

check⁺mate marketing

Services & 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



Social Media Management - Starting at £99p/m

Plan / Price / What's Included & Ideal For...

The Maintainer

£99/month

2 Facebook posts & Google Business Profile management. Ideal for businesses looking to maintain a basic online presence with minimal effort.

The Boost

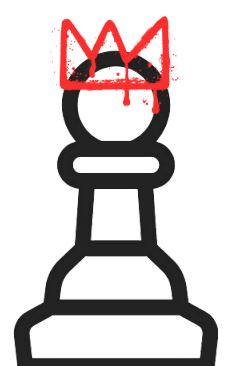
£275/month

20 posts across any platforms, monthly content schedule, reporting, strategy calls. We reply to comments, watch your socials and grow you steadily. We will edit content provided by you to be used across your socials. Ideal for small businesses wanting to establish their online presence and make connections and grow rapidly on their socials.

The Scaler

£425/month

8-10 posts per week across multiple platforms, creating and editing content, personal 1:1 number, weekly reporting, content days, posting in local groups, engaging for 30 mins per day across your socials and always looking to make sales through your socials. Ideal for growing businesses looking to monetize your socials and start making money through digital means.



Start-up Packages - Starting at £300

Kickstart your business with a strong foundation.

Plan / Price / What's Included & Ideal For

Silver

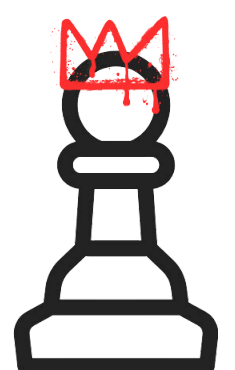
£300 (One-off)

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)

Everything in Silver, plus Google My Business setup, WhatsApp Business setup, premium business cards, any graphic design needed. Ideal for businesses wanting a more professional setup.



Facebook/Instagram Ads Setup & Management - Starting @ £350 p/m (Ad Spend & Management)

Drive sales with expertly managed ad campaigns.

We do the strategy, link up the data, design, write, manage and optimise your ads. Holistically looking at your sales process and follow up to ensure you get the most of your money.

Plan / Price / What's Included & Ideal For

Silver

£350/month (3-month minimum).

Minimum £350 ad spend.

Single campaign, weekly reporting, CRM/bookings integration, monthly planning call.

Ideal for businesses new to paid advertising.

Gold

£750/month (3-month minimum).

Minimum £1000 ad spend.

Multiple campaigns, weekly reporting, 1:1 WhatsApp number, CRM & sales support.

Ideal for businesses looking to scale ad performance.

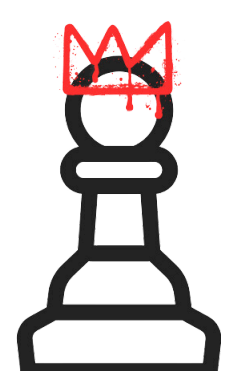
Platinum

£1500/month (3-month minimum).

£3000+ ad spend.

Unlimited campaigns, daily reporting, 1:1 WhatsApp number, CRM & sales optimization.

Ideal for businesses looking to maximise paid ads.



Content Creation Sessions - Starting @ £325

Capture high-quality content to elevate your brand.

We capture high quality media using professional camera, mics and drones. All editing in multiple formats is included, such as -

- Venue & Product Photography
- Drone Videography
- Interviews / Podcasts
- Social media images & Videos
- Meta Ad Content
- Training Videos
- Digital Products

Plan / Price / What's Included & Ideal For

Silver - 'Half Day'

£325 (One-off)

