



STELLAR  
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# Directory of Services

PREPARED BY:



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30-minute Consultation:

<https://stellarplatforms.com/schedule>



# Document Overview

“I’ve had many sites built over the past 10 years. This was, hands down, the best experience in regards to efficiency, design, and back-end mechanics. Caelan is easy to talk to, patient, knows what he’s doing and can execute in a timely manner. It was a pleasure.”



- Robin Jay, President,  
Las Vegas Convention  
Speakers Bureau

## Service Categories

- ◆ Marketing Strategy
- ◆ Lead Generation
- ◆ SEO Improvements
- ◆ Sales Strategy
- ◆ Sales Funnel
- ◆ Website Strategy
- ◆ Website Design
- ◆ Content Management
- ◆ Video Production
- ◆ Graphic Design
- ◆ Product Launch
- ◆ eCommerce Development

## Engagement Options

- ◆ A la Carte, Select Services As Needed
- ◆ Project-based scope of work
- ◆ Monthly retainer



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# Marketing Strategy

15 Hours

Audit existing brand, audience, and content. Identify existing products, audiences, and niches for competitive analysis.

## Customer Avatars

- ◆ 3 custom-designed PDFs, each with a name, picture, and descriptions of your typical market segments

## Customer Journey Map

- ◆ A visual map of all the stages people take between Stranger and Customer

## Competitive Analysis

- ◆ Review of 5 similar brands and businesses, report detailing their SEO strategy, services, pricing, and audience demographics



# Lead Generation

20 Hours

Perfect for growing brands building a list, targeted demographics of new audiences will attend your webinar and learn more about your services.

## Traffic Strategy

- ◆ Market analysis, Google Analytics reports, and targeted outreach suggestions for relevant communities.

## Webinar Production

- ◆ End-to-end webinar strategy and support, including registration management, reminder emails, live webinar engineering, and follow-up emails.

## PPC Advertising

- ◆ Facebook or Google advertising campaign setup, implementation, and strategic guidance.



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# Sales Funnel

20 Hours

A complete and curated journey from stranger to customer, all set up for passive conversion without your input or action.

## Opt-In Page Design

- ◆ Custom-designed squeeze page optimized for conversion

## Lead Magnet

- ◆ Brand-cohesive PDF ebook or email course adapted from your existing content

## Autoresponders

- ◆ Educational content sent to new subscribers in a predetermined drip sequence, culminating in a series of sales messages for your main product or service

## Sales Page Design

- ◆ High-impact sales copywriting focused on conversion, Google Analytics tracking and A/B testing capability



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# SEO Improvements

8 Hours

Good for a yearly overview or a comprehensive overhaul, SEO reporting lets you know how well you rank compared to your competition.

## SEO Audit

- ◆ Detailed report of your keyword ranking compared to competitors, competitive analysis, technical recommendations for improving search ranking

## Keyword Research

- ◆ In-depth analysis of various keyword strategies, with recommendations for high-volume low-competition keywords to target

## SEO Programming

- ◆ Implementation of SEO upgrade recommendations, with detailed before-and-after reports documenting your search rankings for target keywords, internal deeplinking, and external backlinking



# Website Strategy

6 Hours

Technical audit of your website, content revision of homepage, and sitespeed improvements to improve page load time.

## Homepage Review

- ◆ Customized recommendations for optimizing your homepage for converting primary CTAs

## Website Review

- ◆ Specific recommendations for improving your sitespeed, SEO, and internal pages

## WordPress Optimization

- ◆ Implementation of recommendations, upgrades of all necessary themes and plugins, cleanup of unneeded plugins, technical site speed improvements, file and database backups





# Website Design

25 Hours

Complete graphical redesign of 1-100 pages of your website, from superficial copyediting to in-depth technical upgrades.

## Homepage Redesign

- ◆ Multiple new homepage drafts, with high-quality stock photography, copywriting revisions, and strategic coaching on what to include and exclude for optimal conversion

## Website Redesign

- ◆ Homepage and internal page redesign, featured images for 20+ blog posts, sidebar and footer redesign, nav bar revision, and user flow strategy

## eCommerce Design

- ◆ Purchase and checkout page redesign for existing products in your cart. (Brand new shopping cart setup is a separate product - see below.)



# Sales Strategy

15 Hours

CRM migration from  
one platform to  
another

## CRM Comparison

- ◆ Review of multiple CRM platforms, with a detailed report documenting advantages/disadvantages of each. Strategic coaching to assist decision making.

