

# No Limits Today Inc.

This product catalog includes the most current pricing data for the following three services. This is not the limit of our company's ability to serve our clients. However, these are the most frequently requested. Some of these options include video production. All of our packages include monthly prices. Unless otherwise agreed upon with the client, a minimum of 3 month's deposit is required at registration. The \$300 onboard registration fee is waved with a 3 month deposit. A one or two month deposit carries the \$300 registration fee. This is non-refundable and is applied towards research & set up of services. Clients who only need video production and marketing with none of the other services in this catalog are encouraged to purchase from the BUY page of our website: <http://nolimitstoday.com> For questions, you can reach Nikia Madison at 646-543-6356 or support@nolimitstoday.com

## Search Engine Optimization

This service is available in numerous packages designed to suit medium to large monthly budgets (greater than \$1000 and up to \$4000). Small monthly budgets (\$500 - \$1000) are negotiable and may include some features from some of the packages. This provides both on & off-page optimization through a combination of blogging, linking strategies, magazine submissions and other rank-boosting activities. This is ideal for business owners who operate online with or without a physical location. Also good for businesses that compete nationally, \*internationally (\*Competitive SEO) and wish to broaden their audience reach, drive sales and build subscriber lists.

### Benefits:

- More website visitors due to high ranking in YouTube & Google search engines.
- Lower cost-per acquired customer
- Short & long-term brand credibility
- Better ROI

### Downside:

Over time, massive website traffic may increase your hosting costs. You will need to expand your server's capabilities. You are subject to Google's ever-changing algorithm adjustments which can spontaneously affect your SERP (Search Engine Rank Position).

## Social Media Management

This package comes with two pricing options. Social Media Basic offers increased awareness, foot traffic and phone calls for local business owners by using Facebook marketing. This is ideal for those who operate from a physical office location in their area. Social Media Advanced includes Facebook marketing with the inclusion of paid advertisements. Strategies are implemented to cover all aspects of branding including adherence to client and Facebook guidelines, persona, vertical selections, engagement and content marketing. The advanced package also includes strategic retargeting, lead acquisition and other social media channels.

### Benefits:

- Increased free traffic (due to marketing with & without paid ads) to your fan pages, blogs, order pages, landing pages and email subscriber list.
- Strengthened authority
- Lower cost-per acquired customer
- Establish a strong local presence
- Increased leads and sales
- Excellent ROI

### Downside:

Over time, massive website traffic may increase your hosting costs. You will need to expand your server's capabilities. Also, Facebook places a limit on the number of friends you can accept. They also limit the types of products that can be used in paid ads.

## Email Marketing & Management

Email Marketing is imperative for a business that has goals of growing a subscriber base. This is because it is automated, trackable and less time consuming than normal emailing methods. It is also important for remarketing, product sales, building loyalty and branding. This package offers creative, goal-oriented crafting of email campaigns that nurture, rewards and hold the attention of subscribers. This includes quantitative reporting and analysis of all campaigns. Content is optimized and targeted to specific audience interests.

### Benefits:

- Constant, low-cost communication with subscribers.
- Unlimited potential sales from products and affiliate network revenue.
- Build and maintain a loyal fanbase.
- Can offer great ROI
- Can drastically reduce or eliminate the need for paid advertising.

### Downside:

People may or may not check their email accounts regularly (despite valiant protocols to incentivize opening emails.)

## BONUS SERVICES

**Benefits: \*Can be purchased for the SRP listed or accepted for free with other paid packages.**

- Adds value to any service package while carefully filling in any perceived gaps.
- Increased ROI on top of ROI gained from the service packages.
- Opportunities for one-on-one coaching, free video trainings, webinar invitations etc.

**Downside:** Stand alone bonus does not include SEO and only includes 1 month of email marketing.



# Organic SEO

This package is customizable and provides an on-page optimization (through a mix of blog outreach, magazine submissions, backlink diversification, and other rank building activities), and off-page optimization. These are ideal for businesses who primarily do business online, competing nationally, or do not have an actual physical location.

