



ACCELITY

Accelity's GROW retainer package is perfect for small- to mid-sized businesses with larger lead generation and conversion goals. The package provides twice the content as the START retainer (including video!) plus double the prospect outreach and conversion opportunities, all based on customized testing and established best practices.

GROW
\$7,000/mo.

6mo. commitment

\$12,000
one-time onboarding fee

Get set up for success

WITH OUR COMPREHENSIVE ONBOARDING PROCESS

- ✓ Buyer personas (5) & buyer journey exercise
- ✓ Copy style & design guide
- ✓ Progressive profiling & comprehensive lead scoring
- ✓ HubSpot technical & design implementation
- ✓ Website audit & optimization plan
- ✓ Competitive analysis
- ✓ Content brainstorm & 12-month marketing roadmap
- ✓ Prospect list building & contact/list management
- ✓ Final deliverable (Marketing Game Plan)

Each campaign includes:

- 1,000-word downloadable piece of content
- Post-download lead nurturing emails
- Three 500-word, SEO-optimized blogs
- One first-person video OR one additional blog
- Landing & thank you pages for 3 personas
- Pillar web page
- Six-email lead generation campaign for 3 personas
- Social media posts for two platforms
- LinkedIn advertisements
- Testing & optimization on two elements (email, landing page or ads)
- Prospect list building and targeted outreach
- Eight additional hours for custom projects
- Monthly reporting
- Daily account management to keep projects on track
- Weekly check-in meetings
- Monthly strategy & analytics meeting



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Sample campaign calendar

CAMPAIGNS RUN OVER A TWO-MONTH PERIOD; SEE CALENDAR BELOW

MONTH 1

WK 1	Publish landing page with content download	Send email 1 (promoting content download)	Launch LinkedIn ad campaign		
WK 2	Publish blog 1	Send email 2 (promoting blog 1)			
WK 3	Publish blog 2	Send email 3 (promoting blog 2)			
WK 4	Publish blog 3	Send email 4 (promoting blog 3)			

MONTH 2

WK 1	Publish blog 4 OR video	Send email 5 (Promoting blog 4/ video)			
WK 2	Publish pillar page	Send email 6 (promoting pillar page)			
WK 3	Measure campaign results & apply to next campaign				LinkedIn ad campaign ends
WK 4		Measure LinkedIn ad results & apply to next campaign			

