

# BLUE STAR

Blue Star is a strategic marketing support agency with extensive experience technology, manufacturing, healthcare, and B2B mid to enterprise-level organizations.

- Established in 1998
- Award-winning, woman-owned, women-led agency
- 13 team members, 25+ partners, and growing
- Primarily focus on creative, content, and social
- We are proud to serve some of the biggest companies in their industries.

Join our industry leading client list:



## B2B DIGITAL MARKETING RATE CARD

Flexible Pricing Options: We offer multiple ways to structure payments based on your needs, goals, and workflow preferences: hourly, flat-fee, project-based retainers, monthly retainer, or annual capacity retainer. Custom plans are welcome.

### Hourly Rate

Work for hire by the hour	\$120
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### Content

Abstract (150–250 word count)	\$360
Blog (800+ word count)	\$930
Case Study (800+ word count + design)	\$1020
Copy Only (per page)	\$240
eBook (1500 word count + design)	\$1500
Infographic (200 word count + design)	\$1020
Whitepaper (2000+ word count + design)	\$2100
Email Content Development	\$120/email
Essential Blog Retainer: 1 blog/month	\$930/mo
Professional Blog Retainer: 2 blogs/month	\$1860/mo
Enterprise Blog Retainer: 4 blogs/month	\$3720/mo

### Design

Design (per page)	\$240
Infographic (200 word count + design)	\$1020
Booth Display	\$1800
Wordmark	\$1100
Logo Development with Brand Guide	\$3000+

#### Creative Retainer:

Agree to set hours for the year, we bill a monthly fixed fee. Hours are tracked; roll up and down until all hours used or year ends.

### Social Media

Minimal Organic Retainer: 1 platform, 3 organic posts/week	\$480/mo
Essentials Retainer: 1-2 platforms, 3-5 organic posts/week, 1 paid ad campaign/month	\$2160/mo
Full Service Retainer: 3-4 platforms, 5 organic posts/week, 2-3 paid ad campaigns/month	\$3000/mo
Social: Simple Paid Ad Set 1 image, 1 copy variation, 1 platform	\$600/campaign
Complex Paid Ad Set: 2-3 image, 2-3 copy variations, multiple platforms	\$960/campaign

#### Ad Spend Payment Options:

- Apply to Company Credit Card (no ongoing fees) + \$120 campaign set-up fee.
- Prepay Ad Spend (5% Admin Fee) Payment due prior to campaign launch + \$120 campaign set-up fee.
- Postpay Net 30 or Extended Terms (10% Service Fee) + \$120 campaign set-up fee.

### Video and Animation

Animated Gif	\$300
Simple Social/Promo Video (30 seconds - 1 minute)	\$240-660
Marketing / Explainer Video ( 2–3 minutes)	\$960-1600

### Digital Production

Web Page (SEO + copy + graphics + posting)	\$1920/page
Lead Nurture Landing Page - (copy & imagery) + Form Build	\$360
Email Set Up (Mailchimp, Hubspot, Zoho, Bullhorn)	\$120/email
1 HTML Email (code)	\$480

### Payment Terms

Net 30
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Net 45-60 terms are subject to fee increase and/or pre-billing

### About Our Retainers

Our customized retainers provide consistent, high-level support with dedicated weekly meetings, ongoing strategy, and detailed reporting and analytics. You'll benefit from predictable billing and priority scheduling—ensuring your initiatives always move forward smoothly and stay at the top of our list.