

Here's your simple formula:

Weekly = Progress

Monthly = Performance

Weekly Monday Stand-Up (15–30 Minutes Max)

Purpose: Keep things moving.

Attendees: The Driver, Gatekeeper, Players (as needed).

Agenda:

- What did we accomplish last week?
- What's the priority this week?
- Are we blocked? If so, how do we clear it?
- Any launches, deadlines, or shifts to know?

This is not a strategy session. It's a tactical pulse check. Keep it fast and focused.

Monthly Performance Review (60 Minutes)

Purpose: Track KPIs, budgets, and campaign effectiveness.

Attendees: Coach, Driver, Analyzer, Gatekeeper.

Agenda:

- What KPIs are up, down, or stalled?
- What's working (and why)?
- What's not working—and how do we fix it?
- Budget vs. actual spend

This is where decisions happen.

Quarterly Planning Reset (90 Minutes)

Purpose: Plan the next 90-day sprint.

Attendees: Full marketing + sales alignment team.

Agenda:

- Review campaign performance and KPIs
- Reassess funnel gaps and new priorities
- Confirm top 3 campaigns for the quarter
- Assign ownership and timelines



How to Set the Relationship Up for Success with marketing service providers

- ☐ Define how they will support your goals and what success looks like when their work is complete
- ☐ Test drive marketing subcontractors for 30 days and fire fast if they don't deliver.
- ☐ Use a 90-day planning sprint and plug them into a campaign with a clear goal.
- ☐ Assign a project manager internally to oversee deliverables and communication.
- ☐ Set weekly check-ins or sync updates so momentum doesn't stall.
- ☐ Treat them like a partner, not a vending machine.
- ☐ **Most important: be transparent.** If quote volume is down or leads are off pace, share that. Contractors do better work when they have context. Keep the walls down.

What you can expect to pay

Production Services		Video Production	\$3,000 – \$20,000
Service	Rate / Cost	Case Studies / Technical Papers	\$3,000 – \$10,000
Graphic Designers	\$75 – \$150 / hour	Press Release Writing & Media Reach	\$1,500 – \$3,500
Copywriter	\$75 – \$150 / hour	Crisis Communications Event	\$2,500 – \$10,000
Website Developers (not programmers)	\$80 – \$150 / hour	Trade Show & Event Marketing	\$3,000 – \$10,000
Social Media Content Developer	\$50 – \$100 / hour	Strategy Services	
Logo Design	\$3,000 – \$10,000	Service	Rate / Cost
Visual Identity (already have)	\$5,000 – \$10,000	Marketing Strategist (min 10 years exp.)	\$300 – \$500 / hour
Brand Guidelines (already have)	\$2,500 – \$6,000	Marketing Strategy Development	\$5,000 – \$20,000
SEO Performance	\$1,000 – \$5,000	Brand Strategy	\$5,000 – \$15,000
PPC Management	\$1,500 – \$7,000	Rebranding	\$10,000 – \$30,000
Social Media Marketing	\$1,000 – \$6,000	Brand Naming	\$3,000 – \$10,000
Email Marketing	\$750 – \$3,000 / email	Sales Funnel Development	\$3,000 – \$10,000
Web Design – From Scratch	\$10,000 – \$30,000		
Website Facelift / Refresh	\$5,000 – \$12,000		
Blog Development & Management	\$500 – \$3,000 / month		