
SIMONE MCNISH

Content Marketing Services & Pricing



Values-centered marketing solutions for small businesses and nonprofits.

About Simone

MARKETING + DEI STORYTELLER

For the past 15 years, I've been creating and posting digital content. I've worked across diverse industries including beauty, wellness, technology, consulting, DEI, entrepreneurship, and nonprofits. From blog writing, social media marketing, email marketing to creating brand strategy, I've had a chance to do it all.

I've learned that being a well-rounded marketer is about 10 jobs in one. Copywriter, editor, video producer, graphic designer, brand strategist. We do it all and have fun while building brands. I love to help create a new brand identity or build upon brand foundations. I specialize in creating clear, educational, and informative digital content.

I am also a passionate advocate for equity and inclusion. Over the past 6 years, I've created custom inclusive marketing strategies and led trainings for small business owners and organizations. Now, I infuse my DEI experience into all marketing-related client work. When you work with me, you get a DEI Consultant and Marketer all in one creative package. I choose to work with clients who align with these values and believe in the importance of justice and liberation for all people.

MY PROCESS:

1. Gather data and research the current state of the brand/organization
2. Document the brand identity and identify any gaps/missing elements
3. Create a marketing plan or strategy that aligns with organizational goals
4. Create benchmarks and KPIs
5. Build the brand through content marketing!
6. Measure success and share results

Whether your organization needs help establishing a digital presence or to define a brand identity, I can help put your brand on the map and get more reach.

Simone McNish

MARKETING CONSULTANT

What is values-aligned marketing?

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Values-based marketing means intentionally building a brand rooted in purpose, instead of treating values as an afterthought or a marketing trend. Brands like Ben & Jerry's, TOMS, Patagonia, and Dr. Bronners have shown what's possible when values are woven into every fiber of the brand. Values don't have to be an afterthought.

True values-driven marketing expands beyond mission statements to demonstrate transparency, clarity, and action that the audience can feel. It attracts aligned communities, strengthens trust, and keeps both mission and momentum moving forward. Whether the goal is to inspire change or drive growth, a clear communication of values helps connect all pieces of the puzzle.

“82% of shoppers prefer a consumer brand's values to align with their own, and they'll vote with their wallet if they don't feel a match” (Google, 2022)

Which marketing solution do you need?

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PROBLEM: WE DON'T HAVE A BRAND! AND DON'T WANT TO DIY IT

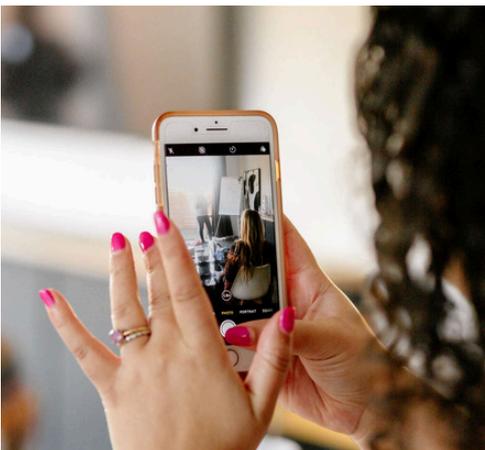
SOLUTION: FULL BRAND SET UP



No defined colors, logo, or brand identity? No online presence? Not to fret! Let's get started with building a clear and cohesive brand. Creating a brand kit and getting on social media will help legitimize and elevate your company or nonprofit brand.

PROBLEM: WE HAVE A BRAND, BUT AREN'T CONSISTENT ON SOCIAL

SOLUTION: SOCIAL MEDIA MANAGEMENT



So, your organization has laid the ground work of creating a brand identity with colors and fonts, but marketing is more of a "nice to do". Social media content is sporadic, but its time to get consistent. Social media management will help grow reach, spike engagement, and get eyeballs on the brand.

The Services

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Launches: Social Media or Full Brand

A strategic approach to launching the brand's social media presence with intention. Every launched includes tailored bios, audience insights, and initial posts to help the brand stand out and grow sustainably.

