

## SPECIALIZED PROJECTS

HIGH-IMPACT, HIGH-QUALITY MARKETING SERVICES FOR TARGETED MARKETING OBJECTIVES

While our **ELITE Method** tiers are designed for holistic, psychology-driven marketing transformation, we also offer Specialized Projects for companies that need expert execution in key areas or help closing specific marketing gaps.

Each project is grounded in buyer psychology and built to deliver strategic results, whether you need to launch a podcast, refresh your brand, or finally get your SEO foundation in place. Your specialized project may be:



**AN ADD-ON TO YOUR ELITE ENGAGEMENT**



**A STANDALONE ENGAGEMENT**



**A SIMPLE FIRST STEP BEFORE SCALING UP**



**A PERFECT SUPPLEMENT TO YOUR IN-HOUSE SKILLS**

### GET EXPERT EXECUTION WHERE YOU NEED IT MOST!

OUR SPECIALIZED PROJECT SERVICES INCLUDE

#### BRANDING

In today's era of short attention spans and a wildly competitive digital marketplace, first impressions are everything.

That's why we ensure your branding and online presence reflect your true value, quality, and superiority over your competitors.

**Light Branding Package**  
For early-stage companies. Includes:

- Creative Direction & Mood Board
- Full Brand Kit – Logo Suite, Illustrations/Patterns, Typography, Color Palette, Website Hero Preview, Brand Guidelines Document, Quick Reference Brand Guide Document
- Light Brand Messaging

**\$5,600**

**Full Branding Package**  
Ideal for established companies. Includes:

- Creative Direction & Mood Board
- Full Brand Kit – Logo Suite, Illustrations/Patterns, Typography, Color Palette, Website Hero Preview, Brand Guidelines Document, Quick Reference Brand Guide Document
- Full Brand Messaging Guide
- Marketing Launch Assets

**\$8,500**

Need a brand upgrade that spans marketing, sales, customer service, HR, and internal communications?

**CHECK OUT OUR BRAND REPUTATION ELEVATION PACKAGE!**

#### SEO STRATEGY

Unlock greater visibility, relevance, and revenue with a search strategy built for both humans and algorithms.

Our psychology-driven SEO and AI search strategies help your content **rank higher, connect with buyer intent, and future-proof your brand** against changing search behavior.

**Level 1: Light SEO Strategy**  
Ideal for small businesses relying on local visibility

- Site Ranking Audit
- Competitor Ranking Audit
- SEO Keyword Data Analysis
- SEO Keyword Strategy
- Complete SEO Site Plan
- SEO Content Plan
- Local SEO Optimization Plan

**\$2,400**

**Level 2: Advanced SEO Strategy**  
Ideal for growing companies eager to gain visibility & authority

**Everything in Level 1, plus:**

- Site Technical Audit
- AI Search Keyword Strategy
- Intent-Based Keyword Plan
- EEAT Content Plan
- On-Page SEO Optimization Plan
- Technical SEO Optimization Plan

**\$5,200**

**Level 3: Complete SEO Strategy**  
Ideal for mid-market and up companies with existing content and 50+ domain authority

**Everything in Level 2, plus:**

- AI Search Visibility Strategy
- Backlink Strategy
- Content Enrichment Strategy
- Mobile SEO Optimization Plan
- UX Optimization Plan

**\$9,700**

#### WEB DEV

Turn browsers into buyers with a website that speaks to the brain *and* the heart. Our psychology-driven website packages create intuitive user experiences that build trust, guide decision-making, and convert with elegance.

Choose from three full-service packages that all include: **Strategy, Copywriting, UX Design, Tech Stack Integration, and Responsive Development**

**One Page Website**

**\$3,700**

**2–5 Page Website**

**\$2,800 per page**

**6+ Page Website**

**\$1,850 per page**

#### PODCAST PRODUCTION

Podcasts are the ultimate in repurposable content. Launch, improve, or streamline your podcast — and amplify your omnichannel multimedia strategy! — with psychology-driven strategy and a production process that's as smart as your content.

**Level 1: Episode Production & Project Management**  
Ideal for established, well-organized shows

Choose from various editing styles, as well as guest outreach, project management, publishing, distribution, and promotion support

**\$150–\$950 per episode, dependent on level of support needed**

**Level 2: For New Shows – Done With You**  
Ideal for businesses with in-house marketing support launching a new podcast or revamping an existing show

Includes Podcast Consulting, Process Build, Episode Production & Templates for SOPs, Contracts, Guest Outreach & More

**\$6,800**

**Level 3: For New Shows – Done For You**  
Ideal for businesses without in-house marketing support launching a new podcast or revamping an existing show

Includes Everything in Level 2 + Strategy, Show Logo, Graphic Design, Episode Prep Dossiers, PM & Custom SOPs, Contracts, Guest Outreach & More

**\$9,800**

#### COPY & CONTENT

**Every word you publish shapes how your buyers think, feel, and act.** Our psychology-driven approach to copy and content ensures every asset is crafted to influence behavior, build trust, and move buyers seamlessly through the funnel.

Here are just a few of the high-impact content projects we can execute for your brand:

- Nurture Emails
- Ad Copy
- Blog Content
- Lead Magnets
- Ebooks & White Papers
- LinkedIn Content
- Video Production

**Contact Us for a Custom Quote**

SAMPLE PRICING	
Research-Based Blog Content	\$450 each
Interview-Based Blog Content	\$550 each
Marketing Emails	\$200 each
Lead Magnet Content & Design	starting at \$3,000
LinkedIn & Social Content & Design	starting at \$1,400 per month
Landing Pages	starting at \$950
Video	varies by scope

# BRAND REPUTATION ELEVATION

Companies evolve fast! If your internal innovations, products, and services have evolved beyond your outdated brand, it's time for a future-proofed upgrade!

