

**AP** Collective

**BUSINESS SERVICES**

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**PRICE SHEET**



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# BUSINESS SERVICES

**What we do.  
How we do it.  
No mystery,  
no smoke  
and mirrors.**

It's built to help you focus on the initiatives that actually move the needle, not the ones that waste time and budget. Every service here is intentional, designed to meet you where you are and take your brand further.

Think of this as your roadmap ... whether you're sharpening your foundation, launching something new, or scaling up. It's not about doing everything. It's about doing the right things, the smart way.

BRAND STRATEGY & BUSINESS DEVELOPMENT		
SERVICE	DESCRIPTION	PRICE
<b>Brand Strategy &amp; Positioning</b>	Define your unique value, ideal customers, and brand differentiation.	\$3,000 - \$6,000 /Project
<b>Brand Identity Development</b>	Visual guidelines including logo, color palette, typography, and brand voice.	\$4,000-\$8,000 /Project
<b>Go-to-Market Strategy</b>	Planning launch initiatives, channels, and growth-ready campaigns.	\$5,000-\$10,000 /Project
<b>Partnership Strategy &amp; Roadmap</b>	Partnerships, co-marketing tactics, and strategic outreach.	\$3,500-\$7,500 /Project
<b>Brand Audit &amp; Health Check</b>	A full diagnostic of your current brand presence, messaging, and positioning with clear, actionable insights.	\$4,000-\$6,500 /Project
<b>Competitive Analysis &amp; Market Research</b>	Deep dives to help position your business.	\$3,000-\$5,000 /Project
<b>Messaging &amp; Storytelling Framework</b>	Craft consistent tone, key narratives, and brand stories.	\$3,000-\$5,000 /Project

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DIGITAL MARKETING		
SERVICE	DESCRIPTION	PRICE
<b>Social Media Management &amp; Growth</b>	Content planning, posting, community engagement, and performance tracking.	\$1,000-\$5,000 /Month
<b>Influencer Marketing Campaigns</b>	From nano to celebrity-level collaborations, including outreach, briefs, and performance.	\$3,500 - \$7,500 /Campaign
<b>SEO Optimization</b>	On-page, technical SEO, keyword research, content optimization, link-building.	\$2,500 - \$5,000 /Campaign
<b>Email &amp; CRM Strategy</b>	Lifecycle email campaigns, retention strategy, and automation for deeper engagement and measurable ROI.	\$2,000-\$4,000 (One-Time Setup) \$1,500-\$3,500 (Monthly Service)

CONTENT CREATION		
SERVICE	DESCRIPTION	PRICE
<b>Blog Posts</b>	SEO-optimized articles, thought leadership posts, website and marketing copy.	\$750/Post
<b>User-Generated Content Campaign</b>	Curating and amplifying authentic content from your customers or community.	\$3,500-\$6,000 /Project
<b>Video Production</b>	Story-driven video content for campaigns, social media, and events.	\$5,000-\$10,000 /Project
<b>Photoshoots</b>	Lifestyle, product, or event photography aligned with your brand aesthetic.	\$7,500/Project

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EVENTS & PARTNERSHIPS		
SERVICE	DESCRIPTION	PRICE
<b>Event Strategy &amp; Calendar Planning</b>	Strategic planning to identify the right events, conferences, and activations that align with your brand goals.	\$3,000 -7,500 /Project
<b>Event Sponsorship &amp; Activation Planning</b>	Curated brand exposure through partnerships and live presence.	\$5,000/Project
<b>Partnership Activation &amp; Management</b>	Hands-on execution, from outreach and negotiation to managing partnership launches or activations that bring the collaboration to life.	\$2,500 -5,000 /Project
<b>Experiential Marketing</b>	Onsite management, pop-ups, trade shows, branded events, live activations tailored to story and audience.	\$5,000/Event

GRAPHIC DESIGN		
SERVICE	DESCRIPTION	PRICE
<b>Logo Design</b>	Custom logo creation reflecting brand identity and target market appeal.	\$2,500/Project
<b>Branding Package</b>	Includes logo, business card, and letterhead design for cohesive brand identity.	\$5,000/Project
<b>Print Design</b>	Design services for brochures, flyers, and posters to attract attention and convey messages.	\$1,000-\$2,500 /Project

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CONSULTING, RESEARCH & PROJECTS		
SERVICE	DESCRIPTION	PRICE
<b>Marketing Strategy Sessions</b>	Deep-dive workshops to align brand goals, audience insights, and strategic priorities.	\$5,000/Project
<b>Market Research Projects</b>	Custom research to uncover market trends, audience behavior, and competitive positioning.	\$5,000/Project
<b>Brand Ambassador Consulting</b>	Helping brands identify, vet, and negotiate with the right influencers, ambassadors, or talent to represent their brand authentically.	\$3,500-\$6000 /Project
<b>1-v-1 Consulting</b>	Hourly or weekly sessions to troubleshoot challenges, review strategy, or guide your internal team.	\$200/Per Hour

## A FEW QUICK NOTES:

- The prices listed are starting points and may adjust based on project scope, complexity, and specific needs.
- Custom packages and preferred rates are available for long-term partnerships or bundled services.
- For a tailored proposal or to discuss the right approach for your business, reach out to AJ Pappas at [aj@apcollectivegroup.com](mailto:aj@apcollectivegroup.com).

**We help good people make brands impossible to ignore.**