

## Digital *Catalog*

Visual & digital marketing  
Photography & Video  
Social Media Management  
Sales Funnel  
UGC Creator  
Master plan  
Graphic Design  
Web Design  
Video Marketing  
Google Ads Campaigns  
Social Media Campaigns

Available only in South Carolina.

# VISUAL & DIGITAL MARKETING

## Essential Package "Valid Presence"

**\$599 USD**

*Drone recording included (aerial video).*

Ideal for brands that already have a social media presence and want to keep it fresh and professional.

- 4 videos optimized for social media.
- 3 photographs or graphic designs.
- 1 recording session (up to 4 hours).
- Professional editing of all material.
- Scheduling and publishing on 1 social network of your choice.
- Strategic content calendar included.
- All content will be available to the client.

## Boost Package "Valid Kickoff"

**\$899 USD**

*Drone recording included (aerial video).*

Designed for brands starting their digital presence or seeking a strong visual impact.

- 6 videos.
- 9 photographs or graphic designs.
- 2 recording sessions (up to 4 hours each)..
- Professional editing
- Publishing and scheduling on 2 social networks of your choice.
- Strategic content calendar included.



# VISUAL & DIGITAL MARKETING



## Strategic Package "Valid Reach"

# \$1,199 USD

*Drone recording included (aerial video).*

For brands aiming to grow, reach new audiences, and start advertising professionally.

- 6 feed videos (2 optimized for advertising).
- 9 designs or photographs (2 tailored for advertising).
- 2 recording sessions (up to 4 hours each).
- Professional editing and publishing on 2 social networks.
- Meta ad account setup.
- Campaign creation and configuration on Meta and Google Ads.
- Basic social profile adjustments.
- Campaign monitoring + biweekly reports.
- Strategic content calendar included.

## Full Package "Total Valid Presence"

*Drone recording included (aerial video).*

*Drone recording included (aerial video).*

Everything from the "Valid Reach" package + a professional website to transform your brand into a complete digital business. Includes all services from the Strategic Package + custom website design (choose from):

### ● Option 1: Landing Page

Includes hosting, SSL, 1 corporate email  
**Basic:** \$1,399 USD  
**Custom:** \$1,499 USD

### ● Option 3: Basic E-commerce with WhatsApp integration

Includes hosting, SSL, 5 corporate emails  
**Basic:** \$1,599 USD  
**Custom:** \$1,699 USD

### ● Option 2: Informational Website

Includes hosting, SSL, 3 corporate emails  
**Basic:** \$1,499 USD  
**Custom:** \$1,599 USD

### ● Option 4: Full E-commerce

Includes hosting, SSL, 5 corporate emails, 2 payment gateways  
**Basic:** \$1,699 USD  
**Custom:** \$1,799 USD



**Note:** Ad investment for Meta Ads or Google Ads is paid separately.

Available only in South Carolina.

# Photography & Video

for Social Events "Valid Memory"

Special for weddings, quinceañeras, corporate, musical, or family events. *Drone recording included (aerial video).*

## Include

- 1 edited 2K video with music and optional text.
- 80 photographs (20 with advanced professional editing).
- Pre-event meeting to capture "before the event" footage.
- Special printed photograph (24"x36" framed).
- USB with final delivered material.
- YouTube channel publishing for backup.
- Pre-event recording (4 hours) + full-day event coverage.

## Price

**To be quoted based on the event**



Available worldwide.

# Social Media Management



**Delivery**  
Same-day delivery upon complete information provided by the client.

1

## Step 1 Choose Your Social Network

15 Designs

15 Designs

8 Videos

15 Designs

15 Designs

15 Designs

15 Designs

**Note:** Of the 15 designs included for each social network, a maximum of 6 can be videos. If you purchase the TikTok social network package, you can post those 8 videos on Facebook and Instagram (if we are also managing those networks).

