blūm digital Studio

Services + Pricing Guide

www.blumdigitalstudio.com

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WELCOME!

THANKS FOR CHECKING US OUT!

Hey there! Welcome and thank you so much for checking out our services and pricing guide! We're confident we have a package or service that meets the needs of your blooming business.

Our core product offerings highlighted in this guide have been thoughtfully designed, developed and packaged with your unique business needs in mind.

If you don't see the perfect package that suits you, please send us a message and we will be happy to create a custom package just for you!

We book 3-4 months in advance and the spots on our design schedule fill up quickly, so once you've found the package that fits your needs, click the link to submit an inquiry to get things started.

We can't wait to meet you and help you grow and build the business of your dreams!

jamila

Founder + Lead Designer

our *Mission*

WHAT WE DO + WHY WE DO IT

WE CREATE INTENTIONAL WEB DESIGNS AND MARKETING TEMPLATES TO EQUIP SMALL-BUSINESS OWNERS AND NON-PROFIT ORGANIZATIONS WITH THE TOOLS TO ESTABLISH, GROW AND BLOOM THEIR BUSINESS ONLINE AND ATTRACT THEIR IDEAL CLIENTS.

MEET *The Owner*

Hi, I'm Jamila!

I created Blūm Digital Studio out of a strong desire to help small business owners find their individual voice and style in a crowded digital space. With unique designs customized just for you, your business is guaranteed to stand out from the crowd and, ultimately, attract and convert the customers and clients of your dreams. We pride ourselves on our excellent customer experiences, proven design strategies and results-driven approach. We have been lucky to work with small business owners of all markets and backgrounds and we look forward to working with you too! Don't hesitate to reach out to us with any questions you have. We are always here.

Cheers!

COMMUNICATION

WHAT YOU SHOULD KNOW

When you work with us you become part of our *family*.
We are always here when you need us and we continue to root for you and your business success long after the project ends. We are easily accessible via email or if you'd prefer to pop over to social media and send us a DM, that's cool too!

QUICK RESPONSE TIMES

We respond to emails within 1-2 business days

AVAILABILITY

Monday - Friday

LET'S CONNECT

Connect to us on social media for updates and promotions.

OUR CORE *Services*

WHAT WE CAN DO FOR YOU

01 Custom Web Design Packages

02 WordPress Blog Design

03 Web Hosting Service + Domain Name Registration

04 Ongoing Maintenance Care Plans

05 Marketing Materials (With Web Design Purchase Only)

READY TO GET STARTED?

CUSTOM WEB DESIGN

ATTRACT YOUR IDEAL CUSTOMERS ONLINE

THIS IS PERFECT FOR

Established business owners who are ready to expand their client reach by bringing their business online. Or, your current website is less than stellar and you need a website upgrade ASAP!

HOW IT WORKS

If your business branding and content is already established, we start with a detailed discovery and planning phase to learn all we can about your vision and needs for your new website. We gather and organize your content and get to work creating your site. You give feedback for 2-3 rounds of revisions and once we have that site just right. Then, it's launch time!

what you get

- MULTIPLE PACKAGE OPTIONS TO CHOOSE FROM TO FIT YOUR NEEDS AND BUDGET
- CUSTOM, MOBILE-FRIENDLY DESIGN
- WEBSITE SUCCESS GUIDE + RECORDED TRAINING SESSION
- MARKET RESEARCH + ANALYSIS
- SEARCH ENGINE OPTIMIZATION

DURATION

4-6 WEEKS

$

INVESTMENT

next page

WEB DESIGN PACKAGES

WHAT SUITS YOUR BUSINESS NEEDS

Basic Web Design Package

- 3-5 PAGE CUSTOM WORDPRESS SITE
- SOCIAL MEDIA LINKS
- MOBILE RESPONSIVE DESIGN
- FREE CONTENT PLANNING WORKBOOK
- 2 ROUNDS OF REVISIONS
- 1-HOUR TRAINING SESSION

-Starting at-

$895

Premium Web Design Package

- 10-15 PAGE CUSTOM WORDPRESS SITE
- SOCIAL MEDIA LINKS
- 3RD PARTY INTEGRATIONS
- MOBILE RESPONSIVE DESIGN
- EMAIL MARKETING INTEGRATION
- STOCK IMAGES
- FREE CONTENT PLANNING WORKBOOK
- 30 DAYS FREE TECH SUPPORT
- RECORDED 1-HOUR TRAINING SESSION
- UNLIMITED REVISIONS