## CRM Migration

- ◆ Contact export from current CRM, preservation of existing tags and segments, organization of new groups in new CRM

## Automation Setup

- ◆ Migration of existing email templates, identification of new automation sequences, setup and deployment



# Content Management

15 Hours

This monthly service provides all of your content outreach to your audience, leaving you free to focus on your customers.

## Social Media

- ◆ Active updates to all your social media accounts, an upcoming editorial calendar, and integration of accounts for cross-posting.

## Email Newsletters

- ◆ Weekly newsletters written and designed for you, on your main topics. Drafts are sent 1+ weeks in advance for your review and revision. Maintenance of newsletter reply email address.

## Ghostblogging

- ◆ Weekly or monthly in-depth blog post articles optimized for social media sharing and conversion through lead magnets and content upgrades.



# Video Production

25 Hours

Creation of a series  
of educational  
videos that engage  
and educate your  
target market

## Pre-Production

- ◆ Scriptwriting, storyboarding, and conversion strategy for a series of 3-8 videos, created as part of a larger course or online funnel

## Filming

- ◆ On site equipment setup and breakdown, lighting and sound adjustment for high quality video, directing for performance quality

## Post-Production

- ◆ Motion graphics, text overlays, logo reveals, and stock template B-roll footage



# Graphic Design

15 Hours

Using the latest image editing tools, we create eye-catching graphics that demand attention.

## Logo Design

- ◆ 3 distinct and unique logo options, followed by 2 rounds of revision on your favorite

## Keynote Design

- ◆ Custom designed Keynote slides matching your brand, with high-quality stock photography and as-needed copyediting

## Branding Styleguide

- ◆ Easy reference document with all of your brand colors, fonts, and design notes

## Graphic Design

- ◆ Branded promotional advertisements, banners, and graphics, in multiple sizes and resolutions



# Product Launch

25 Hours

Positioning, pricing, and testing your offer, we make sure that your new product launch makes an impact withy your audience.

## Strategic Coaching

- ◆ Marketing strategy and support, and project planning.

## Market Research

- ◆ Competitive analysis, pricing strategy, validation testing, A/B testing, customer interviews

## Launch Support

- ◆ Digital production - Squeeze pages, autoresponder emails, user testing, integration troubleshooting, and onboarding optimization, as needed



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# eCommerce Development

35 Hours

Your customers will be able to buy what you want to sell them - and with an optimized, well-designed shopping cart, you will sell more.

## Shopping Cart Setup

- ◆ Creation of functioning shopping cart, automating purchase and delivery of physical or digital products

## Payment Gateway

- ◆ SSL-encrypted information flow between your website, your bank, and the customer's computer

## Product Library

- ◆ Creation of multiple product options for up to 50 different items

## API Integrations

- ◆ Tagging, cross-selling, coupon codes and newsletter subscription integration



# Project Options

“Caelan understands how to balance beautiful design with the hard reality of maximizing conversion rates. I hired Caelan to help me migrate to Infusionsoft and strategize on marketing campaigns. He was a super hero and saved me a ton of suffering with the software, which now works perfectly. He was easy to work with and a very high executer. I can rely on Caelan to do exactly what needs to get done.”



- Joshua Waldman  
Founder, Career  
Enlightenment

## Option 1 - Hourly

- ◆ A la Carte, Select Services As Needed
- ◆ Cost: \$200/Hour

## Option 2 - Webmaster

- ◆ Any Services, 20 Hours/Month, 5 Hours/Week
- ◆ Cost: \$4,000/Month

## Option 3 - Marketer

- ◆ Any Services, 40 Hours/Month, 10 Hours/Week
- ◆ Cost: \$8,000/Month

## Option 4 - Strategist

- ◆ Any Services, 60 Hours/Month, 15 Hours/Week
- ◆ Cost: \$12,000/Month





# Project Terms

“Caelan is a talented digital marketer who is always in beast mode – always zoned in, every pixel, every letter, every plugin, every line. He will help you discover the online success you’ve been hunting for.”



- Andy Horner  
CEO, Outstand

- ◆ Stellar Platforms Commitments:
  - ◆ Weekly Report detailing:
    - ◆ what was done the previous week
    - ◆ what is scheduled for the next week
  - ◆ 2 complimentary 30 minute strategy calls every month
  - ◆ Unlimited email support during project
  - ◆ Weekly review phone calls as needed
- ◆ Stellar Platforms Requirements:
  - ◆ Payment in full required to begin work for defined-scope projects
  - ◆ Monthly payments for retainer projects payable via PayPal to [payment@stellarplatforms.com](mailto:payment@stellarplatforms.com)
  - ◆ Depending on our client load, work may need to be scheduled 6-12 weeks in advance



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