MONTH 1 Campaign Setup and Optimization	MONTH 2	MONTHLY
Account Research and Preparation On-Page Optimization Rich Snippet Recommendations Initial Off-Page SEO	Google Tools Integration and Testing Additional On-Page Optimization Strategies News Placement and Publishing Blog Post Outreach	Off-Page SEO, Citation Building and Rank Building. Content Creation & Publications Video Creation & Submission*  *not available in Organic Silver



## ORGANIC Silver \$1100.00

Ideal for businesses with little to no pre-existing online presence; provides on-page optimization and monthly off-page rank building.



## ORGANIC Gold \$1800.00

For small-medium businesses ready to expand their online reach; features diverse off-page content and a monthly blog publication.

**Campaign Length**  
6 months

**Keyword Groups**  
Maximum of 2

**Targeted Keywords**  
up to 10 keywords

**Monthly Search Groups**  
up to 4,000 (2,000 per grp)

**Campaign Length**  
6 months

**Keyword Groups**  
Maximum of 4

**Targeted Keywords**  
up to 20 keywords

**Monthly Search Groups**  
up to 8,000 (2,000 per grp)



## ORGANIC Platinum \$2200.00

Perfect for growing online brands with high demands in keyword targets; includes more keywords to capture a bigger audience.



## ORGANIC Platinum Plus \$2500.00

Our Platinum Plus Package is for businesses that have a bigger target market and needs to be more competitive in search.

**Campaign Length**  
6 months

**Keyword Groups**  
Maximum of 6

**Targeted Keywords**  
up to 30 keywords

**Monthly Search Groups**  
up to 12,000 (2,000 per grp)

**Campaign Length**  
6 months

**Keyword Groups**  
Maximum of 8

**Targeted Keywords**  
up to 40 keywords

**Monthly Search Groups**  
up to 16,000 (2,000 per grp)

## Competitive SEO \$3000.00

This is a highly aggressive package for commercial SEO solutions. It is perfect for businesses operating in competitive industries. Includes video creation and submissions

**Campaign Length:** 12 months

**Keyword Groups:** Maximum of 10

**Targeted Keywords:** Maximum of 10

**Monthly Search Volume:** up to 20,000 (2,000 per group)

# Local SEO

Similar to the Organic SEO package. This package provides an on-page optimization (through a mix of blog outreach, magazine submissions, backlink diversification, and other rank building activities), and off-page optimization, that are ideal for businesses who primarily do business online, competing nationally, or do not have an actual physical location. The major difference here is the implementation of the Local Schema.

MONTH 1 Campaign Setup and Optimization	MONTH 2	MONTHLY Off-Page SEO and Rank Building
Account Research and Preparation Local Business Setup On-Page Optimization Rich Snippet Recommendations Local Schema Implementation Initial Off-Page SEO	Google Tools Integration and Testing Additional On-Page Optimization Strategies News Placement and Publishing Blog Post Outreach	Content Creation & Publications Local Citations Video Creation & Submission* *available in Gold and Platinum



## LOCAL Basic \$900.00

Establish local online visibility with our basic package. Up to 5 keywords targeted and 2 additional citations created per month.



## LOCAL Gold \$1800.00

For growing businesses that need improved local visibility and a wider reach. Target up to 20 keywords and include 10 additional citations per month.

**Campaign Length**  
6 months

**Keyword Groups**  
Maximum of 1

**Targeted Keywords**  
up to 5 keywords

**Monthly Search Volume**  
up to 1,000

**Campaign Length**  
6 months

**Keyword Groups**  
Maximum of 4

**Targeted Keywords**  
up to 20 keywords

**Monthly Search Volume**  
up to 4,000



## LOCAL Silver \$1100.00

Ideal for businesses with local presence looking to increase influence. Up to 10 keywords targeted with five additional citations created per month.



## LOCAL Platinum \$2200.00

Our most aggressive local package, for businesses with tight local competition. Target up to 30 keywords and build 15 citations monthly.

**Campaign Length**  
6 months

**Keyword Groups**  
Maximum of 6

**Targeted Keywords**  
up to 10 keywords

**Monthly Search Volume**  
up to 2,000

**Campaign Length**  
6 months

**Keyword Groups**  
Maximum of 6

**Targeted Keywords**  
up to 30 keywords

**Monthly Search Volume**  
up to 6,000

# Social Media Management

This package provides an on-page optimization (through a mix of blog outreach, magazine submissions, backlink diversification, and other rank building activities), and off-page optimization, that are ideal for businesses who primarily do business online, competing nationally, or do not have an actual physical location.

