



PRICING & SERVICES GUIDE

LET ME HELP YOUR BUSINESS
GROW!



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*click
here*



SIGN UP FOR MY EMAIL NEWSLETTER!

I will be sending out everything from tips and tricks to staying productive, running your social, to branding...

EVEN PROMOTIONS!

Stay in the know, there may be something that strikes a chord with you!

Visit robynlafondva.com/contact to sign up!

WELCOME

IT'S TIME TO GROW YOUR
BUSINESS!

As a purpose-driven business owner, I know you take your business seriously. After all, you've invested both time and money into building it. This is why it's so important to find someone who can help you amplify your brand message and connect with your ideal clients or customers.

If your business is anything like mine once was - then chances are good that you're ready for some serious growth. We'll work together as we develop your brand, a plan of action and create weekly tasks that will help push us forward toward our goals! From there on out it's smooth sailing as we set up systems that will allow us both to run smoothly while focusing on what matters most: growing our businesses!

HELLO, I'M ROBYN!

I've been working for other people for as long as I can remember. So when I decided to leave the 9-to-5 atmosphere and go full-time freelance, I did so with plenty of reservations. But I have never been happier (or more productive) than I am now that I work for myself.

As a Virtual Assistant who specializes in Social Media Management and Email Marketing and Branding Strategist, I get to do what I love while still being in control of my schedule. It's not always easy - but it's ALWAYS worth it.

I'm a "forever student" who loves learning new skills and staying in tune with the latest strategies through continued coursework and professional development. This drive to constantly improve myself has helped me remain confident in my decision to become a freelancer.





I'M PASSIONATE ABOUT
HELPING YOU GROW
YOUR BUSINESS!

My goal is to bring your business to the next level. I value long-term relationships and am dedicated to helping you grow by providing you with access to my time, knowledge, and expertise.

(226)-799-5147
contact@robynlafondva.com

www.robynlafondva.com

 [@robynlafondva](https://www.instagram.com/robynlafondva)

 [@robynlafondva](https://www.facebook.com/robynlafondva)



THE PROCESS

I'd love to help lighten the load on your business shoulders. I firmly believe that keeping an open line of communication with those I work with is one of the most important things in my work as a VA.

The more I learn about your business and the tasks at hand, the more I can help you—and that's where we'll start!



Let's get started by booking your [FREE Discovery Call](#).

I know, I know - Discovery Call sounds so formal. But let me tell you what it really is: a virtual coffee date! We're going to get to know each other and talk about what you're looking for help with - and how you'd like help!

SOCIAL MEDIA MANAGEMENT

PRICELIST

CUSTOMIZABLE PACKAGES AVAILABLE

THE SEEDLING INVESTMENT Perfect for small businesses making their debut in the social media world.

This Investment Includes:

- *Content Creation, Copy & Hashtags*
 - *4 Static Posts, 4 Carousels [3-5 slides], 2 Reels [10-20 sec.]*
- *Stories*
 - *8 Stories [1-5 slides]*
- *15 mins/weekday Engagement*
- *Scheduling & Posting of content*
- *x2 30-minute Touch Base calls*
- *Monthly Analytic Report*
- *4 hours of Trend/Audio/Hashtag/Competitor Research*

Instagram & Facebook Included (Additional Platforms +\$200ea.)

starting at
\$799
per month

THE SPROUT INVESTMENT Designed for businesses ready to increase their social media presence.

This Investment Includes:

- *Content Creation, Copy & Hashtags*
 - *8 Static Posts, 4 Carousels [3-5 slides], 4 Reels [10-20 sec.]*
- *Stories*
 - *12 Stories [1-5 slides]*
- *30 mins/weekday Engagement*
- *Scheduling & Posting of content*
- *x2 30-minute Touch Base calls*
- *Monthly Analytic Report*
- *4 hours of Trend/Audio/Hashtag/Competitor Research*

Instagram & Facebook Included (Additional Platforms +\$200ea.)

starting at
\$1199
per month

THE BLOOM INVESTMENT Ideal for established businesses aiming for substantial growth on social media.

