

Service Index THE CONVERSION LAUNCHPAD

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General notes on pricing, scope, ad spend, approvals, and non-refund logic (applies across TCL services).

1. Internal reference / not a final client-facing quote

This document is designed as a quick internal index for The Conversion Launchpad. It summarizes service categories, standard pricing logic, and bundle structures. Final proposals can be simplified, expanded, or customized based on the client and campaign strategy.

2. Prices are reference prices and may change

All amounts shown here are reference prices based on the updated TCL glossaries. Pricing can change without prior notice, and final pricing should always be confirmed before sending a formal proposal or invoice.

3. Complexity, customization, and urgency can change the final price

The final price of a service may vary based on complexity, creative depth, technical requirements, revisions, speed of delivery, number of assets, campaign scale, research needs, custom integrations, or any higher-touch execution requested by the client.

4. Out-of-scope work is quoted separately

Anything outside the standard scope described in the service glossary should be quoted separately. Examples include extra pages, extra audience segments, extra locations, additional platforms, heavy redesigns, extra revisions, custom analytics, extended filming, or specialized integrations.

5. Third-party costs are not included unless expressly stated

Ad spend, domains, hosting renewals, premium tools, software subscriptions, data-provider costs, travel, permits, paid media budgets, platform fees, and third-party production costs are not included unless a proposal expressly says otherwise.

6. Upfront fee-based services generally require upfront payment

Most upfront fee-based services are quoted as one-time fees and typically require payment before work begins. Hosting, maintenance, or monthly optimization are billed separately when applicable.

7. Performance-based services can include three pricing layers

Performance-based services may include a setup fee, a recurring maintenance fee, and a results fee. Minimum monthly ad spend requirements may also apply depending on the service. Results fees are tied to performance thresholds defined in the glossary.

8. Bundle discount rules must follow the updated glossary

Subscription bundles apply up to 50% off setup fees and 20% off maintenance fees with a minimum 6-month commitment; results fees are not discounted. Project-based bundles apply 10% off standard one-time pricing, or 20% when four or more bundles are contracted within a 180-day period.

9. Client assets, access, and approvals remain essential

Most TCL services require accurate business information, brand assets, account access, creative approvals, and timely feedback from the client. Delays in approvals or missing materials can affect execution timelines and final scope.

10. Non-refund principle for reserved production and work already started

Because many TCL services reserve strategy time, campaign setup, production capacity, editing time, or paid planning resources, payments are generally non-refundable once work has started, assets have been reserved, or deliverables/strategic work have been shared.

Internal payment, proposal, and execution notes.

- Payment instructions should be confirmed separately through approved TCL/Rob Rise channels and the current invoice or proposal; this internal index intentionally excludes banking details.
- Every payment should be tied to a clear reference such as Client Name + Service + Date + Invoice/Proposal number when applicable.
- For performance-based services, ad spend is paid separately from TCL fees unless a custom arrangement expressly states otherwise.
- Maintenance, hosting, media budgets, extended add-ons, and extra revisions should remain clearly separated in proposals whenever possible so the client understands the recurring vs. one-time costs.
- When using this index for internal quoting, the full glossaries remain the master reference for scope, AI-supported value points, conditions, and pricing logic.

Listing by category

Content Creation & Brand Development

Service	Summary (1 line)	Price
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Service	Summary (1 line)	Price
Creative Brand Storytelling	Strategic brand narrative development across creative development, story development, and platform-ready formatting.	\$1,000–\$4,000 typical package range Creative Development \$300–\$1,000 Story Development \$800–\$2,000 Formatting \$200–\$600 per format.
Content Creation (Blogs, Newsletters, Infographics)	Up to 4 AI-enhanced written or visual content pieces per month to support authority, engagement, and SEO.	\$200/month for up to 4 pieces \$50–\$100 per extra revision or enhancement.
Animation and Motion Graphics	Custom 2D/3D animations up to 30 seconds for explainers, ads, intros, and branded storytelling.	\$500–\$1,500 per animation \$200–\$1,000 for updates or enhancements.

Digital Presence & Content Management Solutions

Service	Summary (1 line)	Price
Social Media Content Creation and Management	15 posts/month with content planning, captions, hashtags, scheduling support, and performance insights.	\$200–\$400/month content development + \$100–\$200/month performance insights +\$30 each additional post.
Web Development and SEO	Design and build up to 6 custom pages with SEO best practices, UX improvements, and optional ongoing optimization.	\$1,000–\$3,000 build \$200–\$600/month maintenance +\$200 each additional page.
Local SEO and Onsite Optimization	Hyper-local SEO for one primary location, including website upgrades, keyword targeting, and local visibility work.	\$600–\$1,800 setup \$200–\$600/month maintenance +\$300–\$1,000 each additional location.
Google My Business Optimization	Setup or optimize one Google Business Profile with content, review-response support, and ongoing engagement improvements.	\$300–\$1,000 setup \$200–\$600/month management.

Service	Summary (1 line)	Price
Structured Data and Schema Markup Implementation	Schema setup for up to 4 pages to improve indexing, rich results, and search clarity.	\$400–\$1,200 setup \$100–\$600 per page updates/maintenance.
Interactive Landing Pages	Conversion-focused landing pages with gallery, map, contact form, and optional add-on sections.	\$350 per page + add-ons Hosting \$100–\$260 for 12 months Ongoing maintenance \$60–\$200.

