content marketer
&
social strategist

FUNSTANS MARKETING

PACKAGES

facebook ads specialist
social strategist
SEO expert
email sales funnel

be more present. carve out time for yourself. do things you love. make more sales.

Own life. Hire a digital marketer.

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About Hattie

Facebook ads specialist
SEO expert
Social strategist
Sales funnels

Hi Friendlies!

I have owned my own business since I was 15 years old.I help business owners ranks on the first page of google, attract leads to make new sales. I help businesses set up complete automated sales processes, starting with warm and cold facebook ads to create new leads, sending those leads down a automated email campaign funnel to convert them. Adding in retargeting campaigns to attract clients who didn't initially purchase. I thrive on helping businesses get back to living life and introducing new sales processes into their business.

At the age of 15 I found my love of marketing. Intuitively I understand marketing and advertising. It comes naturally to me. After attending university for Marketing management and running Hattitude Jewels for 14 years I realized the thing I love most about running my own business was the marketing side of things! What I truly love is the puzzle and the challenge of getting more customers, gaining more clients and creating new and unique ways to bring people into your brand, share your story and att
new people.

My husband works in the business with me and is the copy writer and SEO expert. Tristan has worked on numerous blog posts creating more rich search engine optimization posts to attract more organic traffic. Having a copy writer as part of the team also makes our facebook ad copy always creative and always stellar!

We don't want small business owners to feel trapped into updating SEO, when they don't even care about what search engine optimization is. We don't want them to have to worry that they're not getting their blog posts done on time. I don't want you to have to worry about setting up email automation. We don't want a you to fret that you're not posting to social media because you're frozen on what the feed lay out should look like, how often you should post, what hashtags to use, if your feed is consistent or curated. If this feels at all like you, if you feel like you're drowning in wearing all the hats of your business, I want to help you get organized, stay on track, and take some of the stress off your plate so you can be present once again with things that matter most to you.

H Dunstan

packages

Social Strategist

STARTING AT $150

SOCIAL STRATEGIST
CHOOSE A NUMBER

MOST POPULAR

1 **Social media manager:** instagram account management, 12-15 posts per month, photo upload, feed planning, consistency check, content creation, caption creation, comment writing, community engagement, inbox message, hashtag creation, shadow banning awareness, NO image creation

Rate: $510/month
Approx time: 17 hours/month
Benefits: Never worry about creating new, exciting content, when to post, remembering to post, or to create a consistent feed, images not included

2 **Content calendar creation:** Instagram content calendar creation (take the pressure off of you creating it) 16 post captions in excel spreadsheet calendar WITH relevant hashtags with each post

Rate: $175/mont
Benefits: You don't have to worry about what to post, when to post,how often to post. The content is already created once a month, and you follow along in excel

3 **Planoly input:** 30 posts per month upload into planoly with captions/prompts and curated image for the feed, scheduled into planoly, beautiful feed, content planning calendar included, organized feed, consistency check, content creation, caption creation, hashtag creation, shadow banning awareness NO UPLOADING TO INSTAGRAM

Rate: $510/month
Approx time: 12-17 hours/month
Benefits: Never worry about creating new, exciting content, or to creating a consistent feed,

4 **Social Media manager 2.0:** Insta stories &instagram account management 12-15 posts per month in feed, 10 insta stories blue prints, photo upload, feed planning, consistency check, content creation, caption creation, comment writing, community engagement, inbox message, hashtag creation, shadow banning awareness, images not included

Rate: $850/month
Approx time: 24-28 hours
Benefits: Never worry about creating new, exciting content, when to post, remembering to post, or to create a consistent feed, images not included

5 **Social Media deluxe:** instagram account management, 12-15 posts per month, 10 insta stories blue prints, photo upload, feed planning, consistency check, content creation, caption creation, comment writing, community engagement, inbox message, hashtag creation, AND PHOTO CREATION with flat lay styling, props, DSLR high quality edited images,

Rate: $1500/month
Approx time: 30-40 hours
Benefits: The ultimate package.

