & pricing strategy

From $1,200 / project

PROPOSED

One workshop and a strategy brief for one offer or product family, covering audience, positioning, value proposition and a proposed pricing structure.

Sales process & customer follow-up

From $1,200 / project

PROPOSED

Documentation of one lead-to-customer process, pipeline stages, handoffs and a follow-up playbook. CRM implementation and training beyond the handoff are separate.

Leadership advisory & execution planning

From $1,000 / month

PROPOSED

Two 60-minute advisory sessions per month, preparation, action review and written priorities, within a total 10-hour monthly allocation. Implementation projects are separate.

Performance measurement & review rhythm

From $600 / project

PROPOSED

Definition of up to five business measures, including sources, owners and a monthly review agenda. Data integration and dashboard implementation are separate.

Team alignment, workshops & enablement

From $800 / workshop

PROPOSED

One workshop of up to three hours for up to eight participants, including preparation, supporting materials and an action summary. Travel and additional facilitation are separate.

> Advisory engagements are structured as assessments, workshops, defined projects or recurring support. Preparation, participants, deliverables, implementation responsibilities and review cadence determine scope. Financial outcomes are not guaranteed.

WORKING TOGETHER

A structured engagement. A clear path to delivery.

D2D translates business priorities into a defined program of work, with documented deliverables, commercial terms and review milestones.

DISCOVER

Establish priorities.

Assess objectives, audiences, existing materials, systems and operational requirements.

DEFINE

Define the engagement.

Confirm deliverables, responsibilities, milestones, revision rounds, fees and acceptance criteria.

DELIVER

Deliver and evaluate.

Execute the agreed work, review delivery milestones and evaluate priorities for the next phase.

ILLUSTRATIVE ENGAGEMENT BUDGETS / STANDARD RATES

ILLUSTRATIVE COMBINATION	PROJECT	MONTHLY	FIRST 12 MONTHS
Essential website + Essential Care	$800	$89	$1,868
Business website + Business Care	$2,000	$199	$4,388
Business website + SEO Foundation + Business Care + Local Visibility	$2,600	$719	$11,228

Examples add the selected project fee to 12 full monthly payments. These examples do not establish a package discount or minimum service term. Domains, taxes, licenses, usage, advertising and other outside costs are excluded. Service start dates and payment schedules are set in the proposal.

Commercial terms and delivery responsibilities

Project deliverables and revision rounds; monthly capacity; client content and approvals; timeline dependencies; payment schedule; service term; cancellation; access and ownership; third-party fees; and support after handoff. Scope changes require written approval. Monthly capacity does not roll over.

Ad spend, printing, postage, merchandise, travel, photo/video production, premium assets, platform subscriptions, API/model usage and unusually high traffic are separate unless listed. Search rankings, AI mentions and business results are not guaranteed.

Discuss your next engagement.

Contact D2D Marketing 269-788-7067 d2dmktg.com/contact

Based in North Texas. Serving businesses nationwide.