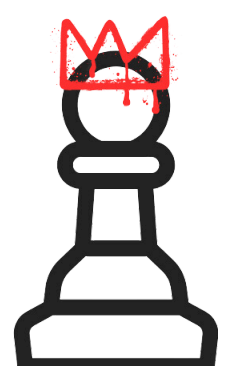
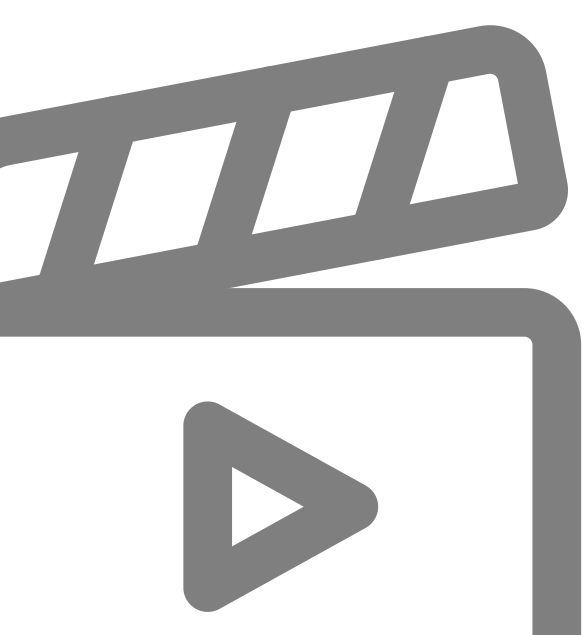
4 hours of content creation, plus all editing and designs, strategy planned beforehand, photo/video/audio. Ideal for businesses needing regular content but not ready for a full-time photographer.

Gold - 'Full Day'

£550 (One-off)

7 hours of content creation, unlimited design and editing, strategy planned beforehand & free reshoots, photo/video/audio/drone. Ideal for businesses needing professional, ongoing content used across multiple markets and media.

Monthly Retainer - £300



Web Design & Management - Starting @ £99 + £50p/m

Professional websites that convert visitors into customers.

Updated content weekly.

SEO managed.

Reviews widget embedded.

Monthly calls and reporting,

3+ page sites.

Email support.

CRM integration.

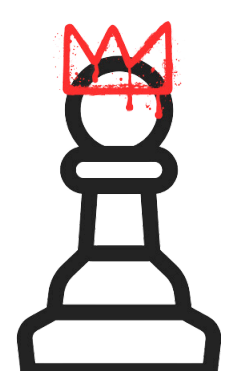
Setup

£99 - £699 (One-off) depending on scale of site.

Management

£50/month

+£50/ month AI chatbot embedded on your site.



AI Services - Starting @ £50

Enhance your business with AI-powered solutions.

Service / Price / What's Included & Ideal For

Build Your AI Bot

£100 (One-off)

Custom ChatGPT bot tailored to your business, plus 1-hour instruction on how it works and custom prompts.

Ideal for businesses wanting to step into AI yet don't yet know how it works.

