



Accelity's **START** retainer package is designed to be most effective for startups and small businesses, combining lead-generating content campaigns with high-impact activities like building a targeted prospect database and targeted advertising.

**START**  
**\$5,000/mo.**

6mo. commitment

\$10,000  
one-time onboarding fee

## Get set up for success

WITH OUR COMPREHENSIVE ONBOARDING PROCESS

- ✔ Buyer personas (3) & buyer journey exercise
- ✔ Copy style & design guide
- ✔ Progressive profiling & lead scoring
- ✔ HubSpot technical & design implementation
- ✔ Website audit & optimization plan
- ✔ Content brainstorm & 12-month marketing roadmap
- ✔ Prospect list building & contact list upload
- ✔ Final deliverable (Marketing Game Plan)

## Each campaign includes:

- 1,000-word downloadable piece of content
- Post-download lead nurturing emails
- Two 500-word, SEO-optimized blogs
- Landing & thank you pages for 2 personas
- Pillar web page
- Four-email lead generation campaigns for 2 personas
- Social media posts for one platform
- LinkedIn advertisements
- Testing & optimization on one element (email, landing page or ads)
- Prospect list building and targeted outreach
- Monthly reporting
- Daily account management to keep projects on track
- Weekly check-in meetings
- Monthly strategy & analytics meeting



# 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)			
WK 2	Launch LinkedIn ad campaign		Resend email 1 (optional)		
WK 3	Publish blog 1	Send email 2 (promoting blog 1)			
WK 4			Resend email 2 (optional)		

## MONTH 2

WK 1	Publish blog 2	Send email 3 (Promoting blog 2)			
WK 2			Resend email 3 (optional)		
WK 3	Publish pillar page	Send email 4 (promoting pillar page)			LinkedIn ad campaign ends
WK 4			Resend email 4 (optional)	Measure email & ad campaign results and apply to next campaigns	

