

ex.plo.re

Online Upgrades

Customize Your Website

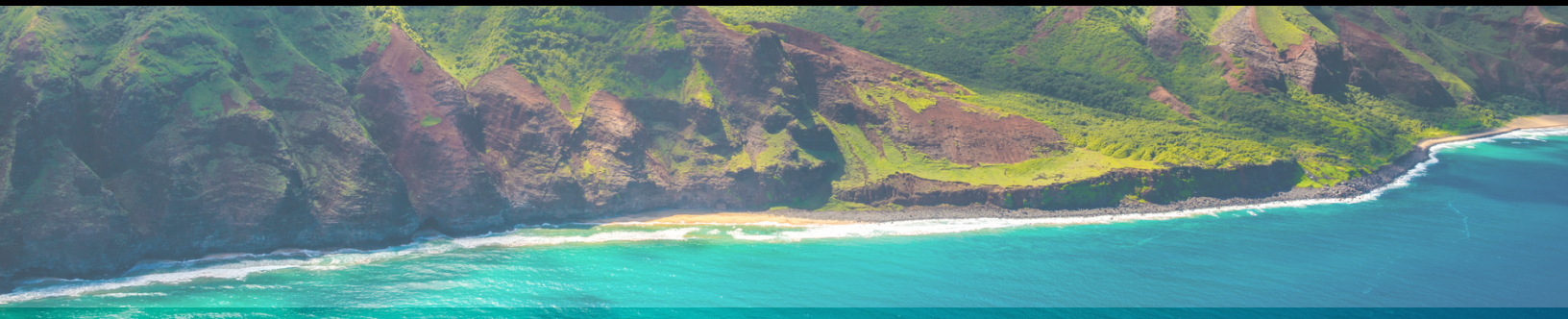
+ Add a new page	\$100
+ Add new page with web form	\$150
+ Major design adjustment	\$200
+ Add all global listings	\$200/mo
+ Homepage overhaul (with SEO)	\$450
+ Build and launch your brand	\$5k
+ Integrate Sales with HubSpot	TBD

Submit your request and all content to:
hello@ex.plo.re

Then pre-pay your project by scanning
Or visit ex.plo.re/custom-payment



Pre-pay



Email Subscriber Thresholds

0-500 subscribers

Free

500+

\$15/mo

1,500+

\$52/mo

5,000+

\$80/mo

8,000+

\$100/mo

12,000+

\$150/mo

20,000+

Custom

Each month, you can submit 2 custom ad campaigns:

[Submit Post](#)



Website Upgrades

Add a New Page \$100

Includes graphic design, shareable link, updated menus and mobile friendly web page. Please email us your photos & content!

Add New Page with Web Form \$150

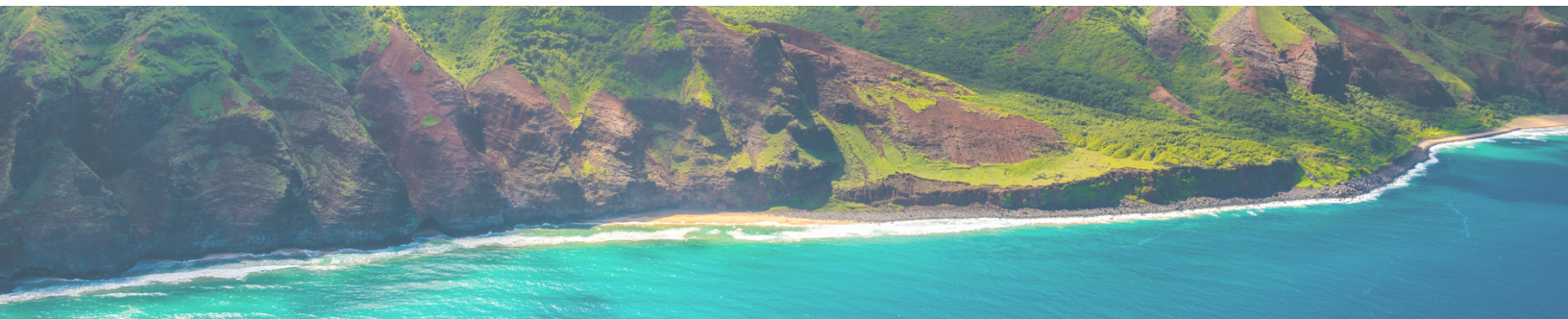
Let your clients submit all the necessary details for your upcoming events or create a brief survey for testimonials. Please email us the questions, the email you should receive and the email they receive.