**Includes:** Campaign Experts



### Community Manager

A dedicated executive who will create a content schedule with copy for each post, handle design, make posts, and respond to messages and comments within hours from 9:00 am to 5:00 pm (GMT-6, CDMX time zone).



### Campaign Specialist

An expert executive in launching advertising campaigns, who will prepare investment campaign proposals. Packages include two campaign proposals and a monthly growth report.

If additional campaigns are desired, they can be contracted at an extra cost.

2

## Step 2 Choose Your Social Media

### 1 Social Media

Essential Plan

Monthly **\$199** Annual **\$1,799**

### 2 Social Media

Indispensable Plan

Monthly **\$219** Annual **\$1,999**

### 3 Social Media

All-in-One Plan

Monthly **\$239** Annual **\$2,199**

### 4 Social Media

Professional Plan

Monthly **\$279** Annual **\$2,599**

### 6 Social Media

Omnipresent Plan

Monthly **\$339** Annual **\$3,159**

### Prices

Currency: USD



3

## Step 3 Boost Your Business



### Hire

Make your purchase on our website or with one of our sales executives.



### Team Assignment

With your community manager and campaign specialist.



### Video Call

Schedule a call to get to know your business.



### Design Proposal

We present 2 design proposals for your business account.



### Boost Your Business

We start with posts and advertising for your business.

**Note:** These plans are managed through the Canva platform.

# Social Media Management + review



**Delivery**  
Same-day delivery upon complete information provided by the client.

1

## Step 1 Choose Your Social Network

15 Designs

15 Designs

8 Videos

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**Note:** Of the 15 designs included for each social network, a maximum of 6 can be videos. If you purchase the TikTok social network package, you can post those 8 videos on Facebook and Instagram (if we are also managing those networks).

## Includes: Campaign Experts



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A dedicated executive who will create a content schedule with copy for each post, handle design, make posts, and respond to messages and comments within hours from 9:00 am to 5:00 pm (GMT-6, CDMX time zone).



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An expert executive in launching advertising campaigns, who will prepare investment campaign proposals. Packages include two campaign proposals and a monthly growth report.

If additional campaigns are desired, they can be contracted at an extra cost.

2

## Step 2 Choose Your Social Media

### 1 Social Media

Essential Plan

Monthly  
**\$227 USD**

### 2 Social Media

Indispensable Plan

Monthly  
**\$248 USD**

### 3 Social Media

All-in-One Plan

Monthly  
**\$267 USD**

### 4 Social Media

Professional Plan

Monthly  
**\$309 USD**

### 6 Social Media

Omnipresent Plan

Monthly  
**\$369 USD**



3

## Step 3 Boost Your Business



### Video Call

Required to learn more about your business and its objectives.



### Review

The deadline for making corrections is 3:00 pm (GMT-6).



### Posts

We suggest what type of posts to make and when to publish them.



### Designs

Designs are sent with watermarks until they are approved.



### Boost Your Business

If TikTok reviews are required, the quote needs to be requested directly with our Video Marketing department.