-Starting at-

$2495

10% discount if hosting + domain name registration is added

Signature Web Design Package

- 6-9 PAGE CUSTOM WORDPRESS WEBSITE
- SOCIAL MEDIA LINKS
- MOBILE RESPONSIVE DESIGN
- FREE CONTENT PLANNING WORKBOOK
- EMAIL MARKETING INTEGRATION
- 2 ROUNDS OF REVISIONS
- 2 WEEKS FREE TECH SUPPORT
- RECORDED 1-HOUR TRAINING SESSION

-Starting at-

$1495

5% discount if hosting + domain name registration is added

- Additional pages can be added for an additional fee of $125 per page

CUSTOM BLOG DESIGN

ESTABLISHING YOUR PERSONAL BRAND

what you get

- UNIQUE, INTERACTIVE WORDPRESS BLOG
- CUSTOM DOMAIN TRANSFER
- CUSTOM COLOR SCHEME + TYPOGRAPHY
- UNLIMITED BLOG CATEGORIES
- TRANSFER OF EXISTING POSTS TO NEW SITE

DURATION

3-4 WEEKS
(6 weeks if add-ons are selected)

INVESTMENT

Starting at $695

+hosting server and domain name registration

THIS IS PERFECT FOR

Bloggers, coaches, and trainers who want to establish their expertise in a certain area by sharing regular blog posts, articles and images with their audience. A blog can help drive your audience to your social media and grow your personal brand.

HOW IT WORKS

We start off with in-depth market research and analysis to understand your niche market and learn how to make your personal brand stand out from the crowd! We dive deep into your style ideas and develop a one-of-a-kind blog that shows your unique style and expertise.

ADDITIONAL SERVICES

+ ADD-ON PACKAGES

Single Page Site

LANDING PAGE DESIGN (1 PAGE)

THIS IS PERFECT FOR

Small business owners who need a simple page to quickly share their services and contact info with their potential clients.

$

INVESTMENT

$495

Domain Name + ID Protection

REGISTERING YOUR DOMAIN

THIS IS PERFECT FOR

New business owners who are investing in a new website and need to register a new domain (ex. www.yourbusinessname.com). ID protection blocks your personal contact information from being public online so you don't receive unsolicited calls and mail.

$

INVESTMENT

$49/year

1st year free with purchase of web hosting service.

Web Hosting Service

RENTING YOUR WEB SPACE

THIS IS PERFECT FOR

New business owners who are investing in a new website and need a hosting provider to make their site visible online. Includes free SSL certificate and free email account. 12 month contract required, billed yearly.

$

INVESTMENT

$19/month

Simple Logo Design

BLOG ADD-ON SERVICE ONLY

THIS IS PERFECT FOR

Our bloggers who would like to add a text/name based logo design to their blog design package. Includes 3 logos: 1 main logo, 1 alternate logos, and 1 submark.

$

INVESTMENT

$249

ADDITIONAL SERVICES

ADD-ON PACKAGES

Basic Maintenance Care Plan

12 month contract

THIS IS PERFECT FOR

Our busy business owners who don't have the time to maintain and update their site. Basic plan includes: monthly site backups, plugin updates and 1 hour of minor content updates.

$

INVESTMENT

$49/month

Essential Maintenance Care Plan

12 month contract

THIS IS PERFECT FOR

Our boss clients who need us to take full ownership of maintaining their site. This plan includes everything in basic plus: weekly security scans, SEO updates, 2 hours of minor content updates, 24/7 downtime monitoring and a monthly care report.

$

INVESTMENT

$99/month

E-Commerce Add-On

Add an online store

THIS IS PERFECT FOR

Small business owners who would like to sell a small selection of products on their website. The e-commerce add-on includes store design/setup and payment gateway. We upload your first 10 items.

$

INVESTMENT

$299

Marketing Materials

Add Brochures, Flyers, Business Cards

THIS IS PERFECT FOR

Business owners who want to have a cohesive brand look with professionally designed collateral to match their new website. Items include: brochures, business cards, stationary, flyers, envelopes and more.

$

INVESTMENT

VARIES

THE PROCESS

OUR PROVEN DESIGN STRATEGY

*This is our typical process. Each project is unique so phases may vary.

01

phase one *Discovery*

We perform a detailed discovery of your business market as well is your vision and needs for your project. We use in-depth questionnaires, a strategy call and a private board to share ideas and inspiration.

02

phase two *Curation*

For our blog and web design clients, we start collecting, compiling and organizing the content for your site.

03

phase three *Design + Revise*

In this phase, we present the 1st draft designs and work together to revise and refine the website designs. After 2-3 revisions, we agreed on the perfect design and begin preparing to launch.

