Lisa Goller

Rate Card:
Content Marketing Services

Expertise

- **15+ years** of marketing and communications experience (writing, ghostwriting, editing, proofreading, strategic planning)
- **Strategic approach** drives results for your business
- **Niche:** B2B, technology and retail companies

For cost certainty, easy budgeting and clear scheduling, I will give you a **customized estimate** and **complimentary critical path**.

Type of Content	Price ($US)	Variables
Article (blogs/magazines)	$250 - $800	• Page count • Word count • Amount of new research required • Number of interviews required • Ghostwritten vs. author credit • Volume discounts
Collateral	$300 - $500	
Email campaign	$175 - $300	
Infographic	$150 - $250	
Press release	$400 - $650	
Video script	$225 - $350	
Webpage	$150 - $350	
Whitepaper/Special report	$550 - $3500	
I also create content for annual reports, e-books, social media promotion and business plans (plus RFPs as of Sept. 25, 2017). Ask me for details.		

Lisa Goller, MBA
Content Marketing Strategist
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