6 **Social Media Audit:** Facebook and Instagram account assessment
Assess what the company is doing correctly on social media and come up with a strategy going forward to improve engagement rate on the platforms, attract new followers and clients
Rate: $250
Benefits: Gets you on the right track for social media going forward so you can implement the changes yourself

Email Campaigns

STARTING AT $60

EMAIL CAMPAIGNS
CHOOSE A NUMBER

1 **Automated sales funnel: 4** emails, welcome/intro, added value, personal, added value, sales hook
Rate: $300

Add ons: landing page set up, with pop up window on website for email collection
Rate: $60

Add ons: Opt in form, content creation for opt in PDF, added value for customers, an opt in form is used to gather emails in exchange for PDF
Rate: $120

Benefits: All automated, only needs to be updated once every other year (if you want), new customers are automatically dropped into list, it's making sales for you while you're sleeping, passive income

2 **Monthly email campaigns:** 4 emails/month of fresh new content related to your business, rotating between an added value email, personal, and a sales email
Rate: $240/month

Add ons: email campaign branding
Rate: FREE

MORE PACKAGES

Blog posts

STARTING AT $90

BLOG POSTS
CHOOSE A NUMBER

1

Blog post: SEO title research, ALT tags implemented, Images named properly for SEO, 300-500 word blog posts at least to maximize SEO, key word identification, and content copy for blog posts
Rate: $90 /post

Ad ons: Photo collection: downloading images, collecting images, and placing images into blog post
Rate: $15 / post

Benefits: IF words are not your jam, let me into your word so I can create beautiful copy and so you can spend less time creating the ALT tags

Copy Writing

STARTING AT $90

CONTENT COPY
CHOOSE A NUMBER

1

Copy Writing: Funny, witty, humours, serious, sombre, classic. Writing website copy or blog posts is hard. Let me help create compelling copy to get across your CTA to your exact target market
Rate: $90 / page

About page: Create a compelling about page to draw your customers in "people don't buy what you do, they buy who are you"
Rate: $150
Benefits: Sometimes you just don't know how to get your Call to Action across or how to bring out the best points of your business. I can help.

Facebook Ads

STARTING AT $175

SOCIAL STRATEGIST
CHOOSE A NUMBER

1

Facebook Ads: creating cold leads, to turn them into warm leads strategy. This works best to attract new target clients. Creating custom audiences based on google analytics best performing website page, ad creation, audience creation, content copy ad creation.
Includes cold ad (quiz) and warm retargeting ad
Includes A/B testing for ads
Includes 1 month of management

Rate: $450
Benefits: Never worry about where your next lead or website hit is going to come from. Start attracting clients with the cold/warm lead strategy. Ever wonder how that boot you liked follows you around the internet? We can do that.

2

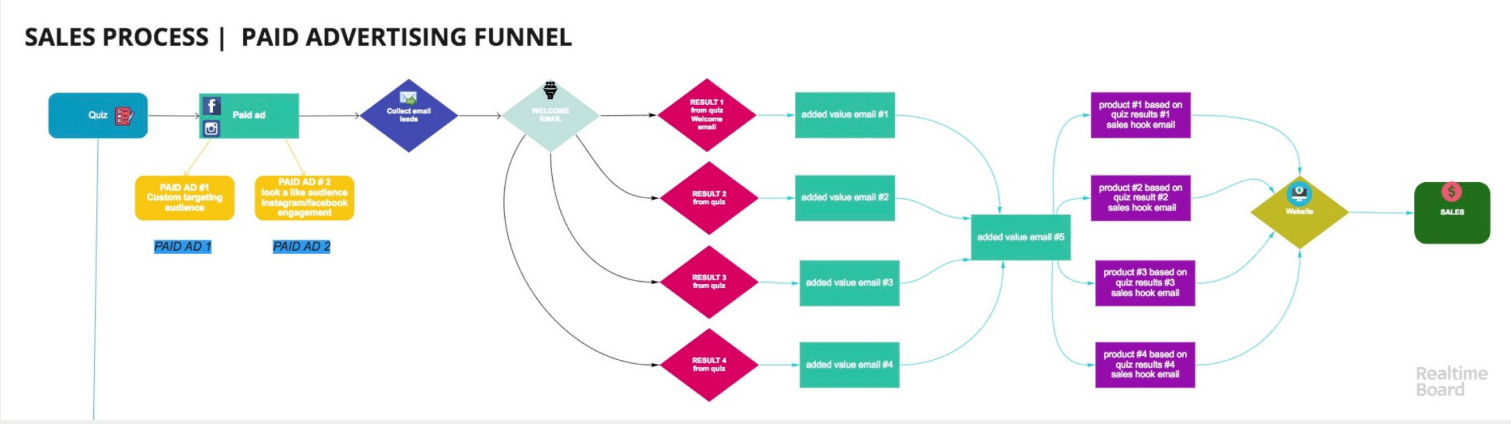
Retargeting Facebook ad : Warm leads strategy. Using facebook targeting pixel, creating custom audiences based on google analytics best performing website page, ad creation, audience creation, content copy ad creation.
Includes A/B testing for ads
Includes 1 month of management

