
ELEVATE YOUR BRAND.
AMPLIFY YOUR IMPACT.



SERVICES & PRICE GUIDE

2025 ~ 2026

Mark**4B** Agency

A division of Mark4B Group.

Hi & Welcome

Dear Valued Client,

Thank you for considering Mark4B Agency, a division of Mark4B Group, for your marketing needs. I'm Manuel Agosto, Founder of Mark4B Agency, and I'm excited to share our Services & Pricing Guide with you.

At Mark4B, we focus on delivering strategic, results-driven solutions in web design, SEO, digital advertising, AI marketing, and more to help businesses grow and thrive. Whether you need a custom website, a high-performing digital campaign, or marketing automation, our team is here to make it happen.

This guide outlines our core services, pricing, and how we can work together to elevate your brand. If you have any questions or need a custom solution, feel free to reach out, I'd love to discuss how we can support your business goals.

Looking forward to working with you!

Best,

Manuel Agosto, MBA

Founder & Managing Director
Mark4B Group LLC



OUR MISSION & VISION

Our Vision

To be the leading Creative and Digital Marketing Agency, renowned for transforming ideas into results that inspire, engage, and drive lasting brand loyalty.



Our Mission

01.

Empowerment

We empower businesses to reach their full potential through strategic digital advertising and marketing solutions tailored to their unique needs.



02.

Creativity and Innovation

We foster creativity, innovation, and collaboration in everything we do, delivering cutting-edge strategies and creative excellence that surpass industry standards.

03.

Client Satisfaction

We are committed to maintaining the highest standards of integrity, professionalism, and client satisfaction. By staying ahead of industry trends and leveraging cutting-edge technologies, we strive to exceed our clients' expectations and contribute to their long-term growth and success.

SOLUTIONS TAILORED TO YOUR BUSINESS NEEDS

At Mark4B Agency, we understand that every business has unique needs, timelines, and budgets. That's why we offer flexible service options to help you get the most out of your marketing investment. Whether you're looking for a one-time project, ongoing marketing support, or hourly consulting, we've got the right solution for you.

One-Time Project Packages

Perfect for businesses that need a specific marketing or digital project completed without long-term commitments.

- Web Design and Development Packages
- SEO & SEM Packages
- AI Marketing & Automation Packages
- Marketing Tech Integrations Packages

Retainer-Based Services

(Monthly Subscription)

For businesses that need ongoing digital marketing support and a dedicated team managing their brand every month.

- 6 or 12 Month Contracts with Renewal Options
- Web Maintenance & Updates
- SEO & SEM Optimization Management
- AI Marketing & Automation Maintenance
- Marketing Tech Integrations Management & Maintenance
- Digital Advertising & Campaign Management

Hourly Consulting & On-Demand Services

Need expert guidance but not a full project or monthly package? Our hourly services provide flexible support when you need it.

- Brand & Marketing Consulting & Strategy Sessions
- Graphic Design for Branding, Digital Ads, Social Media & Print Materials
- Event Marketing Services by Mark4B EventStudio®

OUR PROCESS: HOW WE KICKSTART YOUR PROJECT

At Mark4B Agency, we understand that every business has unique needs, timelines, and budgets. That's why we offer flexible service options to help you get the most out of your marketing investment. Whether you're looking for a one-time project, ongoing marketing support, or hourly consulting, we've got the right solution for you.

Discovery and Consultation

We begin with a free consultation to understand your business goals, challenges, and marketing needs. This helps us determine the best strategy and solutions for your brand.

- Business & marketing assessment
- Identifying key objectives & target audience
- Reviewing your existing digital presence (if applicable)

Implementation

Once approved, we get to work! Our team starts executing the project or managing the marketing activities according to the agreed-upon timeline.

- Website development, SEO optimizations, campaign setup, or content creation
- Regular updates and progress tracking
- Collaborative approach with client input and feedback

01.

02.

03.

04.