This Investment Includes:

- *Content Creation, Copy & Hashtags*
 - *12 Static Posts, 8 Carousels [3-5 slides], 8 Reels [10-20 sec.]*
- *Stories*
 - *20 Stories [1-5 slides]*
- *60 mins/weekday Engagement*
- *Scheduling & Posting of content*
- *x4 30-minute Touch Base calls*
- *Monthly Analytic Report*
- *4 hours of Trend/Audio/Hashtag/Competitor Research*

Instagram & Facebook Included (Additional Platforms \$200ea.)

starting at
\$1999
per month

All packages are subject to HST

SOCIAL MEDIA STRATEGY

PRICELIST

1-HOUR STRATEGY MEETING

In this intensive strategy session, we'll dive deep into your brand's social media presence, evaluating your current strategies, identifying areas for improvement, and mapping out a comprehensive plan to elevate your social media game. You can expect:

- **Audience Analysis:** Understanding who your audience is, and how to best engage with them.
- **Competitor Review:** A look at what your competitors are doing well, or not so well, to identify opportunities.
- **Content Strategy Development:** Outlining types of content that resonate with your audience, and how to create more of it.
- **Platform-Specific Tactics:** Tailored strategies for the platforms that matter most to your brand.
- **Goal Setting:** Establishing clear, measurable goals for what success looks like.

\$99

2-HOUR CONTENT PLANNING MEETING

This extensive content planning session is designed to set you up for success over the upcoming months. Here's what you can expect:

- **Content Calendar Creation:** Mapping out your content for the next month, ensuring consistency and quality.
- **Idea Brainstorming:** Generating a wealth of content ideas that align with your brand and resonate with your audience.
- **Visual Consistency:** Making sure all your content is on-brand and visually cohesive.
- **Resource Allocation:** Identifying any additional resources or tools needed to execute your content plan.
- **Efficiency Tips:** Strategies to save time while maintaining high-quality content.

\$199

All packages are subject to HST

SPECIAL OFFER

BOOK A MINIMUM OF 3 MONTHS OF ANY
SOCIAL MEDIA INVESTMENT AND GET

30% OFF YOUR FIRST 3 MONTHS

EMAIL MARKETING

PRICELIST

CUSTOMIZABLE PACKAGES AVAILABLE

THE BLOOM EMAIL INVESTMENT Ideal for businesses taking their first steps in email marketing.

This Investment Includes:

- 1 Monthly Newsletter (content provided by client)
- Quarterly Contact List Audit
- On-Brand Template Design (on Email Marketing platform provided by client)
- Monthly Performance Report

This Investment Does Not Include:

- Engagement with incoming emails
- Inbox management and setup

starting at
\$199
per month

THE FLOURISH EMAIL INVESTMENT Ideal for growing businesses aiming to maintain a regular communication channel with their audience.

This Investment Includes:

- Bi-weekly Newsletter (content provided by client)
- Quarterly Contact List Audit
- On-Brand Template Design (on Email Marketing platform provided by client)
- Monthly Performance Report

This Investment Does Not Include:

- Engagement with incoming emails
- Inbox management and setup

starting at
\$389
per month

THE GROW EMAIL INVESTMENT Ideal for established businesses looking to provide value and build a loyal customer base consistently.

This Investment Includes:

- Weekly Newsletter (content provided by client)
- Quarterly Contact List Audit
- On-Brand Template Design (on Email Marketing platform provided by client)
- Monthly Performance Report

This Investment Does Not Include:

- Engagement with incoming emails
- Inbox management and setup

starting at
\$794
per month

THE THRIVE EMAIL INVESTMENT Ideal for established businesses looking to provide value and build a loyal customer base consistently.

This Investment Includes:

- 3 Emails per Week (content provided by client)
- Quarterly Contact List Audit
- On-Brand Template Design (on Email Marketing platform provided by client)
- Monthly Performance Report

This Investment Does Not Include:

- Engagement with incoming emails
- Inbox management and setup

starting at
\$1099
per month

All packages are subject to HST

PRODUCT LAUNCH

PRICELIST

CUSTOMIZABLE PACKAGES AVAILABLE

THE BLOSSOMING LAUNCH INVESTMENT

Ideal for businesses ready to take their product launch to the next level with strategic planning and execution.

