

Blush Bloom Founding Client Packages

Name Your Budget (Custom Marketing Support)

Custom scope based on your priorities + budget

Perfect for:

Businesses that need professional marketing support but don't need—or aren't ready for—a full monthly package.

This service is for brands who:

- Have a specific marketing budget they need to work within
- Need help with only certain pieces of their marketing
- Want professional support without paying for services they don't need
- Have a project, problem, or priority they need help tackling
- Want flexibility without sacrificing thoughtful, professional work

How It Works

You tell me:

- Your monthly or project budget
- What you need help with
- Your biggest marketing priorities
- What you're comfortable handling yourself

I'll build a custom scope that makes the most sense within that budget.

Your budget determines the scope, not the quality of the work.

Your Custom Package May Include:

Social Media

- Feed posts
- Reels / short-form video
- Stories
- Caption writing
- Hashtag + keyword strategy
- Scheduling + publishing

Content & Creative

- Content creation
- Video editing
- Social graphics
- Evergreen templates
- Content repurposing

Strategy

- Content planning
- Social media audits
- Marketing strategy
- Competitor research
- Analytics + recommendations

Marketing Support

- Email marketing
- Paid advertising support
- Website updates
- Other project-based marketing needs

What Name Your Budget Does Best:

- ✓ Gives you professional support where you need it most
- ✓ Prioritizes the work with the biggest impact for your budget

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- ✓ Creates flexibility for smaller businesses and unique needs
- ✓ Lets you start smaller and expand your support as your business grows

What It Is NOT

Name Your Budget is not a discounted version of the Base or Full Package.

The scope is built around the budget provided. Lower budgets may mean fewer deliverables, fewer platforms, less frequent posting, or a narrower level of support.

If your requested scope exceeds your budget, I'll recommend what I believe will make the biggest impact within it.

Engagement & Community Management

Engagement is not automatically included in Name Your Budget packages.

When included in your custom scope, your proposal will specify:

- Number of engagement sessions
- Time allotted per session
- Platforms included
- Comment/DM responsibilities
- Business-hour availability

Additional engagement can always be added separately.

FAQ / Important Details

- Final deliverables are determined before work begins
- Scope and pricing are agreed upon in advance
- Additional work outside the approved scope is quoted separately
- Paid ad spend is never included in service pricing
- Influencer outreach is not included unless specifically scoped
- Client approvals are required within agreed-upon timelines
- Revision limits are outlined in your individual proposal
- Ongoing packages can be adjusted as your needs or budget change