Major Design Adjustment \$200

Whether your brand has changed styles or your site is ready for a refresher, simply send us your new logos, colors and fonts and we'll update all aspects of your online business.

Add All Global Listings \$200/month

Provide your clients with a full view of the industry by including all listings on the market. We'll add tools so you can easily search, compare and share multiple listings that fit your client's needs.



Custom Setup & Lead Gen

Website Design \$5k (one time)

Share your story and capture your lifestyle with our expert web designers and developers. Submit one site you love, 5 keywords for creative direction and let our team elevate your online presence

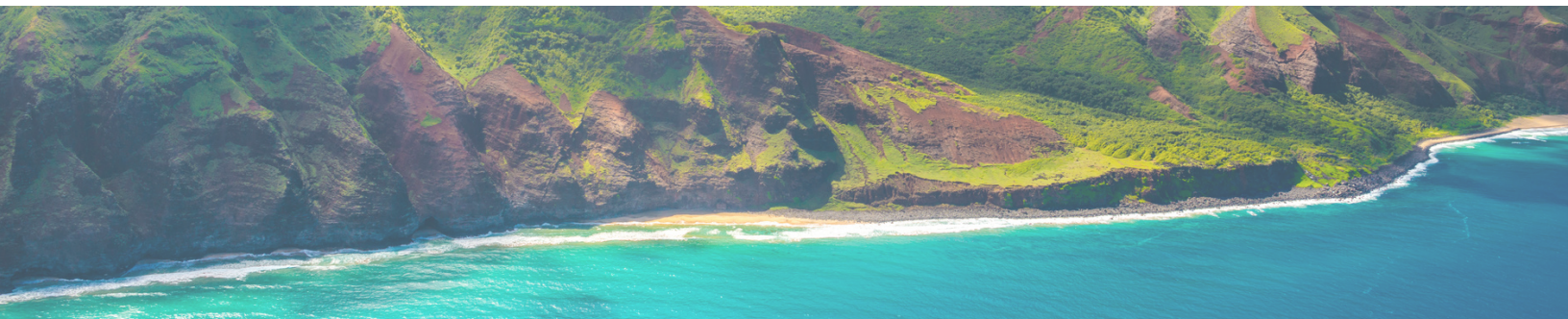
Full Brokerage Setup \$2,800

Make it easy to onboard your sales team to a brand-approved platform. We'll build 2 styles for broker websites, a selection of branded email templates, social media hashtags and a quick signup campaign.

Lead Generation and Website Ranking \$885/month + ad spend

The lead generation and PPC management is based on an assessment & audit. We optimize your site for search, social, and paid advertising conversions.

This is done through keyword research and competitive analysis. It also includes campaign creation & management of PPC as well as Google Ads & Facebook Ads digital strategy. We provide research, implementation, deep dive reporting tools & tracking.



Monthly Marketing

Lead Generation and Website Ranking Cont.