Duration: 9 weeks

This Investment Includes:

- x9 Weekly 1-Hour Strategy and Follow-up Meetings
- Comprehensive Marketing Strategy for Product Launch
- Email Writing Support and Edits for:
 - 8 pre-purchase emails, 4 post-purchase emails and 1 abandoned cart email (client writes emails)
- Custom Designed Email Templates
- Scheduling of All Emails on Client Provided Email Marketing Platform
- Analytic Support on Email Delivery
- Lead Magnet Copy and Design
- Sales Cart Design and Set Up
- Email List Integration and Automation

Add-On Services

- Full Email Copywriting: **+\$1104**
- Social Media Marketing Support (5 Graphics, Copy, Hashtags): **+\$874**

starting at
\$2694

** I also offer Payment
Plan Options!

THE RAPID BLOOM LAUNCH INVESTMENT

Ideal for businesses that want a quick product launch, but still need the support.

Duration: 4 weeks

This Investment Includes:

- x4 Weekly 1-Hour Strategy and Follow-up Meetings
- Fast-Tracked Marketing Strategy for Product Launch
- Email Writing Support and Edits for:
 - 8 pre-purchase emails, 4 post-purchase emails and 1 abandoned cart email (client writes emails)
- Custom Designed Email Templates
- Scheduling of All Emails on Client Provided Email Marketing Platform
- Analytic Support on Email Delivery
- Lead Magnet Copy and Design
- Sales Cart Design and Set Up
- Email List Integration and Automation

Add-On Services

- Full Email Copywriting: **+\$1154**
- Social Media Marketing Support (5 Graphics, Copy, Hashtags): **+\$1094**

starting at
\$3099

** I also offer Payment
Plan Options!

All packages are subject to HST

ASK ME ABOUT

HANDS-OFF PRODUCT LAUNCHES
OR PRODUCT DESIGN

BRANDING

PRICELIST

CUSTOMIZABLE PACKAGES AVAILABLE

THE STARTER BRANDING INVESTMENT

Ideal for small businesses or startups needing a basic branding setup.

Timeline: 2-3 weeks

This Investment Includes:

- Main Logo Design
 - Full colour and black & white versions
 - Delivered in .png, .jpg, and .svg formats
- Colour Palette
 - Primary colour palette with codes (RGB, CMYK, Hex)
- Typography Recommendation
 - Recommendation for a primary typeface
- Basic Brand Guidelines Document
 - A brief document outlining the use of the logo, colour palette, and typography
- *30-minute planning session & 2 rounds of revisions before delivery*

starting at
\$399

THE GROWTH BRANDING INVESTMENT

Ideal for growing businesses looking for a comprehensive branding solution.

Timeline: 3-4 weeks

This Investment Includes:

- Main Logo & Secondary Logo
 - Full colour, black & white versions
 - Delivered in various formats (.png, .jpg, .svg)
- Colour Palette
 - Primary and secondary colour palettes with codes (RGB, CMYK, Hex)
- Typography Guidelines
 - Primary and secondary typefaces
- Basic Brand Guidelines Document
 - Overview of logo usage, colour palette, typography
- Business Card Design
- Social Media Kit
 - Profile pictures and cover photos for Facebook and Instagram
- Email Signature Design
 - (Additional Email Signatures +\$69ea.)
- *30-minute planning session & 2 rounds of revisions before delivery*

starting at
\$699

All packages are subject to HST

BRANDING

PRICELIST

CUSTOMIZABLE PACKAGES AVAILABLE

THE PREMIER BRANDING INVESTMENT

Ideal for established businesses seeking a top-tier branding experience.