**Note:** These plans are managed through the Canva platform.

# Sales Funnel

Sales and Qualified Leads Automation System

## Includes

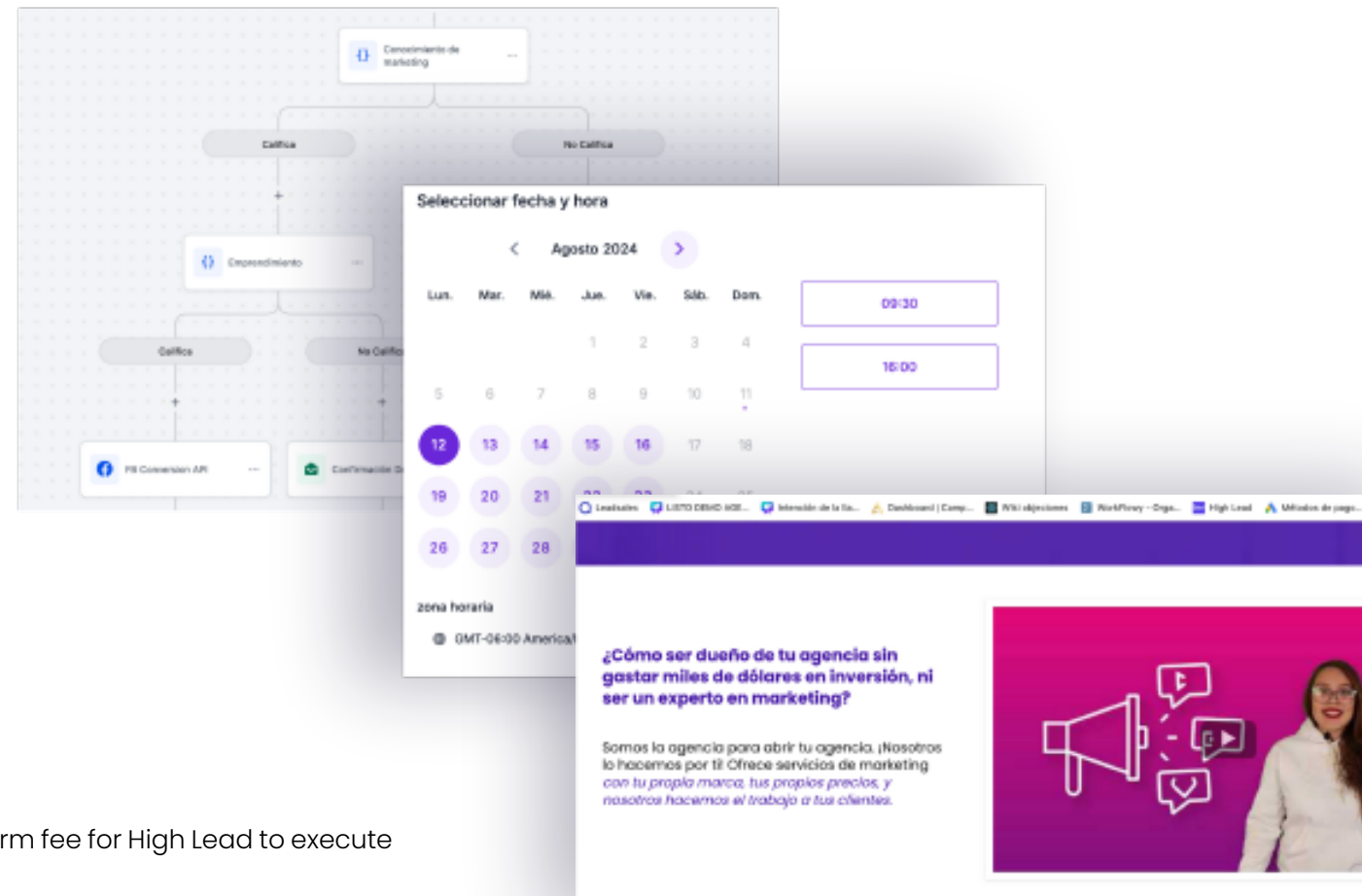
- Landing page design
- Funnel configuration and automation
- Appointment calendar setup
- Design of 3 customer delivery emails
- Form design and Facebook API configuration

## Price

**\$299 USD**

**Delivery Time:** 7 to 10 business days.

**Note:** One-time payment for funnel setup and activation. Does not include the platform fee for High Lead to execute the entire automation. Please check platform prices at [highlead.us](https://highlead.us).



# UGC Creator

Promotional Videos with Real People

## Includes

- Script design (sales video script)
- Talent hire for video production
- 1 edited video
- Campaign proposal for ad launch
- 1 trafficker for campaign launch and monitoring (up to 30 days)

## Price

**\$299 USD**

**Delivery Time: Script:** 3 business days. **Video:** 5-7 business days.

## +3,500 creadores UGC

Consigue anuncios que sí venden en pocos clicks.