### MONTH 1 Campaign Setup and Optimization

- Social Media Audit
- Social Media Playbook
- Account Creation and Optimization
- Profile Picture Creation and Cover Photo Creation

### MONTHLY

- Monthly Content Planning
- Content Creation and Posting
- Monthly Social Media Paid Ad Campaign Management
- Follower Growth
- Monthly Social Media Report for Facebook

### GOALS

- Generate traffic for your website
- Generate awareness for your brand
- Encourage followers to interact with the page
- Develop brand loyalty
- Monitor feedback from customers



## SOCIAL MEDIA Basic \$1100.00

The Social Media Basic package will drive awareness, calls, and foot traffic for local businesses that have a physical office or is location-specific. It focuses on sophisticated targeting, high-quality creatives, and turnkey social media service to propel results and provide ROI for the business.

All-in-one social media package covering all social media activities for the business with specific activities for custom requirements of the business.

Professional content management with blended unique and sourced content provided in a one-month calendar for review and approval at the start of each month.

Total social media strategy covering all aspects of online branding and social media - branding guidelines, persona, engagement strategy, content strategy, and verticals.

Customizable goals for Social Media - content, engagement, and posting tailored specifically for the goal selected.



## SOCIAL MEDIA Advanced \$1500.00

Social Media Advanced is an all-in-one social media package that covers major social media channels. The service includes unique content creation, brand monitoring, Facebook ads management, and other social media activities.

All-in-one social media package covering all social media activities for the business with specific activities and dedicated social media hours for custom requirements of the business.

Professional content management with blended unique and sourced content provided in a one-month calendar for review and approval at the start of each month.

Total social media strategy covering all aspects of online branding and social media - branding guidelines, persona, engagement strategy, content strategy, and verticals.

Customizable goals for Social Media - content, engagement, and posting tailored specifically for the goal selected.

# Email Marketing & Management

(\*Agency must activate your new SendLane, or Aweber service accounts to receive a discount of \$50 off per month. Client pays email account service fees are paid separately to the email service provider.)



## EMAIL MARKETING BASIC \$1200.00/\*\$1150

This includes up to 1-5 email subscriber groups to include a maximum of 12 emails sent to each group per month (3 per week). An unlimited number of subscribers will receive email campaigns. Subscribers will receive newsletters, contest invitations, announcements, videos, webinar broadcasts, audio content and surveys as requested by the client. Monitoring and reporting also included. This package also includes creative assembly of email campaigns with content and graphics as well as strategic inclusion of the client's content.



## EMAIL MARKETING ADVANCED \$1400.00/\*\$1350

This includes up to 6-10 email subscriber groups to include a maximum of 12 emails sent to each group per month (3 per week). An unlimited number of subscribers will receive email campaigns. Subscribers will receive newsletters, contest invitations, announcements, videos, webinar broadcasts, audio content and surveys as requested by the client. Monitoring and reporting also included. This package also includes creative assembly of email campaigns with content and graphics as well as strategic inclusion of the client's content.

## BONUS SERVICES

The following on-going services are included with any of the above packages at **no additional charge** :

- Social Media Management for accounts outside of Facebook (i.e. Instagram, Pinterest, Linked-In, Twitter, and YouTube) SRP \$1800
- \$200 Monthly advertising credits for Google, Bing, Facebook, or Twitter campaigns. SRP \$200
- Paid traffic monitoring & reporting per campaign. SRP \$750
- Reputation Management and Monitoring SRP \$125
- Extra Blog Monetization & maintenance, plus landing page creation. SRP \$500
- CPA Network Set Up (Up to 5 networks). SRP \$250
- Affiliate marketing account set up & training. SRP \$150 (Done one time)
- 4 Additional product, or service promotional videos & distribution per month. SRP \$1250
- 1 FREE Month of Email Marketing Service (Basic) SRP \$1200
- Free lifetime membership to the NLT internet marketing training course. (Launching in 2018) \*Priceless\*
- SRP \*Monthly Total Value: \$6,225 (\*Not including the one-time \$300 affiliate marketing account set up & training SRP)  
**Your Cost: \$0.00**