Development

Based on our discussion, we create a detailed proposal or project roadmap outlining the scope of work, timeline, and pricing.

- Tailored marketing strategies & recommended services
- Clear project scope, deliverables, and milestones
- Transparent pricing based on the selected service model (one-time, retainer, or hourly)

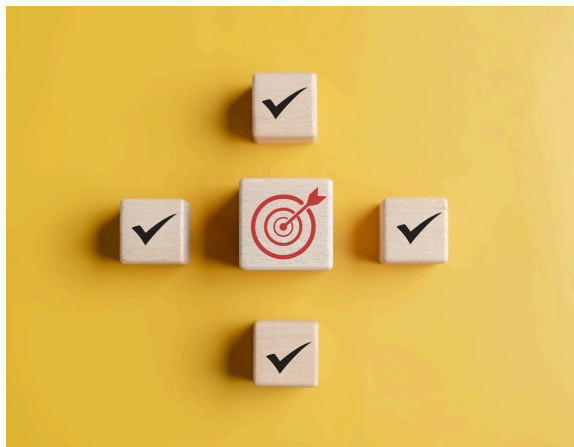
Ongoing Communication

After launching, we track performance and optimize results to ensure continuous success.

- Analytics tracking and reporting (Google Analytics, SEO, ad performance, etc.)
- Adjustments and refinements to improve outcomes
- Ongoing support for retainer clients and optional post-launch services for one-time project

OUR PACKAGES

Overview



Elevating Your Brand.

Amplifying Your Impact.

We provide digital marketing solutions tailored to enhance your brand's online presence and drive measurable results. Our service packages are designed to offer a strategic and cost-effective approach to web development, SEO, digital advertising, and marketing automation.

Here's a snapshot of the services we offer

01. [Web Design](#)

We create visually engaging, user-friendly websites designed to enhance your brand identity and customer experience.

03. [SEO & SEM](#)

Boost your online visibility with our SEO & SEM services. We optimize your website for search engines, improve rankings, and drive organic traffic.

05. [Marketing Automation](#)

Streamline your marketing efforts with automated email campaigns, lead nurturing, and CRM integrations.

02. [Web Development](#)

From custom WordPress builds to Shopify and Wix eCommerce solutions, we develop fast, secure, and scalable websites that drive performance.

04. [AI Marketing](#)

Leverage the power of AI-driven marketing to optimize ad performance, enhance customer targeting, and automate content creation.

06. [Other Services](#)

We offer brand consulting, event marketing, and additional marketing solutions to help businesses grow.

Web Design

Packages (One-time Project)

Starter

\$799

Perfect for small businesses and startups needing a professional online presence.

- ☒ Up to 5 Pages (Home, About, Services, Contact, Blog)
- ☒ Mobile-friendly & responsive design
- ☒ Custom branding, fonts & color palette
- ☒ Image selection & graphic design
- ☒ Delivered as design files or implemented in Wix, Shopify, or WordPress
- ☒ Up to 3 Rounds of Revisions

Growth

\$1,299

For businesses looking to scale with enhanced design features and better functionality.

- ☒ Up to 15 Pages (Includes Portfolio, Testimonials, FAQ)
- ☒ Custom Mobile-Responsive & UX-Optimized Design
- ☒ Advanced UI/UX design & animations
- ☒ Custom icons, illustrations, and branding elements
- ☒ Optimized for mobile & SEO-friendly structure
- ☒ Designed for WordPress, Shopify, or custom platforms
- ☒ Up to 6 Rounds of Revisions

The prices listed are subject to the project scope outlined in each package. Final pricing may vary depending on custom design requests, additional pages, integrations, and specific business needs.

For inquiries email us at agency@mark4b.com

Mark4B Agency

SERVICE & PRICING GUIDE 2025

Web Development

Packages (One-time Project)

Starter

\$1,299

Perfect for small businesses looking to test and optimize digital advertising.