## ELITE BRANDS COMMAND THE MARKET

Companies with strong brands show a 74% higher return on their brand marketing investment, and hold a 46% larger market share, than weaker brands.

– BCG & GOOGLE

**CLAIM MORE OF YOUR SHARE!**

**TIMELINE:** 4 MONTHS

**INVESTMENT:** \$8,850 PER MONTH

## OUR BRAND REPUTATION ELEVATION PACKAGE INCLUDES

### VISUAL BRANDING ELEVATION

- Logo Redesign, if needed
- Modernized Brand Identity Guide
- Updated Brand Elements, Fonts & Colors

### VERBAL BRANDING ELEVATION

- Updated Brand Messaging
- Psychological Strategy & Communication Guide

### ONLINE PRESENCE ELEVATION

- Updated Website Copy
- Updated Website Designs
- Updated Brand Assets & Tools
- Social Media Profile Updates

### TOP-OF-FUNNEL CONTENT CREATION

- Thought Leadership Content
- SEO-Rich Blog Content
- White Papers
- LinkedIn Content

### MID-FUNNEL OPT-IN FUNNELS

- Ad Copy, if needed
- Updated Landing Pages
- Opt-In Delivery Emails
- Content Distribution Marketing Emails

## SEE FOR YOURSELF

The difference between an outdated, stale brand and an elevated, future-oriented brand is palpable. Check out the case study of our work with DYOPATH to see what our Brand Reputation Elevation can do.

[VIEW THE CASE STUDY](#)



**BOOK A CALL TODAY**

[WWW.CORNELLCONTENTMARKETING.COM](http://WWW.CORNELLCONTENTMARKETING.COM) | [@CORNELLCONTENTMARKETING](https://twitter.com/CORNELLCONTENTMARKETING)

# INSOURCING **VERSUS** OUTSOURCING

It's the ultimate business economics question:

**"SHOULD WE HIRE IN-HOUSE OR OUTSOURCE THIS WORK?"**

Sorting through applications, vetting candidates, hiring, and onboarding takes time — and a *lot* of money.  
Get an entire marketing squad installed and ready to execute on your marketing strategy **right away!**

## TEAM ROLES

## AVERAGE EMPLOYEE COST\*

<a href="#">Marketing Leader</a> .....	\$5,200 - \$13,600 per month
<a href="#">Content Strategist</a> .....	\$5,300 - \$10,000 per month
<a href="#">Project Manager/Content Manager</a> .....	\$6,500 - \$11,300 per month
<a href="#">Content Creator/Writer</a> .....	\$4,000 - \$7,000 per month
<a href="#">Copywriter</a> .....	\$4,500 - \$7,500 per month
<a href="#">Copyeditor</a> .....	\$4,100 - \$6,700 per month
<a href="#">Graphic Designer</a> .....	\$4,400 - \$7,600 per month
<a href="#">Social Media Manager</a> .....	\$3,800 - \$6,800 per month
<a href="#">Publishing Manager/Technical Implementation Expert</a> .....	\$5,200 - \$9,000 per month
Tools, Image Licensing & Miscellaneous Costs .....	\$500 - \$1,000 per month

## COST WITH CORNELL

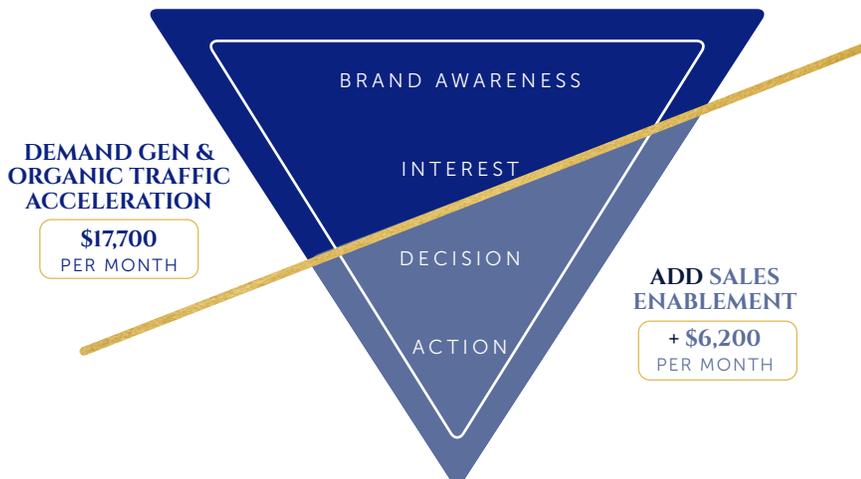
**\$17,700 - \$23,900**  
PER MONTH

**TOTAL IN-HOUSE COST** ..... **\$43,500 - \$80,500 PER MONTH**  
*+ HR COSTS & BENEFITS*

*\*All figures retrieved from Glassdoor 2025 with exact pages linked above.*

## EVERYTHING YOU NEED, ONE UNITED TEAM

If your marketing team is operating on a skeleton crew and you need your funnels built fast, we're here to give you that instant relief with expert precision.



### RAI CORNELL

MARKETING PSYCHOLOGY STRATEGIST,  
CONTENT MARKETER & CONSULTANT

At Cornell, we pride ourselves on taking great care of our clients and getting to know them so well — what makes them shine, why they deserve more market share than their competitors, who their most valuable human assets and thought leaders are — that it will feel like a complete in-house team has been added to your organization overnight.

**BOOK A CALL**