OFF-PAGE SEO: \$349/MO

Ambient-focused and Google-dynamic SEO

ON-PAGE SEO DEEP DIVE: \$450 (ONE TIME)

A one-time SEO content deep dive, focused on site

Cinematic VIDEO CAMPAIGN:

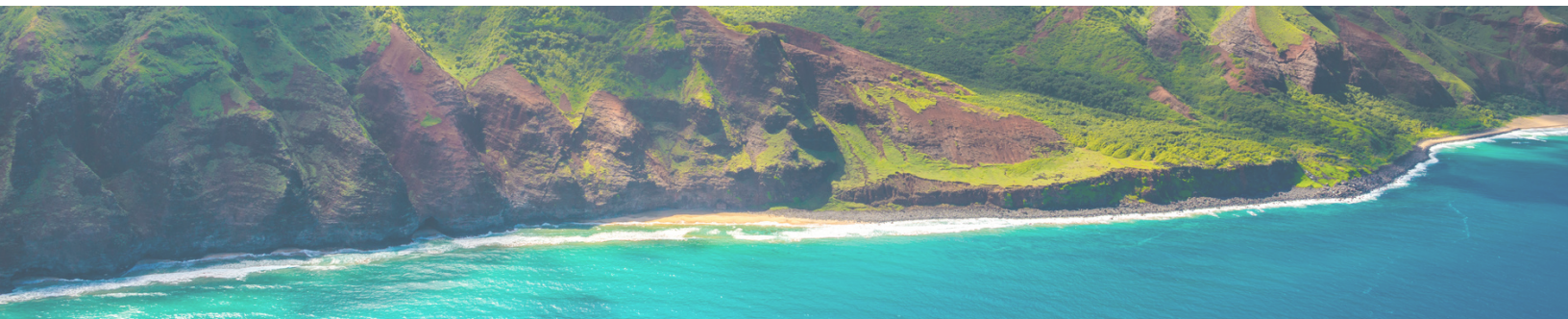
3 Month ads across all your brokers: \$100k

Designed for your brokers to dominate local markets with your luxury brand campaign. This 6 month hyperlocal strategy evokes emotional connections to your brand, your local representatives and all stakeholders. Video production by groundeffect.us - trusted by Sotheby's, Virgin, Hollywood, GoPro & more.

Content Creation and Social Posts

MONTHLY CONTENT PACKAGE: \$530/MO

For a long-term content strategy to provide consistent value to build trust and funnel in leads, opt for a monthly content package inclusive of 1 short-form and 1 long-form blog each month.



Custom Content & Ad Campaigns

SHORT-FORM BLOG POST (500-750 WORDS): \$240 per post

A mix of education, value, and storytelling, these blog posts will attract your target market. Specific calls to action to engage, sign on to a mailing list, and book calls/services.

LONG-FORM BLOG POST (750-1,000 WORDS): \$400 per post

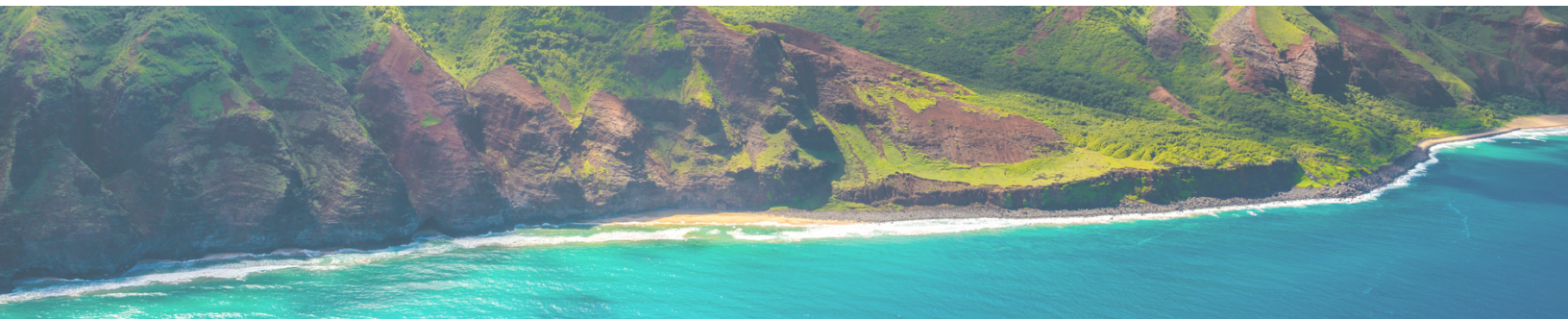
Written in your brand style, we'll create an SEO rich blog post for your website designed to increase traffic, capture leads, or generate sales. This length targets quality posts to be picked up in search algorithms. You pick the goal, we'll make it happen.