- ☒ Up to 5-page website (WordPress, Shopify, or Wix)
- ☒ Domain & Hosting Set up
- ☒ Mobile-responsive & SEO-friendly setup
- ☒ Contact forms, Google Maps & social media integration
- ☒ Basic security setup & speed optimization
- ☒ Social Media & Google Maps Integration
- ☒ CMS setup for easy content management
- ☒ Up to 3 Rounds of revisions

Growth

1,799

For businesses looking to expand reach and improve conversions with multi-channel advertising.

- ☒ Up to 10 Pages (Includes Portfolio, Testimonials, FAQ)
- ☒ Domain & Hosting Set up
- ☒ Custom Mobile-Responsive & UX-Optimized Design
- ☒ Advanced SEO Optimization (Schema Markup, Page Speed Improvements)
- ☒ Basic Blog Setup & Content Formatting
- ☒ Lead Capture Forms & Newsletter Integration
- ☒ E-Commerce Lite (Up to 5 Products, Payment Integration Available)
- ☒ Google My Business Setup
- ☒ Up to 6 Rounds of Revisions

Performance

Contact us

For businesses aiming for high-volume traffic, lead generation, and aggressive scaling.

- ☒ Up to 25 Pages (Custom Landing Pages, Blog, Services, Custom Forms)
- ☒ Domain & Hosting Set up
- ☒ Fully Custom Web Design & UX Strategy + Custom Animations & Interactive Elements
- ☒ Full SEO Setup (Technical & On-Page SEO, Keyword Research, Advanced Schema)
- ☒ E-Commerce (Up to 25 Products, Secure Checkout, Payment Integration)
- ☒ CRM & Automation Integration (HubSpot, Brevo, Mailchimp)
- ☒ Google Tag Manager, Analytics, & Facebook Pixel Setup
- ☒ Up to 10 Rounds of Revisions

The prices listed are subject to the project scope outlined in each package. Final pricing may vary depending on custom design requests, additional pages, integrations, and specific business needs.

For inquiries email us at agency@mark4b.com

Mark4B Agency

SEO & SEM

Packages (One-time Project)

Starter

\$899

A foundational package designed to optimize your website for search engines and set up effective paid search campaigns.

- ☒ On-Page SEO Optimization (Titles, Meta Descriptions, Header Tags, Image Optimization)
- ☒ Technical SEO Audit & Fixes (Site Speed, Mobile-Friendliness, Indexing Issues)
- ☒ Google Search Console & Analytics Setup
- ☒ Keyword Research & SEO Recommendations
- ☒ Local SEO Setup (Google My Business Optimization)
- ☒ Basic SEM Setup (Google Ads Account & Campaign Configuration)
- ☒ 1-Hour Walkthrough & Strategy Session

Growth

\$1,599

A complete SEO & SEM strategy designed to increase rankings, improve visibility, and maximize paid ad performance.

- Everything in the Essential Package PLUS:
- ☒ Full Website SEO Audit & Competitor Analysis
- ☒ Advanced Keyword Strategy & Content Recommendations
- ☒ Backlink Strategy & Implementation (Up to 5 high-quality backlinks)
- ☒ Custom Google Ads Strategy & Optimization
- ☒ Landing Page Optimization for Conversions
- ☒ Conversion Tracking & Performance Reporting Dashboard
- ☒ A/B Testing for SEM Campaigns
- ☒ 2-Hour Training Session for SEO & SEM Management

The prices listed are subject to the project scope outlined in each package. Final pricing may vary depending on custom design requests, additional pages, integrations, and specific business needs.

For inquiries email us at agency@mark4b.com

SERVICE & PRICING GUIDE 2025

Mark4B Agency

AI Marketing

Packages

(One-time Project)

Starter

\$899

A foundational AI marketing setup to streamline workflows, automate customer engagement, and enhance efficiency.