# Master plan

The Most Comprehensive Marketing Package for Your Business at the Best Price



## Delivery

Informational Website: 8 business days  
Social Media: Same day as contracting, provided all client information is available.



The first contract includes:  
**\$20 USD in ads**

## Instagram 15 designs



### Community Manager

A manager who will create a content schedule with captions (copy) for each post, design visuals, publish content, and respond to messages and comments between 9:00 am and 5:00 pm (GMT-6, CDMX Central Time).



### Campaign Specialist

An expert in ad campaigns who will prepare investment campaign proposals. Receive a monthly growth report.

Includes two campaign proposals; additional campaigns can be contracted for an extra fee.

Monthly  
**\$439 USD**

Annual  
**\$4,199 USD**

## Facebook 15 designs



### Community Manager

A manager who will create a content schedule with captions (copy) for each post, design visuals, publish content, and respond to messages and comments between 9:00 am and 5:00 pm (GMT-6, CDMX Central Time).



### Campaign Specialist

An expert in ad campaigns who will prepare investment campaign proposals. Receive a monthly growth report.

## TikTok 8 Videos



### Community Manager for TikTok

A manager who will create videos and publish them on TikTok.



### Campaign Specialist

An expert in ad campaigns who will prepare investment campaign proposals. Receive a monthly growth report.

## Development of 1 Informational Website

### 5 Example Pages:

Home, About Us, Contact, Services, Testimonials. Ideal for businesses looking to share detailed information about their services.

# Graphic Design

We design the unimaginable



## Delivery

First stage: 5-7 business days.  
Second stage: 3 business days.



Brand design

**\$299 USD**

1

### Brief Filling



#### Brief

A brief will be shared with you with some questions that you must answer in detail so that the design team can work on the project correctly.



#### Notify Brief Filling

To provide a delivery date, you must notify that you have sent the brief with your answers; it will be reviewed, and work on the project will begin.

2

### Stage 1 Development of 3 Logo Proposals

#### PDF Presentation

A PDF presentation with the 3 logo design proposals will be sent to your email. From the 3 proposals presented, you must select one to be your final brand; if changes are needed, you have 1 round on one proposal from the 3 presented.

If additional rounds of changes are required or a fourth logo proposal is needed, it will incur an extra cost.

Extra branding proposal  
**\$99 USD**

Change to a chosen proposal by request  
**\$49 USD**

3

### Stage 2 Logo Delivery (once approved)

#### Logo Delivery

Once you authorize the final logo, the preparation of all brand support material begins, which includes:

- Corporate identity manual
- Editable format logo
- Logo in JPG format
- Logo in PNG format
- Fonts

**Note:** The preparation of the material takes 3 business days once you authorize the final logo.

## Other Graphic Design Services

| Service   | Price     | Delivery Times  |
|---|-----------|---|
| Brand design  | \$299 USD | Stage 1: 5 to 7 business days<br>Stage 2: 3 business days |
| Flyer design  | \$59 USD  | 4 business days   |
| Business card design  | \$59 USD  | 4 business days   |
| Poster Design   | \$30 USD  | 4 business days   |
| Front and back Triptych design                              | \$89 USD  | 5 business days   |
| Infographic Design  | \$30 USD  | 3 business days   |
| Service Catalog   Each page (Excludes Front and Back Cover) | \$20 USD  | 4 business days   |
| Display advertising design                                  | \$59 USD  | 4 business days   |
| Individual Post Premium Design                              | \$20 USD  | 3 business days   |
| Cover, header, cover photo                                  | \$59 USD  | 2 business days   |
| Canvas 1m x 1m  | \$59 USD  | 4 business days   |

| Service                        | Price     | Delivery Times        |
|--------------------------------|-----------|-----------------------|
| Illustration                   | \$179 USD | Depends on difficulty |
| 5 Basic Stickers               | \$29 USD  | 4 business days       |
| Naming                         | \$79 USD  | 5 business days       |
| Digital menu for SMEs (annual) | \$159 USD | 7 business days       |
| Digital Business Menu (annual) | \$199 USD | 7 business days       |
| Signs                          | \$59 USD  | 7 business days       |
| Packaging (basic project)      | \$199 USD | Depends on difficulty |
|                                |           |                       |
|                                |           |                       |
|                                |           |                       |

# Web Design

## Enter the Digital World



**Delivery**  
Depends on the type of requested website.

1

### Step 1 Choose the Type of WordPress Website You Need

#### Landing Page

Your single-page website, you can include contact information, a form, but it does not have more sections.

