

# checkmate marketing

Startup Pricing  
May 2025

**Make Moves.**

At Checkmate Marketing, we offer a range of marketing services designed to help your business grow. Whether you're just starting out or looking to scale, we have a plan for you.

We specialize in **holistic, results-driven strategies** that begin with optimizing your sales process and marketing efforts, ensuring every step you take leads to **measurable growth**.

As the marketing arm of our consultancy, we bring the same expert advice that businesses pay hundreds of pounds for each month—into your hands, without the hefty price tag.

With Checkmate Marketing, you get the benefit of **years of strategy, consultancy, and execution**—all designed to work seamlessly for your business.

We combine this expertise with the power of AI-driven solutions, allowing us to **streamline and automate tasks** that traditionally take up valuable time and resources.

Leveraging cutting-edge AI tools, **we pass on these time and money savings directly to you**, offering hands-free services that drive results while keeping costs down. This means you get the best of **both worlds—expert guidance and high-performance services powered by technology**—all with minimal overhead.

By working with Checkmate Marketing, you're not just hiring a marketing agency.

You're gaining access to a **comprehensive, scalable system** built to grow your business efficiently, with expert advice, innovative strategies, and technology-driven solutions—all designed to give you more time to focus on **what you do best**.

#### **Additional Information:**

**Our Guarantee - If we work together for 90 days with no tangible results from our set KPIs (set from day one) we will work for a further 90 days free of charge in whatever service we feel will best suit your goals.**

**All monthly plans require a 3-month minimum commitment. 90 days gives us adequate time to test, measure and scale. We can't guarantee results within 30 days, marketing takes time. However we are proud of our average ROI of 250%\* after 6 months of working with us.**

**Prepay Discount: All monthly plans come with a 10% discount when you prepay for 3 months. This is refundable pro-rata.**

**I look forward to growing your business with you.**  
**Benjamin Day**  
**Founder**



## Start-up Packages - Starting at £300

**Kickstart your business with a strong foundation.**

Plan / Price / What's Included & Ideal For

### **Silver**

**£300 (One-off)**

Logo design

Email & domain for 12 months

Social media setup

Strategy call

Full brand pack.

Ideal for new businesses needing branding and initial setup.

### **Gold**

**£450 (One-off)**

Logo design

Email & domain for 12 months

Social media setup

Strategy call

Full brand pack.

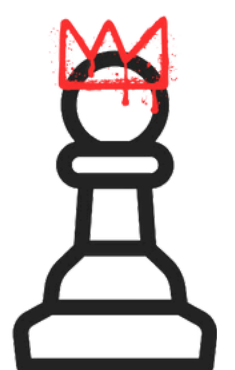
Google My Business setup

WhatsApp Business setup

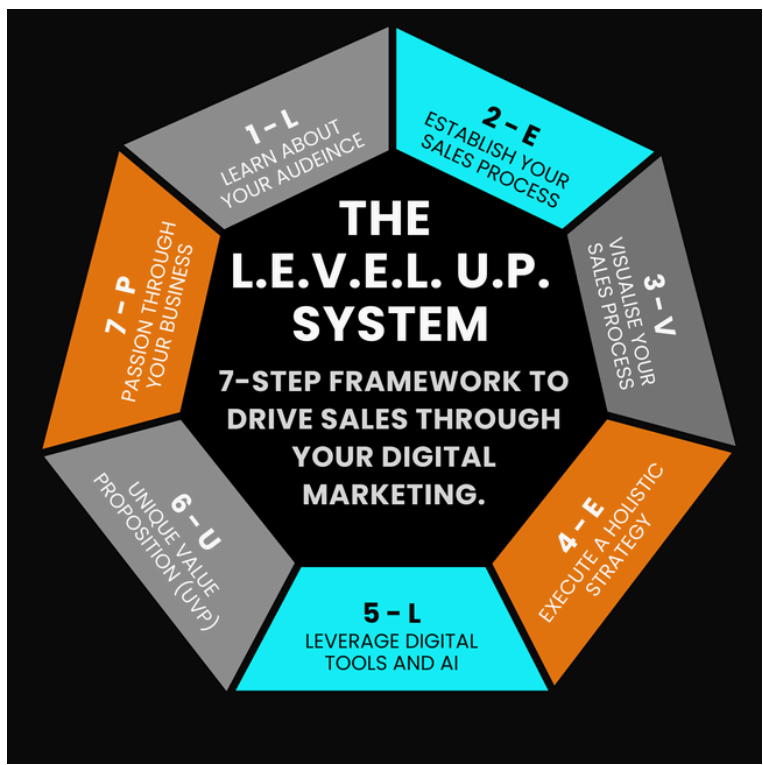
Premium business cards

One graphic design project, such as leaflets, signs, stationary, uniform.

