

Service Offerings

Option 1: “Pick my Brain” consulting hour Price: \$295

An hour of my time to be used in any way that you choose, for example:

- ✓ An hour online meeting to talk through your reports and get my recommendations
- ✓ An hour’s training for you and / or your team in a particular aspect of the analytics
- ✓ An hour of my time for a “fast fix”, such as creating a customized tracking element or report, or to resolve a measurement problem

This option is ideal if your analytics are already implemented, and you need some quick advice or help.

Option 2: “Getting up to Speed” package Price: \$1,795

This option is designed for clients who want to be assured of a good foundation for your analytics. I will:

- ✓ Implement Google Analytics 4 (GA4) for your website if you haven’t already done so
- ✓ Conduct a full audit of your analytics settings and adjust as appropriate
- ✓ Implement and test up to three “custom events” that are not already set up in the analytics, and which measure progress toward your specific business and digital marketing goals
- ✓ Provide three recommendations based on current data in areas such as increasing revenue, attracting new audiences, improving visitor engagement, or reducing wasted money or missed opportunities
- ✓ Conduct an initial online meeting to understand and agree your requirements, and a second to discuss my findings and recommendations

This option should give you a solid way forward with GA4, based on clean data and set-up, a good initial set of customized measurements, and some data-driven ideas for increased return on investment.

Option 3: “Longer Term Gains” retainer package Price: from \$5,985

This option provides a three- or six-month retainer engagement. It includes everything specified in Option 2, but with:

- ✓ No limit on the number of custom events set-up or insights offered
- ✓ Up to four online meetings per month

After the initial implementation (if required) and audit, we will start to implement my recommendations as you wish to do, and to test and review the outcomes for continuous refinement and optimized results. This option will provide ongoing access to my GA4 and digital marketing strategy consulting, including the latest research and developments, and totally customized to your business. This is a full support package designed for maximum effectiveness.