Timeline: 4-9 weeks

This Investment Includes:

- Brand Strategy Document
 - A comprehensive brand strategy that outlines the brand's mission, vision, target audience, personality, and positioning.
- Logo Design
 - Main Logo, Secondary Logo, and Brandmark
 - Full color, black & white, and monochrome versions
 - Delivered in various formats (.png, .jpg, .svg, .eps)
- Color Palette
 - Primary and secondary color palettes with color codes (RGB, CMYK, Pantone, Hex)
- Typography Guidelines
 - Primary and secondary typefaces for digital and print
 - Usage guidelines for headings, subheadings, body text, etc.
- Brand Guidelines Document
 - Comprehensive manual detailing the use of logo, color palette, typography, imagery, and other visual elements
 - Do's and Don'ts for brand consistency
- Business Card Design
 - Custom design incorporating the new branding elements
- Stationery Design
 - Letterhead, envelope, and other relevant stationery items
- Social Media Kit
 - Profile pictures and cover photos for platforms like Facebook, Instagram, LinkedIn, and Twitter
 - Social media templates for posts and stories
- Email Branding
 - Email signature design
 - Branded email header
- Website Branding Elements
 - Web icons, favicon
 - Custom web graphics or illustrations (if applicable)
 - Website color and typography guidelines
- Brand Voice & Messaging Guidelines
 - Tone of voice, key messaging, taglines
 - Guidelines for copywriting across different media
- Presentation Template
 - PowerPoint or Keynote template designed in line with the brand identity
- Additional Collateral (Optional)
 - Brochures, flyers, product packaging design, or any other marketing collateral relevant to the client's needs
- Final Deliverables Package
 - All final designs and guidelines provided in a digital format, neatly organized for easy access and use by the client or their team.
- *60-minute planning session & 2 rounds of revisions before delivery*

starting at
\$1799

All packages are subject to HST

A LA CARTE BRANDING

PRICELIST

CUSTOMIZABLE PACKAGES AVAILABLE

MAIN LOGO Custom-designed main logo tailored to your brand's identity.

Timeline: 2-3 weeks

This Investment Includes:

- Main Logo
 - Full colour, Black & White (.png, .jpg, .svg files)
 - 1-hour planning session & 2 rounds of revisions before delivery

starting at
\$239

LOGO 3 PACK A comprehensive logo package including a main logo, a secondary logo, and a brandmark.

Timeline: 3-4 weeks

This Investment Includes:

- Main Logo, Secondary & Brandmark
 - Full colour, Black & White (.png, .jpg, .svg files)
 - 2 rounds of revisions before delivery

starting at
\$399

BUSINESS CARD DESIGN Custom-designed business card to align with your brand identity.

Timeline: 1-2 weeks

This Investment Includes:

- 2-Sided Business Card Design
 - Available in client preference (Horizontal, Vertical or Square)
 - 1 revision before delivery

starting at
\$129

SOCIAL MEDIA KIT Customized social media graphics tailored to your brand, ensuring consistency across platforms.

Timeline: 2-4 weeks

This Investment Includes:

- Social Media Profile Picture & Cover Photo
 - Platforms: Facebook, X (Twitter), Instagram & LinkedIn
 - 1 revision before delivery

starting at
\$159

EMAIL HEADER & SIGNATURE DESIGN

A professional and branded email header and signature design.

Timeline: 1-2 weeks

This Investment Includes:

- Branded Email Header Design
- Branded Email signature with contact information
- 1 revision before delivery

starting at
\$119

All packages are subject to HST

WEBSITE DESIGN

PRICELIST

CUSTOMIZABLE PACKAGES AVAILABLE

COMPREHENSIVE WEBSITE DESIGN & COPYWRITING INVESTMENT

Description:

- This package offers a complete solution for businesses looking to establish a strong online presence. It encompasses all aspects of website design and development, as well as professional copywriting to ensure cohesive and compelling content across all pages.

Platforms: Wix, Wordpress, Shopify, Kajabi, GoDaddy

Duration: 8 Weeks

This Investment Includes:

- Full Comprehensive Design and Implementation of Branded Website
 - Research, Planning & Wireframing
 - Design, Development & Copywriting
 - Revision and Feedback
 - Testing, Optimization & SEO Setup
 - Training, Handover & Final Revisions
- 5-10 Pages (Additional Pages +\$199ea.)

This Investment Does Not Includes:

- Domain Fees
- Hosting Fees
- Business Email (unless otherwise specified by client at own expense)
- Website Management and Maintenance (Additional support available if needed. Please inquire about pricing.)

starting at
\$2399
** I also offer Payment
Plan Options!

RUSH WEBSITE DESIGN & COPYWRITING INVESTMENT

Description:

- This expedited package offers a rapid solution for businesses needing a complete website design, development, and professional copywriting service within a short timeframe.