Social Media Management

Full-service social media management that keeps your content consistent, fresh, and true to your brand voice. From content creation to analytics, each campaign is designed to spark meaningful community engagement and long-term loyalty.

Inclusive Marketing Audits

A thorough audit into current marketing materials and branding through an equity-centered lens. Each audit provides clear, actionable recommendations to help your brand communicate authentically and inclusively across all platforms.

Deck Creation

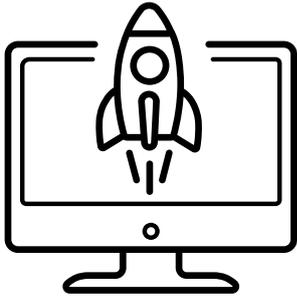
Visually compelling and clearly structured decks that tell the story of your organization and elevate your message. Whether it's pitches, trainings, or board presentations, each deck blends strong storytelling, clean design, and cohesive visuals.

Content Marketing Strategy

Thoughtful, data-informed consulting that bring your brand's story to life. Each plan aligns your goals, community, and messaging to create clear, consistent, and inclusive content that drives connection and engagement.

Social Launch Packages

SOCIAL + BRAND MARKETING



Social Launch

STARTING AT

\$1000

- 3 Social Platform Set Up
- Bio creation
- 3 total posts (1 post per platform)
- Monthly Metrics Set-Up

Full Brand Launch

STARTING AT

\$2500

- Logo
- Branding kit
- Brand Discovery Call
- Social Media Set Up (3 Platforms)
- Bio creation
- Monthly Metrics Set-Up

Custom Packages

STARTING AT

\$50/HR

Have a specific project that requires social media content creation, brand strategy, email marketing, engagement, or social media strategy? Inquire about a specific hourly package that fits your organization's budget and needs.

Ongoing Packages

SOCIAL MEDIA MANAGEMENT



Starter Social

STARTING AT

\$800/M

- **1 Platform**
- **12 static posts per month (graphic creation + copy writing)**
- **2 Short Form Videos**
- **Platform Management and Scheduling**
- **Monthly strategy call**
- **Monthly Reporting**



Modern Social

STARTING AT

\$1300/M

- **2 Platforms**
- **12 static posts per month on each platform (graphic creation + copy writing)**
- **2 Short Form Videos**
- **Platform Management and Scheduling**
- **Monthly strategy call**
- **Monthly Reporting**



Super Social

STARTING AT

\$1800/M

- **3 Platforms**
- **12 static posts per month on each platform (graphic creation + copy writing)**
- **4 Short Form Videos**
- **Platform Management and Scheduling**
- **Monthly strategy call**
- **Monthly Reporting**

Client Projects

OUTDOOR EQUITY COALITION

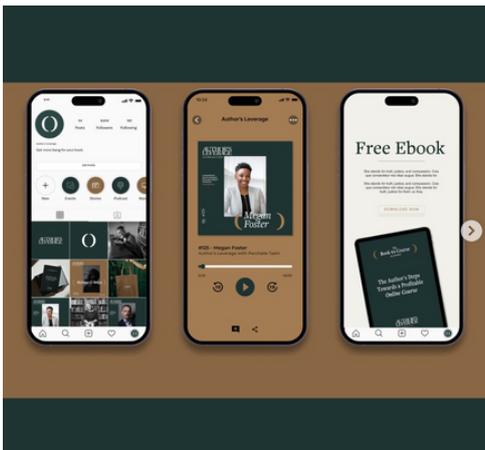
MARKETING CONSULTING + SOCIAL MEDIA MANAGEMENT



Created a brand kit, launched 3 social media platforms, grew reach by over 600% in under 30 days. Advised on website branding, assisted in defining clear brand identity and improved reach.

MINDSY BRAND STUDIO

MARKETING + SOCIAL MEDIA MANAGEMENT



Created targeted social media content, email newsletters, and LinkedIn Posts for a growing consumer product design studio. Grew engagement by over 300% on social media. Improved email open rates by 75%.

Ready to move forward?

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Contact Simone at hello@simonemcnish.com to schedule a call and secure marketing support for your organization!