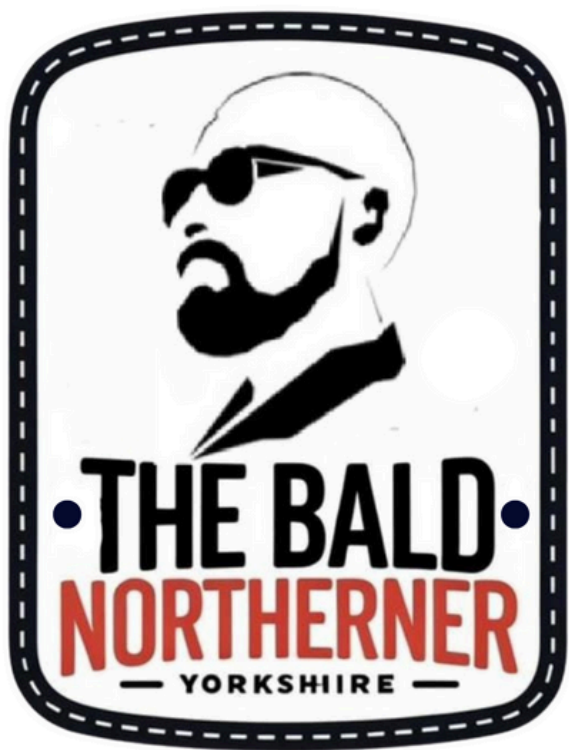
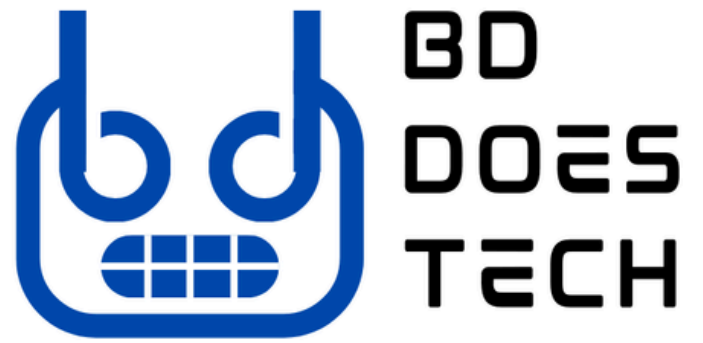
Ideal for businesses wanting a more professional setup.







FIX YOUR  
MARKETING  
=  
MAKE MORE  
SALES



**FUNDAMENTAL**  
MARKETING STRATEGIES

FIX YOUR MARKETING  
=  
MAKE MORE SALES

FONT GUIDE | PAIRING PROFESSIONAL AND VERSATILE

**Glacial Indifference**

**AILERION BOLD**

‘EQUALS’  
STRAIGHT TALKING  
SIMPLE  
TO THE POINT

**FUNDAMENTAL**

FIX YOUR MARKETING  
MAKE MORE SALES

**SALES LED.**

**DEAD BOLD**  
DESIGNS


BRAND COLORS

MOCKUPS

IMAGE TYPES



# The next steps...

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Price	£99 p/m	£475 p/m	£725 p/m				
Minimum Term	30 Day Rolling	3 months	3 months				
Social Posts (Reels & Carousels)	2 per week	5 per week	8 per week				
Number of Social Platforms	FB & Insta	3	4				
Google Business Management	✓	✓	✓				
Stories & Engagement on Socials	-	✓	✓				
Content Creation & Editing	-	Monthly	✓				
Ad-hoc Graphic Design	-	-	✓				
Consulting & Strategy Calls	-	On sign up	Monthly				
Website Management	-	✓	✓				
FB & Instagram Ad Campaigns	-	-	✓				
AI Automations	-	Website	✓				
CRM & Email Management	-	-	✓				