



services & pricing guide



www.tailsandemails.com



hey,
i'm jess!

I'm thrilled that you are considering Tails & Emails for your business needs. This guide is designed to provide you with an overview of my services I offer and the transparent pricing structures I have in place. Whether you are seeking consultation, customized solutions, or ongoing support, I'm committed to delivering exceptional service and value.

I understand that every customer has unique needs and preferences, which is why I have tailored my services to offer flexible options that cater to various needs, with the option of customization that fits what your specific business needs. I look forward to the opportunity to work with you and provide the top-notch service you deserve!

jess zierer

Tails & Emails
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www.tailsandemails.com

my marketing journey

It's all about driving growth through data-driven strategies and engaging campaigns. With a solid track record of boosting brand visibility, engaging customers, and increasing revenue, I know my way around the digital landscape.

I've got a knack for crunching numbers and turning insights into powerful online strategies. I'm not just about the numbers though - I bring a creative flair to the table, crafting messaging that captivates audiences and visuals that pop.

I thrive on working cross-functionally and managing projects from start to finish. I'm passionate about staying ahead of the game to deliver cutting-edge solutions.

Whether you're looking to start an email marketing strategy, improve and grow your current email program, or communicate with your audience more effectively, you deserve to have a plan that works for you.



“I’m here to help you and your business connect emotionally with your audience and customers through strategic brand development & strong marketing practices.”

paw-tner with me

- 01 BOOK A DISCOVERY CALL**
Each service includes a free consult call - even if you're still unsure of all that you need.
- 02 SIGN THE CONTRACT**
Once you've decided to paw-tner up with me, I'll send a contract your way to get signed so we can start!
- 03 PAY YOUR INVESTMENT**
Whether it's a one-time payment or you've got monthly installments, you'll pay the amount agreed upon to get the project officially started.
- 04 GETTING READY TO GO**
Once you've signed the contract, paid your first invoice, and we've agreed on the schedule to start, we'll hit the ground running and get your business to turn those likes into leads.



COMMUNICATION

CONTACT DETAILS

815-861-9222

jess@tailsandemails.com

Serving clients nationwide!

WEBSITE

www.tailsandemails.com

SOCIAL MEDIA

[@tailsandemails](https://www.instagram.com/tailsandemails)



email marketing set up package

Having the right set up from the start can elevate your communications plan and build your community the right way. From automations to reliable campaign strategies, let email work effortlessly for your business.

LET'S WORK TOGETHER

- WHAT YOU'LL GET:
- ✓ Platform Set Up
 - ✓ Welcome Series Automation Flow
 - ✓ List Segmentation Development
 - ✓ 2 Email Campaign Templates
 - ✓ Connect Email Newsletter Signup to your Website

STARTING AT
\$1,250

monthly email management package



Keeping up with email trends, adjusting flows to fit your consumer base, and knowing best practices is like caring for your pet - it needs constant care and attention.

LET'S WORK TOGETHER

STARTING AT
\$2,000/mth

WHAT YOU'LL GET:

- ✓ Weekly email campaigns including content planning, copywriting, designing, and scheduling.
- ✓ A/B testing opportunities, advanced list segmentation, and personalization..
- ✓ Advanced performance tracking and analytics with monthly slide deck reporting.



basic branding package

I see you - you don't want to DIY your brand, but you also have a tight startup budget. Because you deserve to stand out, I offer this package to help you check another thing off your list as you start your business.

LET'S WORK TOGETHER

WHAT YOU'LL GET:

- ✓ Custom logo designs
- ✓ Brand color palette and typography
- ✓ Business card designs
- ✓ Social media profile graphics
- ✓ Brand guidelines

STARTING AT
\$1,100



copywriting services for whatever you need

Don't stress trying to write or misusing AI to "fill the void", let's get your content to work for you.

SERVICES OFFERED:

- ✓ Blogs
- ✓ Website Landing Pages
- ✓ Social Media Copy
- ✓ Email Copy
- ✓ ...and whatever else you may need!

LET'S WORK TOGETHER

prices based
on service!

monthly social media management package



I agree - social media is EXHAUSTING. Carousels, reels - and what even is an algorithm? More often than not, social media becomes an afterthought instead of a sales funnel that can be a useful tool.

LET'S WORK TOGETHER

STARTING AT
\$900/mth

WHAT YOU'LL GET:

- ✓ Content creation, including copywriting, graphics, and/or videos > 8 posts per month
- ✓ Community management, including responding to comments, messages, and audience engagement.
- ✓ Monthly performance reports to track growth and engagement metrics.

additional services



Business Audits

From branding to website to email and more, audits are a helpful tool that analyzes your current communication strategy & execution to find out what's working, what needs help, and how to go from "meh" to "YEAH!"

\$150

Graphic Design

I can customize a project that gets you rocking and rolling the right way.

\$\$\$

you've got a story to tell, i'm
here to help you deliver it.
it's all about turning likes into
leads through the simplest way
- the inbox.



a few testimonials



Dana Fagan, Second Star Photography

“While working with Jess on my website for my photography business, she has been nothing short of amazing in every way possible; she’s punctual, she listens, and is beyond creative.”

Bree Wicinski, Healthy Minds Behavioral Health

“Jess took the time to listen and make sure my website was exactly what I was hoping for! If anyone needs a website made, hands down, have Jess do it!!”



Danielle Kent, Piece of Mind Consulting, LLC

“Jess was patient, thorough, and attentive to my questions and comments throughout the process.”

let's get started!

I hope this guide has provided you with a better understanding of my pricing and services. I'm excited for the opportunity to work with you and help bring your vision to life.

If you have any questions or need further assistance, please don't hesitate to reach out to me. Now, let's get started on your project together and create something amazing!

[SCHEDULE A CALL](#)

[LEARN MORE](#)

As I'm writing this outro, the only thing I can think of to close this document out is my favorite joke.

Why did the email marketer use A/B testing? 🤔

To "C" how the open rates would look! 😂

Xo, jess