Platforms: Wix, Wordpress, Shopify, Kajabi, GoDaddy

Duration: 4 Weeks

This Investment Includes:

- Full Comprehensive Design and Implementation of Branded Website
 - Research, Planning & Wireframing
 - Design, Development & Copywriting
 - Revision and Feedback
 - Testing, Optimization & SEO Setup
 - Training, Handover & Final Revisions
- 5-10 Pages (Additional Pages +\$199ea.)

This Investment Does Not Includes:

- Domain Fees
- Hosting Fees
- Business Email (unless otherwise specified by client at own expense)
- Website Management and Maintenance (Additional support available if needed. Please inquire about pricing.)

starting at
\$2999
** I also offer Payment
Plan Options!

TESTIMONIALS

I am incredibly grateful for the amazing testimonials my clients have left about my Virtual Assistant services. Working with such wonderful individuals and businesses is an honour; their kind words humble me. Thank you to all of my clients for trusting me with their tasks and allowing me to support their success.

Lisa CHILVERS



LISA CHILVERS WELLNESS

Robyn is an incredible asset to my team. She's eager to take on projects and learn on the go. I can tell you, she's a quick learner and completely dedicated to helping me meet my goals. What I love most about working with Robyn is, she's taken the time to genuinely understand my business, its nuances, and understands where I want it to go. I can trust this woman and walk away to do my own work, without having to micromanage. This in itself is worth every penny.

She's grown a lot in her understanding of marketing and strategy, and her interest in branding as helped her develop my social media accounts; and they are growing. This is a woman your business can count on, full stop.



STACY H.

Hiring Robyn to be a part of my team has been such a game changer for my business. She isn't just a VA, she has MASSIVELY helped my business to grow and reach a much larger audience. Because of her assistance, my business has expanded in ways I could have never imagined. I am so thankful for her help, trust, honesty, and that she easily gets the job done!

Thank you, Robyn, for all you do!!!

urban
escape
inc



URBAN ESCAPE INC.

It's been an absolute pleasure working with Robyn with regards to my business. She is very innovative, forward-thinking and has a keen sense of current social media trends. I am so very grateful for Robyn.

MORE TESTIMONIALS



BEN GOETZ - RE/MAX

Robyn has been absolutely amazing to work with from our first contact. Whether you are experienced with social media, marketing, graphic design, etc., or relatively inexperienced, Robyn will absolutely take your business to the next level. Robyn knew all the right questions to ask me to uncover exactly what I wanted my business and branding to look like. I am extremely happy I chose to work with Robyn and I highly recommend her to anyone that is ready to start their business or take their business to a new level.



GREAT LAKES NEUROFEEDBACK & Counselling



GREAT LAKES NEUROFEEDBACK

Robyn has been very patient with us as we navigate the transition to SMM. She has been extremely organized & helps us stay accountable for updating IG - (Reels, photography, content ideas, etc.) She embodies our uplifting, approachable values & her Canva creations are beautifully done. Engagement & Content copy has been unreal! She has saved us so much time & we would absolutely recommend her.



JULIE MACRAE

I've had the pleasure of working together with Robyn on a number of social media projects. Robyn always exceeds any expectations I have and goes above and beyond with her attention to details. Her eye catching designs truly demonstrate her creativity and her dedication to her clients satisfaction. Robyn is very professional and has a very efficient and prompt workflow. If you are looking to hire someone for your social media needs; Robyn is fantastic at what she does.

CONTACT

Ready to take your small business to the next level? Schedule a free discovery call with me, your local Virtual Assistant!





During this call, we'll discuss your unique business needs and how my services can help you save time and increase efficiency. As a local VA, I understand the challenges small businesses face in our community, and I'm dedicated to helping you succeed. Let's work together to streamline your tasks and elevate your business. Contact me now to schedule your free discovery call.

(226)799-5147

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Thank you for considering my Virtual Assistant services. I am committed to providing high-quality, personalized support to help you and your business thrive. If you have any questions about my pricing or services, please don't hesitate to contact me. I look forward to the opportunity to work with you and help you achieve your goals