#### E-commerce to WhatsApp

Web with product catalog that does not have a payment gateway, but customers can send their order to WhatsApp, and from there, you can close the sales.

#### Information Website

**5 example pages:**  
Home, About Us, Contact, Services, Testimonials. Ideal for businesses looking to share detailed information about their services.

#### E-commerce with payment gateway

Web with online store and payment gateways, customers can buy directly, pay with credit cards, debit cards, Paypal, among others.

2

### Step 2 Choose the WordPress Website Mode You Need:

**Economic:** We create your site on WordPress based on a template. The templates we work with are from Divi, elegant and professional; we adapt them to your corporate image in colors and information. Your web designer will send you options and a catalog of templates for you to choose the one you like the most.

**Customized:** We create your site on WordPress but based on a custom design; we will assign a web designer to create your site with sections created from scratch and adapted to your needs.

### 3 Step 3 Choose Your WordPress Site, Economic, or Customized

#### Landing page

**Economic**

\$599 USD

**Made to measure**

\$799 USD

**Delivery**

**Economic:** 5 to 7 business days

**Made to measure:**

- **Layout:** 7 days
- **Development:** 6 to 8 days

**Includes:** hosting, SSL, 1 corporate email.

#### Information Website

**Economic**

\$799 USD

**Custom**

\$999 USD

**Delivery**

**Economic** 8 to 12 business days

**Custom:**

- **Layout:** 15 days
- **Development:** 10 to 15 days

**Includes:** hosting, SSL, 3 corporate emails.

#### E-commerce WhatsApp

**Economical**

\$800 USD

**Tailor-made**

\$1,000 USD

**Delivery**

**Economical:** 10 to 15 business days

**Tailor-made:**

- **Layout:** 15 days
- **Development:** 15 to 20 days

**Includes:** hosting, SSL, 5 corporate emails.

#### E-commerce with Payment Gateway

**Economic**

\$1,000 USD

**Custom**

\$1,200 USD

**Delivery**

**Economic:** 10 to 15 business days

**Custom:**

- **Layout:** 15 days
- **Development:** 15 to 20 days

**Includes:** hosting, SSL, 5 corporate emails, 2 payment gateways

#### Extras Websites

##### Extra Page

Economic \$40 USD  
Made to measure \$59 USD

##### Blog

Economic Site \$99 USD  
Custom Site \$159 USD

##### Multilingual (one extra language)

Economic \$199 USD  
Custom English / French / Portuguese / Italian \$359 USD

##### Feature Reservations

Economic Site \$359 USD  
Custom Site \$499 USD

##### Multi-Currency

Economic Site \$199 USD  
Custom Site \$299 USD

# Video marketing

Video Marketing Reels, TikTok's, video editing, animations, and more



## Delivery

Depends on the type of requested video.

### Standard Video Format

We work with all available video formats, stories, reels, YouTube videos, social media videos, campaign videos, etc.

Consult with your sales executive for the format that best suits your project.

### VOICE NARRATION

We help you create the script and choose the right voice to bring your project to life. **NOTE:** Voice narration is not included in the Video Marketing service; it is hired separately.

Maximum 60 seconds

**\$60 USD**

Maximum 30 seconds

**\$40 USD**

10-20 seconds

**\$30 USD**

1

### Step 1 Choose the Type of Video You Need

#### BASIC VIDEO

Video editing with simple transitions and 2D texts, music. Ask your advisor for examples.