Premium Visual Solutions

Service	Summary (1 line)	Price
3D Virtual Tours	Interactive 3D walkthroughs with Dollhouse View, 3 months of hosting, and optional tags, plans, and media add-ons.	Up to 5,000 sq. ft. \$145 5,001–7,000 \$185 7,001–10,000 \$225 Over 10,000 custom Extended hosting from \$12/month.
360° Photography	Immersive panoramic visuals for spaces, products, and venues, with optional post-production optimization.	Up to 5,000 sq. ft. \$130 5,001–7,000 \$150 7,001–10,000 \$170 Over 10,000 custom Post-production \$40–\$100.
Drone Videography	Aerial footage sessions for venues, branding, development, and promotional content.	\$200–\$500 per session Post-production editing \$100–\$200 Extra filming/custom needs quoted separately.
Video Walkthroughs and Twilight Photography	Cinematic walkthrough videos and twilight photography priced by property size, with polished post-production.	Walkthroughs \$200–\$500 by size Twilight photography \$200–\$500 by size Post-production \$100–\$250.
Advanced Video Editing	Editing for videos up to 5 minutes, with optional advanced effects, enhancements, and extra revisions.	\$200–\$400 per project \$50–\$200 for additional revisions or enhancements.
Live Streaming and Event Coverage	Professional live streaming for launches, events, and presentations, plus optional highlight editing.	\$300–\$6,500 per event Highlight editing \$200–\$3,500.

Performance-Based Services

Service	Summary (1 line)	Price
Google Ads Media Management	Campaign setup, optimization, and reporting with performance tiers tied to ROI.	Setup \$300–\$650 Maintenance \$100–\$400/month Results fee 10% / 15% / 20% of ad spend by ROI tier Min ad spend \$1,000/month.
Behavioral Targeting	Audience segmentation and targeting across up to 5 segments, with results fees tied to engagement and conversion benchmarks.	Setup \$300–\$650 Maintenance \$150–\$450/month Results fee 10% / 15% / 20% of ad spend by performance tier Min ad spend \$1,000/month.
OTT and CTV Advertising	Streaming-platform advertising with ongoing management and results fees tied to viewer-completion tiers.	Setup \$650–\$1,250 Maintenance \$250–\$500/month Results fee 10% / 15% / 20% of ad spend by completion tier Min ad spend \$1,000/month.
Social Media Advertising	Paid social campaigns per platform with ongoing optimization and results fees tied to CTR and conversion tiers.	Setup \$250–\$625 per platform Maintenance \$100–\$400/month Results fee 10% / 15% / 20% of ad spend Min ad spend \$1,000/month per platform.
Programmatic Advertising Campaigns	Automated multi-platform media buying with AI optimization and results fees tied to impression and conversion targets.	Setup \$625–\$1,250 Maintenance \$250–\$500/month Results fee 10% / 15% / 20% of ad spend Min ad spend \$1,875/month.
Conversion Rate Optimization (CRO)	Optimize up to 2 landing pages with analytics, A/B testing, and results fees tied to conversion improvement.	Setup \$375–\$750 Maintenance \$125–\$450/month Results fee 10% / 15% / 20% of managed ad spend by conversion-improvement tier.
Retargeting Strategies	Cross-platform remarketing for one retargeting audience segment, with results fees tied to conversion benchmarks.	Setup \$375–\$750 Maintenance \$125–\$450/month Results fee 10% / 15% / 20% of ad spend Min ad spend \$1,000/month.

Subscription Bundles for Continuous Growth

Service	Summary (1 line)	Price
Digital Growth Accelerator	Social content + social ads + retargeting for ongoing visibility, engagement, and warm-audience conversion.	Bundle \$532–\$1,395/month 6 months \$3,192–\$8,370 Savings \$97–\$285/month Min ad spend \$2,000/month Results fees \$200 / \$300 / \$400.
Conversion Optimization Suite	CRO + Google Ads + behavioral targeting to improve acquisition efficiency and conversion performance.	Bundle \$381–\$1,211/month 6 months \$2,288–\$7,265 Savings \$156–\$431/month Min ad spend \$2,000/month Results fees \$200 / \$300 / \$400.
Advertising Powerhouse	OTT/CTV + programmatic + social ads for premium reach across streaming and digital media.	Bundle \$607–\$1,380/month 6 months \$3,642–\$8,282 Savings \$247–\$540/month Min ad spend \$3,875/month Results fees \$388 / \$581 / \$775.
Local Market Dominator	Local SEO + GBP + schema implementation for organic local visibility without required ad spend.	Bundle \$508–\$1,773/month 6 months \$3,050–\$10,640 Savings \$208–\$693/month No ad spend required.

Project-Based Bundles for Maximum Impact

Service	Summary (1 line)	Price
Engagement & Storytelling Solution	Creative brand storytelling + content creation + social content for authority and consistent engagement.	Bundle \$1,350–\$4,320 Savings \$150–\$480 20% multi-bundle price \$1,200–\$3,840 when 4+ bundles are contracted within 180 days.
Visual Impact Essentials	Drone footage + advanced editing + motion graphics for premium visual marketing and promotion.	Bundle \$810–\$2,160 Savings \$90–\$240 20% multi-bundle price \$720–\$1,920 when 4+ bundles are contracted within 180 days.

Service	Summary (1 line)	Price
Immersive Digital Showcase	3D virtual tours + interactive landing page + 360° photography for immersive digital presentation.	Bundle \$689–\$995 Savings \$76–\$110 20% multi-bundle price \$612–\$884 when 4+ bundles are contracted within 180 days.