

Content Marketing Services Packages from Seven Oaks Consulting

Content marketing services packages offer a focused and affordable solution for small and mid-sized businesses seeking to grow and amplify their online marketing.

Strategy

All content marketing service packages from Seven Oaks Consulting include:

- A dedicated account team, including a senior content marketer
- Kickoff call
- Account strategy call
- Content strategy call and documented plan
- Quarterly strategy update calls
- Monthly KPI/metrics reports

Definitions

- **Owned media:** Any online property owned and controlled by a brand, such as a blog, website, or social media channels.
- **Earned media:** Earned media is defined as the unpaid coverage/mention of you or your brand or organization by third-party entities such as media publications, customers, or influencers.
- **Paid media:** Digital advertising such as Google or social media ads, paid sponsorships, and paid guest posts.

Technical Requirements

If you don't have the technical requirements set up, we can create them up for you for an additional fee.

- A website with content management system (CMS) and blog
- Access to your website analytics

Terms & Conditions

- All monthly packages are based on the stated term.
- Individual services listed in packages are available and priced separately.



Search Engine Optimization (SEO)

Best package for companies serious about their organic SEO.

Foundation

- Technical audit of existing website or blog
- Keyword research
- Revise 25 current blog posts
- Revise 10 website pages

Owned Media

- Create 4 new keyword-rich blog posts
- Create 1 long-form SEO pillar blog post

Earned Media

- Write 1 keyword-rich press release per month
- Guest posts/placed posts

Strategy

- Account strategy call
- Content strategy call and documented plan
- Quarterly strategy update calls
- Monthly KPI/metrics reports

\$7,500 per month / 6-month term

Lead Generation/Acquisition

Best package for B2B companies serious about using content to fill their lead pipeline.

Foundation

- Content audit
- Keyword research

Owned Media

- Create 3 landing pages
- Create 1 gated content magnet – white
- Email lead nurturing sequence
- 12 SEO blog posts per month

Strategy

- Account strategy call
- Content strategy call and documented plan
- Quarterly strategy update calls
- Monthly KPI/metrics reports

\$6,000 per month / 6-month term



Editorial Management (Full Company-wide Content Management)

Best package for companies seeking to add content marketing to their promotional efforts but who do not wish to add staff or overhead.

Foundation

- 5 hours of writing or editing time per week for all company documents
- Creation of Editorial Style Guide

Owned Media

- Originate 1 new document per month
- Revise 3 company documents per month
- 21 social media posts per week
- 12 SEO blog posts per month

Strategy

- Account strategy call
- Content strategy call and documented plan
- Quarterly strategy update calls
- Monthly KPI/metrics reports

\$5,000 per month /6-month term

Done-for-You Blogging

Best package for companies seeking to maximize the SEO potential of an existing blog.

Foundation

- Technical audit of current blog

Owned Media

- 12 original keyword-rich blog posts
- 2 long-form/pillar blog posts per month
- Social media posts, 1 per day

Strategy

- Account strategy call
- Quarterly strategy update calls

\$4,000 per month / 12-month term



Starter Blog

Best package for companies with blogs less than 2 years old.

Foundation

- Technical Audit
- Editorial Calendar

Owned Media

- 4 SEO blog posts per month
- 1 long-form/pillar blog posts per month

Strategy

- 1 coaching call or blog review call
- Quarterly KPI/metrics reporting

\$2,500 per month / 12-month term

Fix My Blog!

Best package for companies with an existing blog that is falling short of their goals or expectations.

- Client call
- Goal setting
- Before & after quarterly metrics report
- Technical blog audit
- Fix orphan content
- Basic keyword research
- Update 20 blog posts

\$2,000 per month / 12-month term