04

phase four *Training + Launch*

The website is finalized and we are ready to share your new design with the world! We decide on a launch date and schedule your training session.

TESTIMONIALS

WHAT OUR CLIENTS SAY ABOUT US

Stephanie R. Grant

www.grantmediation.com
www.outsidethecockpit.com

I can't begin to tell you how happy I am with the service I received from Blūm Digital Studio. The process was smooth and she is very innovative and patient. She captured my vision perfectly. If you're looking to upgrade your existing media pages or needing to have one designed for you, look no further! Blūm Digital Studio is who you should hire!

Deborah Whitfield

www.whitfieldsolutionsgroup.com

Starting from scratch. I gave Jamila at Blūm digital just a goal of what I wanted to convey with my website. She took that and made it come to life. Goal was surpassed. I appreciate her creativity in content creation and her great eye for detail.

Bryant + Loren

www.oakcityeventrental.com
www.eventfullyyoursxoxo.com

Her professionalism is unmatched. She made this process simple and fun. I was excited to collaborate with her to make my vision a reality..

DELIVERABLES

HOW IT'S DONE

01

thorough research + reference

We are diligent about doing our research and ensuring that we fully understand your market, your ideal audience, as well as your competition. We guarantee a unique design that stands out from the crowd and attracts your ideal clients.

02

custom wordpress website

We work one-on-one with you to create a custom website that is specifically tailored to your business needs. Each of our websites are designed so you can easily manage changes and updates after the design process is complete.

03

website content planning workbook

Unless you are a professional copywriter, you probably haven't thought about the actual words that you will need to have on each page of your website. Our Content Planning Workbook will help you develop your content and say exactly what you want to say to attract your ideal customers.

04

training and support

Every website design comes with a free training session to get you acquainted and familiar with accessing and updating your new website. If you want to remain hands-off and have us handle updates for you, we have affordable monthly maintenance plans to choose from!

our brand *Promise*

WHAT WE ARE ALL ABOUT

Your satisfaction is our guarantee. We pride ourselves on our excellent client experience and we promise to ensure that our designs meet your expected outcomes and specifications. We will work diligently to make sure that you walk away with the fully functional custom website.

BENEFITS of *Working* with US

HOW WE CAN HELP YOU

communication

At the start of every project, you receive a Welcome Guide customized specifically for your project that details your client homework, project timeline, deadlines and project flow.

client portals

Instead of sorting through emails to find out what's going on with your project. You'll have easy access to all your project files and correspondence in your personal client portal.

market research

We do our due diligence and perform thorough, in-depth research on your business' specific market. We dive deep into your vision for your brand and/or website which gives us the tools to bring that vision to life

customer service

We are always an email away with any questions or concerns that might arise throughout the process. You will always have a friendly, open ear ready to listen and respond.

FAQ's

HAVE ANY QUESTIONS?

01

what is a hosting server and why do I need it?

A web hosting server is a service that enables you to publish your website on the Internet. Every website requires hosting. When you sign up for a web hosting service, you are renting space on a physical server to store all the files and data necessary for your website to work properly. We offer affordable web hosting plans or you can purchase it on your own. Our preferred hosting providers are SiteGround and BlueHost.

02

can you revise or fix my existing site?

Typically, we cannot. Unfortunately, every website is not created equal. Our process and design tools are specifically used for the websites we build and often cannot be implemented on an existing site. However, if there are design features and elements you want to retain from an existing website, we can certainly recreate them in a new website for you.

03

how long does the web design or branding process take?

All good things take time, my friend! A typical web site design takes roughly 3-4 weeks. A larger 9+ page website design is a bit longer at 4-6 weeks. This allows for a full research and discovery phase as well as time for revisions and changes. The process time is also heavily dependent on timely submission of content and feedback from the client.

04

what type of copy/content will I need to provide?

Copywriting consists of all of the words (i.e headlines, sentences and call-to-actions) that are displayed on each page. The copy is more important than the design as this is what will encourage your potential customers to take the next action steps to work with you. We suggest hiring a professional copywriter but if that is out of your budget, we provide a Content Workbook to help you bring the elements together.

READY TO GET STARTED?

LET'S WORK TOGETHER

Take the next step to see how we can help your business bloom online! Click the link below to submit an inquiry. If we are a good fit for your project, we will reach out to schedule your design consultation.

SEND AN INQUIRY

LET'S connet

GET IN TOUCH

/blumdigitalstudio

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WE LOOK FORWARD TO HEARING FROM YOU!

thank you for your time!

KEEP IN TOUCH

BLŪM DIGITAL STUDIO, LLC