Higher Peaks
Marketing Co.

# Services & Pricing Guide

Higher Peaks
Marketing Co.

# About *Me*

**Hello! I'm Sarah**, founder of Higher Peaks Marketing Co.

Based in the **Derbyshire High Peak**, I'm a creative and strategic social media freelancer with **over 5 years experience** managing multi-platform accounts, developing content calendars, and delivering engaging storytelling.

I've worked with businesses in agriculture, therapy, fitness, wellness, home services, business finance, and B2B services - and I'm always keen to collab with **new, exciting brands!**



Higher Peaks
Marketing Co.

# Marketing *Services*


| | |
|---|---|
| Power Hours | 4 |
| Graphic Designs | 5 |
| Social Media Audits | 6 |
| Social Media Strategy | 7 |
| Canva Brand Templates | 8 |
| Content Creation Packs | 9 |
| Social Media Management | 10-11 |


*The following prices are estimates, not quotes, and are subject to change.*

Higher Peaks
Marketing Co.

Client Fav!

# Power *Hours*

**Pick my brain! This is for the business who is stuck, overwhelmed or guessing their way through social media.**

## What's included?

- **Dedicated 1:1 time** with a marketing expert (virtual/in-person*)
- **Ask me anything** about social media strategy, content ideas, making better content, algorithms, scheduling tools, or wherever you feel stuck
- **Live walkthroughs**, not just me telling you what to do. We can complete the task together.
- **Immediate clarity**, no more confusion, and a better understanding of social media and practical skills.

Investment from: £50 per hour





Higher Peaks
Marketing Co.

# Graphic *Design*

**For businesses who need a leaflet, flyer, brochure, poster, business card, banner, or magazine advert.**

## What's included?

- **Dedicated 1:1 time**: 30 minute online call or local in-person meet to discuss your business and needs
- **Professional design**, complete with logo, brand colours, fonts, and photos (if provided)
- **Print-ready file**: ready for you to send to the printers, or upload to your website or social media.
- **Expert thought**: Visually pleasing, balanced with clear branding and relevant call to actions
- Up to 2 revisions

Investment from: £80



Higher Peaks
Marketing Co.

# Social Media *Audits*

**For businesses who feel like they're shouting into the void, second-guessing their content, or wondering why they aren't gaining real momentum.**

## What's included?

- **Profile & Branding**: Aligning your messaging, bios, profile pictures, and links so every channel looks sharp, cohesive, and instantly understandable.
- **Content Performance Analysis**: Pinpointing your highest-performing posts, favourite formats, and real audience engagement rates...so you stop repeating what falls flat.
- **Strategic Recommendations**: Getting practical, step-by-step advice on fixing content gaps, adapting to platform changes, and building a sustainable posting routine.

Investment from: £199





Higher Peaks
Marketing Co.

# Social Media *Strategy*

**You post...*randomly*, feel burnt out, are wasting time, and receive zero results. You have no plan, and no strategy.**

## What's included?

- **Social Media Audit**: A deep-dive into what you've been posting, what's flopping, and where your profile leaks potential.
- **Goals & Objectives**: Clear targets, whether that means leads, direct sales, or true brand awareness.
- **Target Audience Research**: Understand the psychology, pain points, and desires of the people you want buying from you.
- **Competitor Analysis**: What your rivals are doing, which platforms they own, and how you can position yourself as the obvious alternative.
- **Platform Selection & Brand Identity**: We pick your highest-leverage channels and nail your visual style, tone of voice, and brand personality.
- **Content Strategy**: What to create, why it matters, and how often you need to show up to stay visible without burning out.
- **Optional Content Calendar (1–3 Months):** A plug-and-play roadmap of planned posts so you can sit down, schedule ahead, and reclaim your time.

Investment from: £399

Higher Peaks
Marketing Co.

# Custom Canva *Templates*

**Blank screens, random fonts, and hours wasted on a single Instagram post...which you secretly hate. You want branded templates that can be used again and again.**

## What's included?

- **5-10 Custom Canva Templates**: Tailored for your social media feeds.
- **Your Brand Palette**: Applied cleanly with your exact colours and font pairings.
- **Your Logo & Imagery**: Integrated seamlessly (with placeholder slots for your own photos or custom shots you provide).
- **Ready-to-Use Layouts**: Designed to drag, drop, and post in seconds.

Investment from: £100





Higher Peaks
Marketing Co.

Client Fav!

# *Content* Creation Packs

**Planning, shooting, editing and maintaining consistent social feeds feels like your second full-time job! You want to look professional and attract the right clients, without the hassle.**

## *What's included?*

- **2 hours of in-person filming**: Fully planned & guided on-site session with me to showcase your brand.
- **Comprehensive media library**: High-end photos and videos featuring your products, services, team, and premises.
- **Done-for-you editing**: Professionally polished photos and videos, delivered fully edited and ready for you to publish.
- **3 posts per week for a month**: A complete batch of premium content to keep your feed consistent and engaging.
- **1 revision per post**: Collaborative tweaks to ensure every single post aligns perfectly with your vision.

