



# Bareback Marketing

content marketing for equine business owners

## Featured Services

### Signature Content Package

*Custom content for each client. Limited availability.*

\$1,248

Blog post - 500 - 1,000 words on client's subject of choice (or edit client copy)

Email marketing campaign to promote blog and drive traffic to website

10 social images (PNG) with captions

Technical integration. All copy uploaded/scheduled on client's channels.

### Graphic Design

Brand concept/design & Brand Board

\$248

Ready-to-post branded social graphics (ten images with captions)

\$198

Social graphics - 30 horse-themed PNG images (1080x1080 px)

\$248

Canva templates - 30 custom-branded, reuseable

\$448

Facebook brand kit - Branded cover and 10 reusable Canva templates

\$248

Custom icons - PNG files, package of 5

\$98

### Social Media

Page or group audit with recommendations

\$198

Facebook business page setup or optimization

\$248

Facebook graphics pkg (Cover and 30 branded editable Canva templates)

\$498

### Website Services

Blog post - 500 - 1,000 words optimized for SEO and one custom featured graphic

\$148

Blog package - Post copy, three custom graphics, one email campaign

\$248

Website copy audit (up to four pages)

\$398

Website copy audit & revision (up to four pages)

\$798

Product sales page with shop integration

\$498

### Email Marketing Services

Email platform setup/integration

\$248

Email automation template

\$98

Client journey nurturing sequence (2-4 emails)

\$248

Custom email header graphic

\$48

Newsletter campaign template

\$198

### Lead Generation Services

Lead form development/integration

\$198

Landing page with lead capture

\$498

Landing page custom graphic

\$48

Opt-in development - 1 page download, 1 email

\$248

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What can you accomplish with some content marketing backup?

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or email [lisa@lisaannmarie.com](mailto:lisa@lisaannmarie.com) to connect.