Automate Your Website Bot

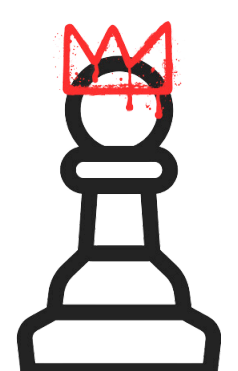
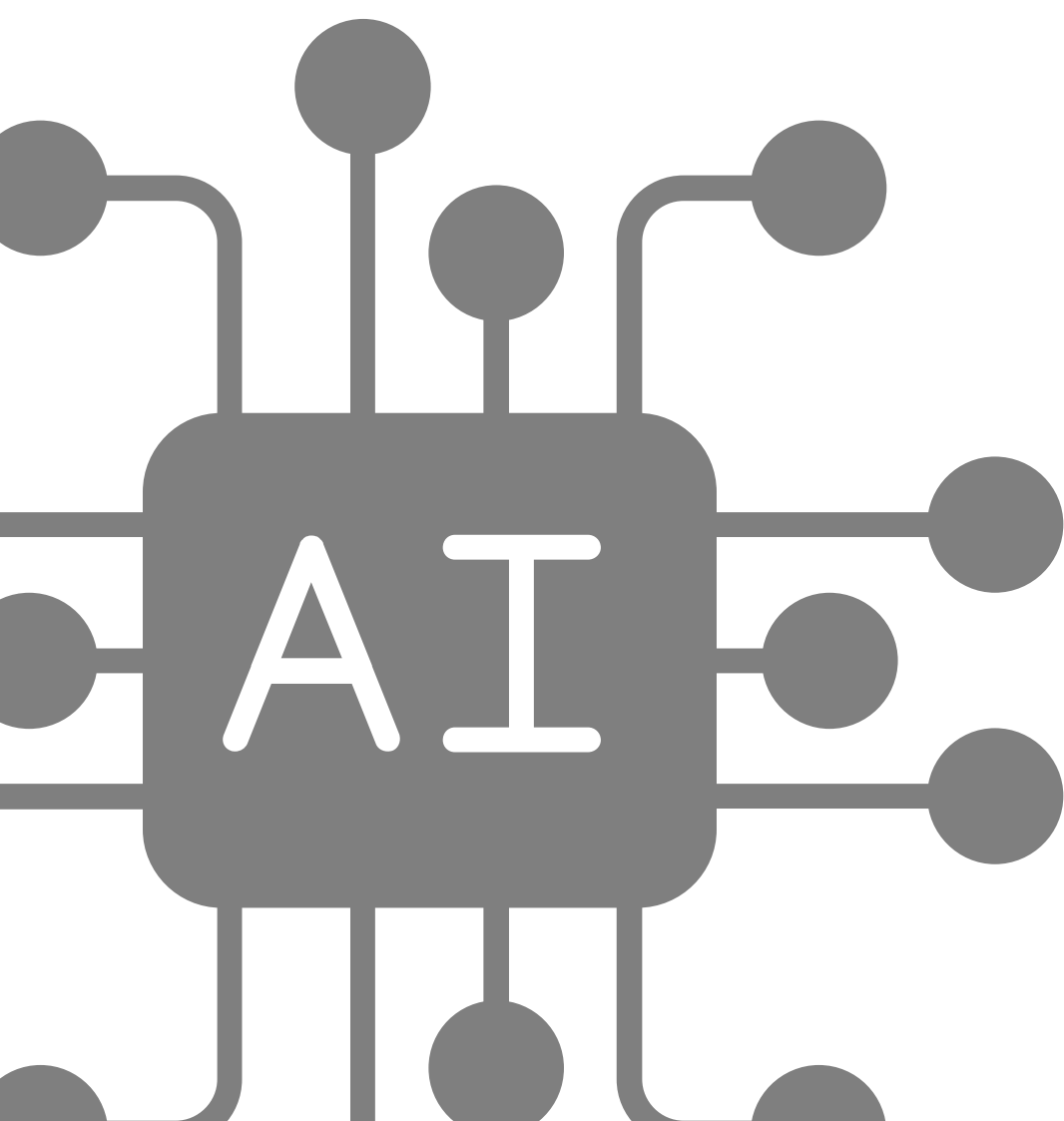
£70/month

AI chatbot integration on your website to engage visitors and answer queries. Ideal for businesses looking to improve site engagement and lead generation.

Automate Customer Journey

From £50/month

Custom automations to engage customers via email or messages, including review gathering, reminders, vouchers, upsells, and referrals. Ideal for businesses wanting to streamline customer interactions.



Consulting - £695 for 7 week program

LEVEL UP is our 8-week game plan for small business owners who are done guessing and ready to grow.

It's not a course. It's not a webinar.

It's a marketing MOT + a full strategy rebuild, done with you, by people who actually do this stuff for a living.

Who it's for:

You've got a business. You've got customers.

But you know your marketing is all over the place, and you're winging it more than you care to admit.

You're ready for clarity, strategy, and a step-by-step plan that ties it all together — from sales to content to automation.

Here's what we cover (without boring you to death):

🔍 **L – Learn about your audience**

No more vague “ideal client” rubbish. Let's get clear on exactly who buys from you and why.

