

MARKETING + COMMUNICATIONS

Good ideas. *Strategy to move them forward.*

Strategic marketing, PR and communications for agencies, startups, small businesses, mission-driven organizations and healthcare teams.

Strategic packages

01 · CHOOSE THE SUPPORT THAT FITS

MARKETING STRATEGY

From \$1,250

Blueprint

Clarify your audience, positioning, priorities and marketing roadmap.

Review · Messaging · Channels · 90-day plan

LAUNCH + GTM

From \$1,500

Launch with intention

Plan a new brand, service, program or initiative from pre-launch through day 90.

Pre-launch · Days 1–30 · Days 30–90 · KPIs

CAMPAIGN STRATEGY

From \$1,500

Activate the idea

Build an integrated campaign around awareness, engagement, leads or action.

Concept · Messaging · Channels · Measurement

SUSTAINED AWARENESS

From \$1,000/mo

Stay visible

Keep momentum after launch with consistent content, PR and optimization.

Content · PR · Thought leadership · Review

À la carte services

Projects from \$350 · Custom scopes available

MARKETING

Marketing strategy
Campaign planning
GTM planning
Positioning + messaging
Content + email strategy
Marketing audits

PUBLIC RELATIONS

PR strategy
Press releases
Media pitches + lists
Event publicity
Thought leadership
Community outreach

COMMUNICATIONS

Communications strategy
Messaging frameworks
Executive comms
Website + article copy
Newsletters
Stakeholder comms

ENABLEMENT

Sales + marketing playbooks
Messaging guides
Presentations
Launch + campaign toolkits
Training materials
Resource audits

AGENCY PARTNER SUPPORT

More capacity. *Without another full-time hire.*

White-label or collaborative support in strategy, healthcare marketing, campaigns, launch/GTM, PR, content and sales enablement.

Project-based +
ongoing partnerships

Have something different in mind? *Let's build what you need.*

Pricing reflects starting points and may vary by scope, complexity, deliverables and timeline.

innovatinggood.com