

	PHASE 1	PHASE 2	PHASE 3	PHASE 4	PHASE 5	PHASE 6
	DISCOVERY	DIAGNOSTIC	STRATEGY	CONTENT	INFRASTRUCTURE	CLIENT SUCCESS PROGRAM
	Get Started Questionnaire Discovery Call with Consultant	Consultation with Web Strategy Advisor Includes 20 min Web Strategy System Presentation Deliverables: <ul style="list-style-type: none"> Web Strategy Health Check Marketing Grader Report ROI Analysis & Business Case Statement of Work 	Workshop with Consultants Handover & Review Meeting Deliverables: <ul style="list-style-type: none"> Web Strategy Social Media Strategy Website Blueprint Statement of Work 	Content Planning Website & Blog Content Creation Premium Content Creation (e.g. eBooks) Landing Page Offers & Calls to Action Lead Nurturing Emails	User Experience Design Visual Design Premium Content Design Hubspot Configuration Website Development Email Design Social Media Setup Mobile Sites / Apps User Acceptance Testing Launch	Help Desk Concierge Social Media Concierge Content Concierge Reporting Rhythm (weekly, monthly, quarterly) Quarterly Reviews:
TIME FRAME		1 Hour	1 Week	Ongoing	1-3 Months	Ongoing
EFFORT				Will vary.		Will vary depending on the program.
BUDGET ESTIMATE	\$0	\$550	\$10,000 - \$150,000	\$20,000 - \$500,000	\$20,000 - \$500,000	\$5,000+ per month