Rate: $175/month
Benefits: Attract new clients with the right strategy and sales process

Sales Process

STARTING AT $1500 - EMAIL FOR FLOW CHART & BLUE PRINT

Please email for more details and complete blue print of sales process



testimonials

"I have taken Hattie's Instagram and [email] Newsletter course and both times it was like chatting with your SUPER knowledgeable best friend about how to use these platforms to your companies advantage. I love how she isn't constantly trying to push us to sell, her philosophy is always first to connect with your customers on a deeper [level]. I would highly recommend any of her courses." - Carissa McCaig, Fashion designer @copiousfashions

Hattie's actionable advice she gifted us with has transformed my relationship with social media - something I previously felt a bit overwhelmed by. What do I do? How often should I post? How do I connect with those I wish to connect with? Hattie offers answers to these questions and best of all teaches you all about the things you didn't know you didn't know.

Each of these nuggets of wisdom is shared with her characteristic warmth, generosity and no-nonsense charm. She's not afraid to say what's not working, but does it with sensitivity and simultaneously gets you excited about where these small alterations to your feed can get you closer to representing your business like you truly want to.

The rewards continue to stream in via a continuous increase in followers and follower engagement and a cohesive feel and look to my feed. I thank you for making a big difference with this very pleasant and informative workshop " - Sonja Nurture Retreat

"When I took Hattie’s email marketing workshop, I knew nothing about setting up an email list. She helped me learn my way around mailchimp, gave me awesome ideas for email subject lines that capture interest, and so much more. I took SO many notes and couldn’t wait to start implementing them." - Elizabeth Nord Photographer @elizabethnordphoto

Pick a package!
Circle which package you would like or email me any questions at hattie.dunstan@gmail.com

Email Campaigns

ITEM	RATE
AUTOMATED SALES FUNNEL	$300
ADD ONS: LANDING PAGE WITH POP UP OVER WEBSITE	$60
OPT IN FORM + CONTENT CREATION PDF	$120
MONTHLY EMAIL CAMPAIGNS	$240

Social Strategist

ITEM	RATE
SOCIAL MEDIA MANAGER	$510
CONTENT CALENDAR CREATION	$150
SEE COMPLETE LIST ON PACKAGE PAGE	

Blog Posts

ITEM	RATE
SEO OPTIMIZED BLOG POST	$90
PHOTO UPLOAD W/ ALT TAGS	$15

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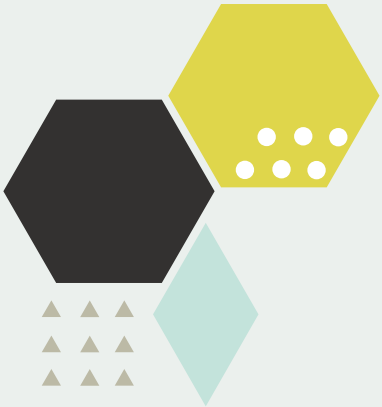
Facebook ads

ITEM	RATE
COLD & WARM LEAD AD	$450
RETARGETING AD	$175
MONTHLY AD MANAGEMENT	$125
SALES PROCESS FUNNEL	$1500

Copy Writing

ITEM	RATE
WEBSITE ABOUT PAGE (SEO INCLUDED)	$150
GENERIC PAGE (SEO INCLUDED)	$90

contact



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