Investment from: £350







Higher Peaks
Marketing Co.

Client Fav!

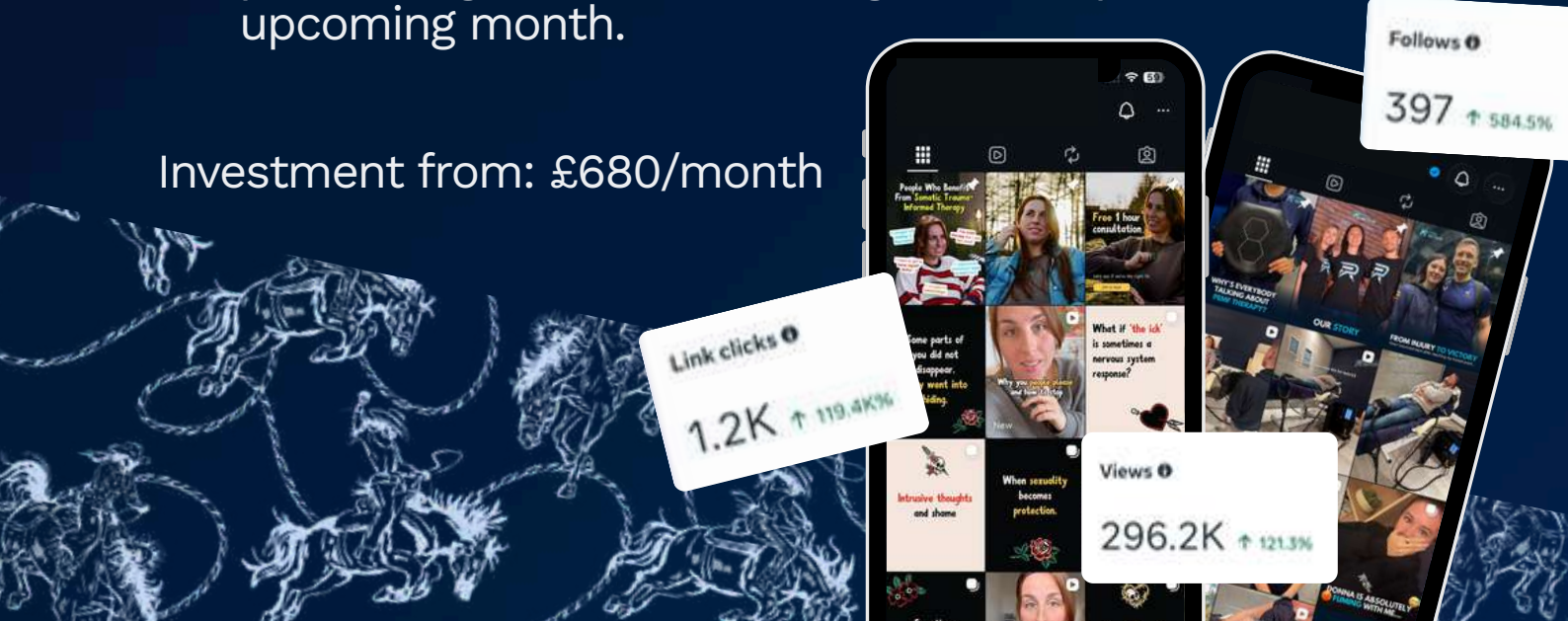
# Social Media *Management*

**If you're feeling overwhelmed by the pressure to constantly film, write perfect captions, edit reels, and post consistently, it's time to clear that headspace.**

## What's included?

- **Social Media Audit**: The health-check.
- **Social Media Strategy**: The research & the plan.
- **Account Optimisation**: Bio, links, keywords, highlights, pinned posts - convert profile visitors into business.
- **Full-Service Content Production**: I handle all content planning, video scripting, professional editing, engaging copywriting, and scheduling.
- **Multi-Platform Management**: based on where your customers hang out, e.g. TikTok, Instagram, LinkedIn.
- **Monthly Analytics Reports**: how your platforms are performing, what's resonating, and our plan for the upcoming month.

Investment from: £680/month



Higher Peaks
Marketing Co.

# My Creative *Portfolio*

**My previous work, clients, case studies and results all in one place.**

**View my portfolio**









4m ago

Théa

I've had so many enquiries come through mentioning that amazing carousel you made! Literally two posts in and it's already converting, you're smashing it ✨ thank you ❤️ xx






Higher Peaks
Marketing Co.

# Ready to *Grow?*

**Let's chat.**

**Book a free discovery call**




**Text & WhatsApp** 07805689915

**Email** sarah@higherpeaksmarketing.co.uk