#### INTER VIDEO

Video editing with more elaborate transitions and the use of mockups. Ask your advisor for examples.

#### FULL VIDEO

Video editing with more elaborate transitions, including the use of mockups and animations. Ask your advisor for examples.

2

### Step 3 Boost Your Business



#### Purchase

Make your purchase on our website or with one of our sales executives.



#### Team Assignment

With your assigned video maker for your project.



#### Video Call

Schedule a call to get to know your business and start the project.



#### First Review

Review of the project and feedback.



#### Project Delivery

We deliver the final project.

3

### Step 3 Choose Your Video

#### BASIC VIDEO

1 minute

\$100 USD

30 seconds

\$70 USD

10-20 seconds

\$40 USD

#### INTER VIDEO

1 minute

\$200 USD

30 seconds

\$130 USD

10-20 seconds

\$75 USD

#### FULL VIDEO

1 minute

\$500 USD

30 seconds

\$270 USD

10-20 seconds

\$100 USD

# Other video services

Supplement with other options



**Delivery**  
Depends on the type of requested project.



Need monthly videos? Get our subscription and save on your purchase

| Video Subscription (30-Second)     | Price     | Delivery Times |
|------------------------------------|-----------|----------------|
| Basic Video (4 videos, 1 per week) | \$200 USD | 1 per week     |
| Inter Video (4 videos, 1 per week) | \$400 USD | 1 per week     |
| Full Video (4 videos, 1 per week)  | \$800 USD | 1 per week     |

**Note:** For other types of audiovisual material, please contact the support line, and it will be quoted in terms of cost and delivery time. Keep in mind that the quote depends on the type and complexity of the project.

## Content Creator Package

|                |           |                    |
|----------------|-----------|--------------------|
| Basic Video    | \$90 USD  | 2-5 business days  |
| Inter Video    | \$130 USD | 3-7 business days  |
| Full Video     | \$200 USD | 5-10 business days |
| Image creation | \$100 USD | 3-7 business days  |
| TikTok         | \$30 USD  | 3-7 business days  |
| Reels          | \$30 USD  | 3-7 business days  |

## Logo Animation

| Logo Animation              |          |                   |
|-----------------------------|----------|-------------------|
| Basic                       | \$30 USD | 2-3 business days |
| Inter                       | \$50 USD | 2-3 business days |
| Complete                    | \$80 USD | 2-3 business days |
| Changes in video dimensions |          |                   |
| Basic Video                 | \$30 USD | 2-3 business days |
| Inter Video                 | \$35 USD | 2-3 business days |
| Full Video                  | \$50 USD | 2-3 business days |



# Google Ads Campaigns

Campaigns to drive traffic to your website



## Delivery

Depends on the type of requested campaign.



Drive more and more customers to your business website

Learn about the differences in the campaigns we handle on Google.

**Google Search Campaign:** Do you have a secure website and want to bring more people to it? Position yourself among the top search results.

**Google Display Campaign:** Reach relevant audiences with visually appealing ads on millions of websites, apps, and Google properties.

**Google YouTube Campaign:** YouTube video advertising has a system where the advertiser only pays when someone chooses to watch their video. Ideal for new businesses or remarketing strategies.

Google Search Campaign

**\$99 USD**

Reach customers interested in your product or service with text ads.

- Initial analysis.
- Keyword search and selection.
- Target market segmentation.
- Campaign proposal format.
- Launch and campaign monitoring.
- Maximum duration of 30 days.
- Assigned Agent.
- Results report.

• Campaign investment not included.

Google Display Campaign

**\$159 USD**

Display advertising on web pages, includes the following:

- Initial analysis.
- Keyword search and selection.
- Target market segmentation.
- Banner creation for the requested ad.
- Campaign proposal format.
- Launch and campaign monitoring.
- Assigned Agent.
- Maximum duration of 30 days.
- Results report.

• Campaign investment not included.