- ☒ AI-Powered Chatbot Setup (Basic customer support & lead generation)
- ☒ Email Automation & AI-Powered Sequences (Automated responses & lead nurturing)
- ☒ AI-Driven Content Creation (SEO-friendly blog post & ad copy suggestions)
- ☒ Basic Predictive Analytics & Customer Segmentation
- ☒ AI Social Media Scheduling & Optimization
- ☒ 1-Hour Training on Using AI Marketing Tools

Growth

\$1,599

A complete AI-powered marketing solution to automate engagement, personalize customer interactions, and optimize performance.

- ☒ Everything in the AI Essentials Package PLUS:
- ☒ Advanced AI Chatbot Development (Multi-step automation, lead qualification, and integrations)
- ☒ AI-Powered Ad Optimization (Google & Meta Ads automation for better targeting & ROI)
- ☒ AI-Based Audience Segmentation & Personalization (Behavioral data & dynamic content)
- ☒ Sentiment Analysis & Social Listening Tools Setup
- ☒ Predictive Analytics & Sales Forecasting Reports
- ☒ 2-Hour Advanced AI Marketing Training

Performance

Contact us

A data-driven AI marketing project to unlock advanced insights, automate decision-making, and enhance business intelligence.

- ☒ Everything in the AI Growth & Automation Package PLUS:
- ☒ Custom AI Dashboard for Real-Time Data & Campaign Performance Tracking
- ☒ AI-Driven Predictive Customer Journey Mapping & Retention Strategies
- ☒ Dynamic Content Personalization (Website & Email Adaptation Based on User Behavior)
- ☒ AI-Based Competitor Analysis & Market Insights
- ☒ Machine Learning Models for Trend Forecasting
- ☒ Custom API Integrations with CRM, Email, and Ads Platforms
- ☒ 3-Hour Private AI Marketing Strategy Workshop

The prices listed are subject to the project scope outlined in each package. Final pricing may vary depending on custom design requests, additional pages, integrations, and specific business needs.

For inquiries email us at agency@mark4b.com

SERVICE & PRICING GUIDE 2025

Mark4B Agency

Marketing Tech Set up

Packages
(One-time Project)

Starter

\$899

Perfect for small businesses or startups looking to establish essential marketing tools for efficiency and growth.

- ☒ CRM Setup & Integration (Basic setup of platforms like Brevo, HubSpot, or Zoho)
- ☒ Email Marketing Platform Configuration (Brevo, Mailchimp, or ConvertKit)
- ☒ Google Analytics & Search Console Setup
- ☒ Basic Website Tracking & Reporting
- ☒ Automated Lead Capture Form Integration
- ☒ 1-Hour Walkthrough & Training Session

Growth

\$1,599

For businesses looking to automate marketing processes and enhance customer engagement.

- ☒ Everything in Starter Package PLUS:
- ☒ Advanced CRM Customization & Lead Segmentation
- ☒ Automated Email Sequences & Customer Journeys
- ☒ Google Tag Manager Setup & Custom Tracking Events
- ☒ Basic Social Media Automation (Scheduling & Analytics)
- ☒ AI Chatbot Integration for Customer Support & Lead Generation
- ☒ Custom Dashboard for Performance Tracking
- ☒ 2-Hour Walkthrough & Training Session

Performance

Contact us

A fully customized and optimized marketing technology infrastructure for scalable growth.

- Everything in Growth Package PLUS:
- ☒ Full Marketing Automation Workflows (Lead Nurturing, Retargeting, Multi-Step Email Sequences)
- ☒ Custom API Integrations (CRM, Ads, Analytics, etc.)
- ☒ Multi-Channel Ad Tracking (Google Ads, Meta, LinkedIn, TikTok, etc.)
- ☒ Advanced Attribution Modeling & Performance Reports
- ☒ Conversion Rate Optimization & A/B Testing Setup
- ☒ E-Commerce or Membership Site Integrations
- ☒ Custom Reporting Dashboard with Real-Time Data
- ☒ 3-Hour Walkthrough & Training Session

The prices listed are subject to the project scope outlined in each package. Final pricing may vary depending on custom design requests, additional pages, integrations, and specific business needs.