🛠️ **E – Establish your sales process**

We map your full customer journey so we know where you're leaking leads — and how to fix it.

🗺️ **V – Visualise the customer journey**

From cold stranger to loyal buyer — what do they see, hear, and feel? We build that path on purpose.

🎯 **E – Execute a holistic strategy**

Marketing that actually makes sense: aligned across socials, ads, website, and email.

⚙️ **L – Leverage tools and AI**

We streamline the stuff that wastes your time and set up tools to keep your marketing running without you.

🌟 **U – Define your Unique Value**

What makes you actually different — and how to shout about it in your messaging.

🔥 **P – Put passion into your content**

People buy from people. We help you stop sounding generic and start sounding like you again.

The Result?

A fully working marketing machine that's built around your goals, your style, and your real-world limitations — not some guru's cookie-cutter funnel.

You leave with:

- ✓ Clarity
- ✓ Confidence
- ✓ A full strategy you can either run with yourself, or pass off to us to implement

And yes — we'll hold your hand the whole way.

No fluff. No filler. Just progress.



The Checkmate Plan – £1,425/Month - Limited To 3 Businesses.

All-Inclusive Holistic Marketing, an agency acting as your in-house marketing team.

This plan gives you access to the full range of marketing services your business needs without the overhead of hiring an in-house team. Why settle for a single employee when you can have an entire marketing team working on your business?

What's Included:

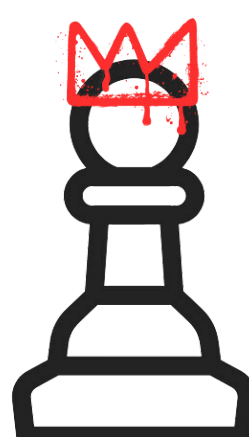
- Complete Social Media Management: Regular posts across platforms, strategic planning, content creation, and performance tracking.
- Full Facebook & Instagram Ads Management: Run multiple ad campaigns, optimized to drive conversions.
- Web Design & Maintenance: Full website management, content updates, and AI chatbot integration.
- Holistic Marketing Strategy: Customized marketing strategies tailored to your business goals.
- Content Creation Days: We schedule dedicated content creation days to produce high-quality media for your brand.
- 24/7 Support: Unlike a single employee, we're available from 7 AM to 10 PM to ensure your business is always top of mind.
- Monthly Strategy Session: Regular calls to review progress, discuss results, and adjust strategies.
- AI Automation: Chatbot integration, customer journey automation, and more to streamline your sales and communication.

Why The Checkmate Plan Is the Best Value for Your Business:


1. No Employee Overhead: For just £1,350 a month, you get access to a full marketing team with expertise across multiple areas. No need to pay a salary, benefits, or deal with office space.
2. More Flexibility & Less Risk: When you hire an agency, termination is straightforward. You aren't tied into long-term contracts or the risk of hiring the wrong person for the job.
3. No Training Required: You don't have to spend time or money training new staff. With Checkmate Marketing, we're ready to hit the ground running from day one.
4. 24/7 Availability: While an employee is limited to 40 hours per week, we work from 7 AM to 10 PM to provide ongoing support and ensure your marketing is always working to its fullest potential.
5. Comprehensive Approach: With us, you get a full-service marketing solution—from strategy to execution—all under one roof. We bring the expertise to tackle all your marketing needs, unlike a single employee who may lack the breadth of knowledge.
6. Expert Consultancy & Fresh Perspective: As a consultancy, we focus on building strong infrastructure and holistic models within your business. Our external point of view brings fresh insights and new optics, helping you identify opportunities for growth that you might have missed.

Is The Checkmate Plan Right for You?

If you're looking to take your business to the next level with a comprehensive, results-driven marketing strategy, the Checkmate Plan is for you. Enjoy the peace of mind knowing your marketing is in the hands of experts who are as dedicated to your growth as you are.



Our Package Offers...

		The Maintainer	The Starter	The Rook
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	-	-		✓