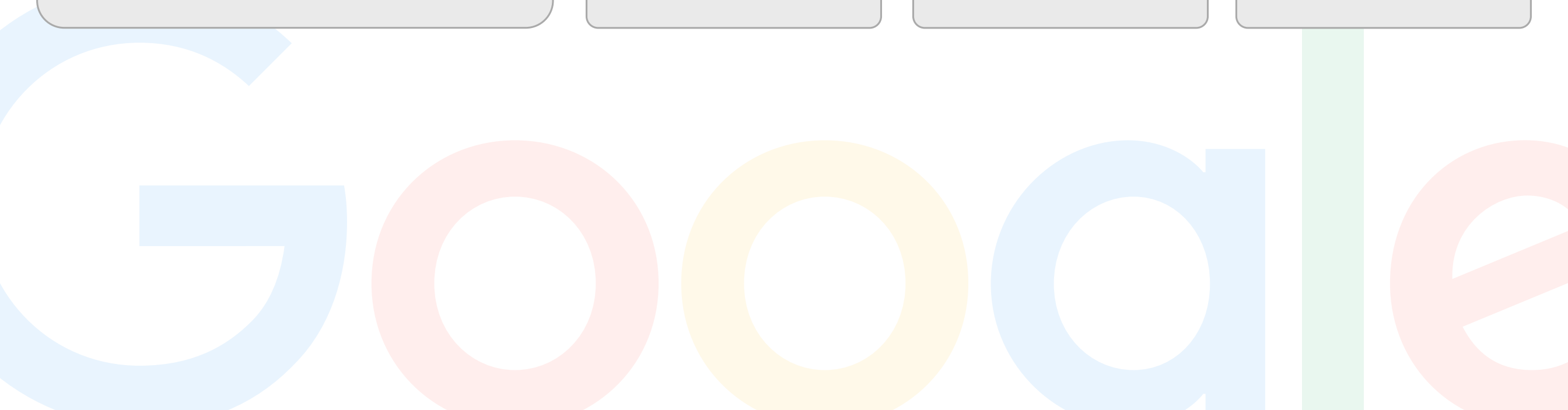
Google YouTube video campaign

**\$239 USD**

YouTube ad placement, includes the following:

- Initial analysis.
- Keyword search and selection.
- Target market segmentation.
- Creation of a 6 sec, 15 sec, or 20 sec video.
- Campaign proposal format.
- Launch and campaign monitoring.
- Assigned Agent.
- Maximum duration of 30 days.
- Results report.

• Campaign investment not included.



# Social Media Campaigns

Boost your business on social media



**Delivery**  
3 business days with all the information provided by the client.



Get potential clients in a short time.

Explore all the options that Meta has for you, with the help of our campaign experts, achieve the results you expect in a shorter time frame. But we don't stop there; we also offer campaigns on TikTok Ads, taking advantage of one of the trending networks.

Facebook Ads

**\$59 USD**

Reach customers interested in your product or service with effective ads, including the following:

- Initial analysis.
  - Target market segmentation.
  - Campaign proposal format.
  - Launch and monitoring of the campaign.
  - Maximum duration of 30 days.
  - Assigned Agent.
  - Results report.
- Campaign investment not included.

Instagram Ads

**\$59 USD**

We create a strategy according to your business's nature, including the following:

- Initial analysis.
  - Target market segmentation.
  - Campaign proposal format.
  - Launch and monitoring of the campaign.
  - Maximum duration of 30 days.
  - Assigned Agent.
  - Results report.
- Campaign investment not included.

TikTok Ads

**\$59 USD**

Maximize the creativity of videos, including the following:

- Initial analysis.
  - Target market segmentation.
  - Campaign proposal format.
  - Launch and monitoring of the campaign.
  - Maximum duration of 30 days.
  - Assigned Agent.
  - Results report.
- Campaign investment not included.

# VÉLARO


Marketing Visual & Estrategia Digital


## Contact

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