For inquiries email us at agency@mark4b.com

Mark4B Agency

SERVICE & PRICING GUIDE 2025

Compare Our Packages

Service Type	Package Tier	Starting Price	Details	Best For
Web Design	Starter	\$799	Custom homepage + 5 pages, responsive design, branding & colors, 1 revision	Small businesses & startups needing a clean, professional look
	Growth	\$1,299	Custom design (up to 10 pages), UI/UX animations, SEO-friendly, 2 revisions	Growing brands needing a premium web design before development
Web Development	Starter	\$1,299	5-page website, mobile-responsive, contact forms, basic security & speed optimization	Startups or small businesses needing a simple functional website
	Growth	\$1,799	10-15 pages, e-commerce, CRM integration, blog setup, Google Analytics tracking	Businesses looking to scale with e-commerce & service integrations
	Performance	Contact us	Fully custom, AI features, membership portals, database integrations, multi-language support	Enterprises needing highly customized or complex web solutions
SEO & SEM	Starter	\$899	On-Page SEO optimization, technical SEO fixes, Google Search Console & Analytics setup	Businesses looking for foundational SEO improvements & search visibility
	Growth	\$1,599	Full website SEO audit, keyword research, backlink strategy, Google Ads campaign setup	Companies wanting advanced SEO & SEM strategies for better ranking
AI Marketing	Starter	\$899	AI chatbot setup, email automation, AI-driven content creation	Small businesses looking to integrate AI-driven automation
	Growth	\$1,599	Advanced chatbot, AI ad optimization, predictive analytics, audience segmentation	Growing businesses seeking AI-powered customer engagement & ads
	Performance	Contact us	Custom AI dashboards, trend forecasting, dynamic content personalization	Large businesses & enterprises needing AI-driven marketing insights
Marketing Tech	Starter	\$899	CRM setup, email marketing integration, basic automation workflows	Startups & small businesses needing basic CRM & automation setup
	Growth	\$1,599	Advanced CRM automation, AI chatbots, custom dashboards & analytics	Growing companies wanting better lead management & automation
	Performance	Contact us	Full marketing automation workflows, API integrations, real-time performance tracking	Enterprises requiring full marketing automation & system integrations

The prices listed are starting rates and may vary based on project complexity, additional features, integrations, and specific business needs. Final pricing will be determined after a detailed consultation and project scope assessment.

OUR RETAINER SERVICES



Ongoing Marketing Support for Long-Term Growth

At Mark4B Agency, we understand that effective marketing isn't a one-time effort—it's an ongoing process that requires strategy, optimization, and continuous engagement. Our retainer-based services provide businesses with dedicated, long-term marketing support to ensure sustained growth and measurable results.

With a monthly retainer, you get access to our expertise, tools, and strategies to help your business stay ahead in a competitive digital landscape.

Why Choose a Retainer?

- Maintain a structured and scalable marketing approach.
- Retainer clients receive priority support and dedicated account management.
- A predictable monthly investment ensures budget control and long-term ROI.
- Continuous analysis, adjustments, and performance tracking for better results.
- As your business evolves, so do our strategies to align with your objectives.

How Our Retainers Work

- Initial Consultation – We assess your needs and define a custom strategy.
- Monthly Execution & Management – We handle everything from campaign optimization to content creation.
- Performance Tracking & Reporting – We provide insights and recommendations to enhance results.
- Scalability & Adjustments – Your plan can be adjusted as your business grows.

