2021 PRICING GUIDE

MEET THE FOUNDER
Dani Repasky

Dani is a passionate, cross-functional, creative, and results-driven marketing and design professional with nearly 10 years of experience across multiple platforms including websites, email, mobile apps, and web apps. She is a firm believer that data should drive decisions, but with creativity to support it.

When she's not working behind her computer she enjoys being a wife, mother, dog lover, yoga enthusiast, and of course, traveling/hiking the great outdoors.

"My greatest hope is to offer you the design experience of a lifetime, one full of integrity, intention, and impact.

MadCity Creative was founded upon principles that my husband and I share which are deeply important to us.

We believe that every well-run small business deserves the opportunity to have their brand represented in a powerful and impactful way, setting them apart from the big corporations. We offer flexible financing to ensure businesses at any stage are able to stand out in the digital world.

Our mission is to empower small businesses to successfully compete by equipping them with powerful branding to convey their unique identity. With a customized holistic approach to function and design along with top tier digital visibility, our clients will thrive even in the most saturated of markets."

Dani Repasky

The Branding Package

CUSTOM BRANDING KIT: $2,000

- 3 Custom Logo Concepts, 3 Revision Rounds

- Logo Variations For Marketing Material

- Print & Digital Files (.eps, .png, .jpeg)

- Brand Guideline PDF

- Color Palette

- Typeface Kit

- Business Card Design

- Email Signature Design

- Brand Development Consultation

- 2 Week Turnaround

AS LOW AS 4 PAYMENTS OF $500!
SEE PAGE 6 FOR DETAILED FINANCING INFORMATION

The Website Package

CUSTOM WEBSITE DESIGN: $4,500

- Custom Website Design (Desktop & Mobile design on Wordpress for 5-7 pages with 2 revision rounds)

- Custom Blog Design (Desktop & Mobile design on Wordpress, includes custom blog, and post pages and a sidebar)

- Shop Design (if desired, counts towards page total)

- Content Proofing

- SEO - Search Engine Optimization (detailed market research, keyword curation, image tags & titles, page titles & descriptions, Google Business & Analytics integration)

- Website Coming Soon Page To Build Momentum

- Brand Development Consultation

- Launch Strategy Session

- 5 Week Turnaround

AS LOW AS 12 PAYMENTS OF $345!
SEE PAGE 6 FOR DETAILED FINANCING INFORMATION

The Fusion Package

BRANDING, WEB DESIGN & MARKETING: $6,500

- Branding Kit (includes main logo, alternates, watermarks, color palette, & brand guidelines pdf) with up to 3 revision rounds

- Custom Website Design (Desktop & Mobile design on Wordpress for 5-7 pages with 2 revision rounds)

- Custom Blog Design (Desktop & Mobile design on Wordpress, includes custom blog, and post pages and a sidebar)

- Shop Design (if desired - counts towards page total)

- Email Signature Design

- Marketing Suite (exclusive access to 3 marketing suite templates of your choice)

- Social Media Suite (Instagram highlight & story templates, Facebook cover template)

- SEO - Search Engine Optimization (detailed market research, keyword curation, image tags & titles, page titles & descriptions, Google Business & Analytics integration)

- Website Coming Soon Page To Build Momentum

- Brand Development Consultation

- Launch Strategy Session

- 7 Week Turnaround

AS LOW AS 12 PAYMENTS OF $542!
SEE PAGE 6 FOR DETAILED FINANCING INFORMATION

The Experience

01

DISCOVERY

First, you'll begin your discovery process by completing a series of questionnaires to help us learn all about the heartbeat of your business, give us an inside look at your goals, a visual of your style and an idea of your unique vision.

02

Next, we'll map out a brand and design strategy together over a Zoom video consultation to help you showcase your artistry, convey your brand messaging, attract your people, and convert your potential leads into paying clients so you can crush your business goals.

DESIGN

03

Now it's time to put pen to paper and begin the official design process and bring your vision to life with stunning concepts that compliment your work and captivate your audience. You will be presented with proofs every step of the way and be given multiple opportunities throughout the duration of your timeline to share your feedback and request any adjustments you desire.

04

We'll guide you every step of the way, providing you with consistent updates as we transition through each part of the design phase up until the finish line.

LAUNCH

05

Once your design is complete you will receive your shiny new branding kit and website. This will be accompanied by a link to schedule your website launch strategy session so we can help you map out your special day and build momentum for your business.

*Features vary based on package selection.

Flexible Financing

We fully understand the significance of this investment and we have formulated payment plans for your convenience.

You may pay in full and receive 1 complimentary collateral item as our thanks to you, or you may select from the following plans:
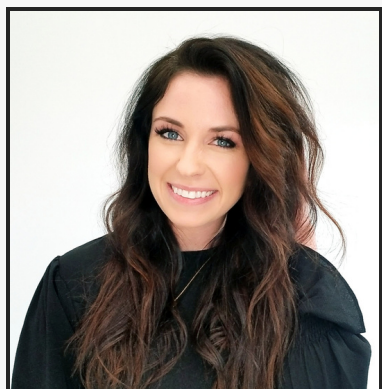
Pro or Website Package Financing:

You may choose to split the total cost of your desired package in up to 12 payments.

If you choose to pay in full upfront ,you will receive 1 complimentary marketing collateral item of your choice.

Branding Package Financing:

You may choose to split the total into either 2 payments of $1000, or 4 payments of $500.

*Please note you may access your invoice anytime through your client portal.

"Dani is professional and creative. She took our jumbled up vision and turned it in to something beautiful, functional, and more than we could have ever imagined. She is always quick to address any changes we need to make. We love working with her and I would recommend her services to any business owner!"

KIMBERLY KING | RIAH•HAIR | SUN PRAIRIE, WI

THANK YOU

we truly appreciate your business

For more information, or if you have any questions,
please email us at hello@madcitycreative.com and
we will be happy to assist you.

RESERVE YOUR TIMELINE