ULTRA LONG-FORM (1,000-2,000 WORDS): \$640 per post

These psychology-centric SEO-rich blog posts are the best length for high-ranking and viral shareability.

SOCIAL MEDIA POSTS: \$1,200/mo

Choose 3 social media platforms for our expert to create content for, schedule and post. This allows for 30 unique posts per month, repurposed for each channel (90 posts in total).



Product Overview

AUDIO/YOUTUBE STRATEGY \$450

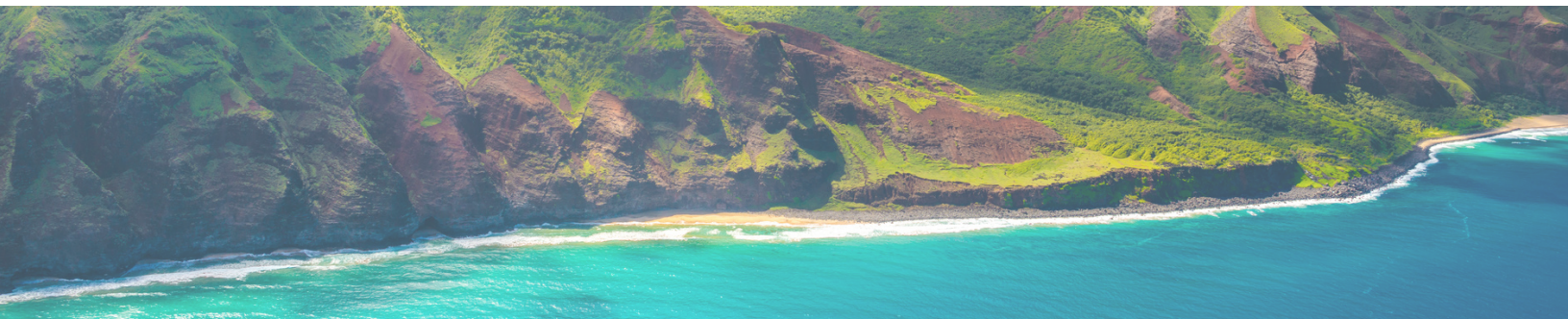
We will craft the perfect YouTube and audio strategy to link into your content creation plan so that you become the trusted voice of the yacht industry. We'll provide a monthly content calendar, as well as provide accountability check ins and project management. All video scripts, prompts, and text overlay will be created by us. 2x content/month. Outsource editing and production.

Homepage Overhaul (with SEO) \$450

Welcome your website visitors with an engaging homepage designed specifically around your business and goals. All homepage content will be optimized to improve your conversion with local keywords and more.

Build and Launch Your Brand \$5,000

Share your story and capture your lifestyle with our expert web designers and developers. Submit one site you love, 5 keywords for creative direction and let our team elevate your online presence.



New Client Setup

Full Brokerage Setup **\$2,800**

Make it easy to onboard your agents and brokers to a brand-approved platform. We'll build 2 styles for your website, a selection of branded email templates, social media hashtags and an quick signup campaign.
All brokers underneath your umbrella will lose their website if they leave your brokerage.

Launch your **ex.plo.re** platform **\$800**

Let's launch your online business! We'll build your website, customize to your liking, then connect your social media pages and email lists!

Submit your request and all content to:
hello@ex.plo.re

Then pre-pay your project by scanning
Or visit ex.plo.re/custom-payment



Pre-pay