Available Retainer Services

- Web Management & Maintenance
- SEO Management
- Digital Ads & Campaigns (ex. Google Ads, Tiktok Ads, Meta Ads)
- Marketing System Management (ex. CRM, Chatbot, Email, AI)

Retainer-Based Services

12-month Contracts

Web Management & Maintenance

Starting from \$599/month

- ☒ Website updates, security patches & backups
- ☒ Performance & speed optimization
- ☒ Content & image updates
- ☒ Technical troubleshooting & bug fixes
- ☒ Plugin & integration updates

SEO Management

Starting from \$699/month

- ☒ Website updates, security patches & backups
- ☒ Performance & speed optimization
- ☒ Content & image updates
- ☒ Technical troubleshooting & bug fixes
- ☒ Plugin & integration updates

Digital Ads & Campaign Management

Starting from \$599/month

Your website is your most valuable digital asset—keep it updated, secure, and optimized with our ongoing web management & maintenance services.

- ☒ Campaign creation & optimization (Google Ads, Tiktok Ads, Meta Ads, YouTube)
- ☒ A/B testing & ad copy refinement
- ☒ Audience targeting & retargeting strategies
- ☒ Budget & bid management
- ☒ Performance tracking & conversion tracking

Marketing System Management

Starting from \$1,299/month

Managing CRM, marketing automation, and customer engagement tools can be time-consuming. We handle the setup, monitoring, and optimization to ensure your systems work seamlessly.

- ☒ CRM setup & automation workflows (HubSpot, Brevo, Zoho, etc.)
- ☒ Email marketing automation & lead nurturing
- ☒ AI chatbot setup & customer interaction optimization

The prices listed are starting prices based on a 12-month retainer contract. A 6-month contract option is available at a different starting price. Final pricing may vary depending on ad spend, campaign complexity, and specific business needs.

For inquiries email us at agency@mark4b.com

SERVICE & PRICING GUIDE 2025

Mark**4B** Agency

Additional Services

One-time Projects

Graphic Design

FROM:
\$199

- Custom social media graphics, ad creatives, and promotional materials
- Professional brochures, business cards, flyers, and presentations
- Branded visual assets for web and print
- High-quality infographics and digital illustrations

Event Marketing

PACKAGE:
\$2,599

- Pre-event digital campaigns (email, social media, paid ads)
- Sponsorship activations & brand partnerships for visibility
- On-site event branding & engagement strategies
- Post-event follow-up & audience engagement tactics.

Brand Consulting

FROM:
\$1,299

- Brand positioning & messaging strategy to differentiate your business
- Competitor & market analysis to refine your approach
- Visual identity & brand consistency review across all platforms
- Guidance on storytelling & audience engagement

Marketing Plan

FROM:
\$1,299

- Detailed marketing roadmap aligned with business objectives
- Multi-channel strategy covering digital, social, and paid advertising
- Content & campaign planning for consistent execution
- KPI tracking framework to measure and optimize success

Content Strategy & Copywriting

FROM:
\$1,599

- SEO-optimized content for websites, blogs, and landing pages
- Persuasive ad copy & social media captions to drive engagement
- Email marketing content & automation sequences
- Brand storytelling & tone of voice development

Payment Process & Methods

Process

01. Invoice/Estimate

Upon receiving a detailed scope of work and associated costs, clients are required to review and approve the estimate before any work commences. Once the estimate is approved, an invoice reflecting the agreed-upon terms will be issued.

02. Initial Deposit

Following approval, a 50% deposit of the total project cost is required to secure your spot in our queue and initiate work.

03. Project Milestones

For projects with extended timelines or multiple phases, payments may be structured based on predetermined milestones. Each milestone payment will be outlined in the project proposal and invoiced accordingly upon completion of the specified phase

04. Final Payment

The remaining balance of the project fee is due upon completion and delivery of the finalized project or service. Final payment is required before any deliverables are released or transferred to the client.

Payment Methods



Bank Transfer (via Stripe)



Credit Card (via Stripe) *Fees may apply



PayPal, Venmo and Zelle



Checks



Ready to Start a New Project?

If you've got a clear vision and are eager to kickstart your project, let's dive in!

Fill out the project inquiry form at
WWW.MARK4B.COM

If you're still in the exploration phase or have more questions, no worries at all.

Send any questions you have at:



agency@mark4b.com