

WHAT KIND OF MARKETING HELP DO I REALLY NEED?

Guide to Finding the Right Level of Support

Kit + Caboodle Marketing



You're Not the Only One Wondering Where to Start

Running a small business often means doing all the things — and marketing tends to get squeezed between client work and late-night admin tasks. You're not doing it wrong; you just might need the right kind of support.

This guide (plus our quick quiz!) is here to help you figure out exactly what kind of marketing help would move the needle — no fluff, no pressure, and no cookie-cutter answers. Whether you need a long-term strategic partner or a few fresh pieces of content, we've got you.

THE TIERS OF MARKETING SUPPORT

The Strategic Sidekick

You're executing but crave a smarter roadmap.

You've got a system, but want a sharper strategy. You're not looking for someone to write your posts — you want an expert to evaluate, refine, and optimize what you're already doing.

You need:
- Strategic audits and feedback
- High-level consulting and support
- Actionable plans and check-ins
- Expertise in specific areas like SEO or email

Best for: Teams with bandwidth but lacking a strategic lens.

The Full Caboodle

You're ready to hand over the reins to a true marketing partner.
You've got big goals and not enough bandwidth. Your content is sporadic, campaigns are reactive, and you need someone to lead the charge — not just pitch in. This is full-service strategy, planning, and execution.

You need:
- A full marketing strategy + content calendar
- Consistent, high-quality content and campaign management
- Project management and team coordination
- Big-picture thinking + hands-on doing

Best for: Growing brands, scaling businesses, and busy founders.

The Content Concierge

You want polished content, minus the hassle.

You know your voice and your goals — but writing, designing, and scheduling? That's where you need help. You want ready-to-use assets that reflect your brand without building a whole team.

You need:
- Done-for-you content: blogs, emails, social posts
- Content aligned with your goals and voice
- Flexibility without long-term contracts
- Creative support on call

Best for: DIYers, small teams, and solo business owners.

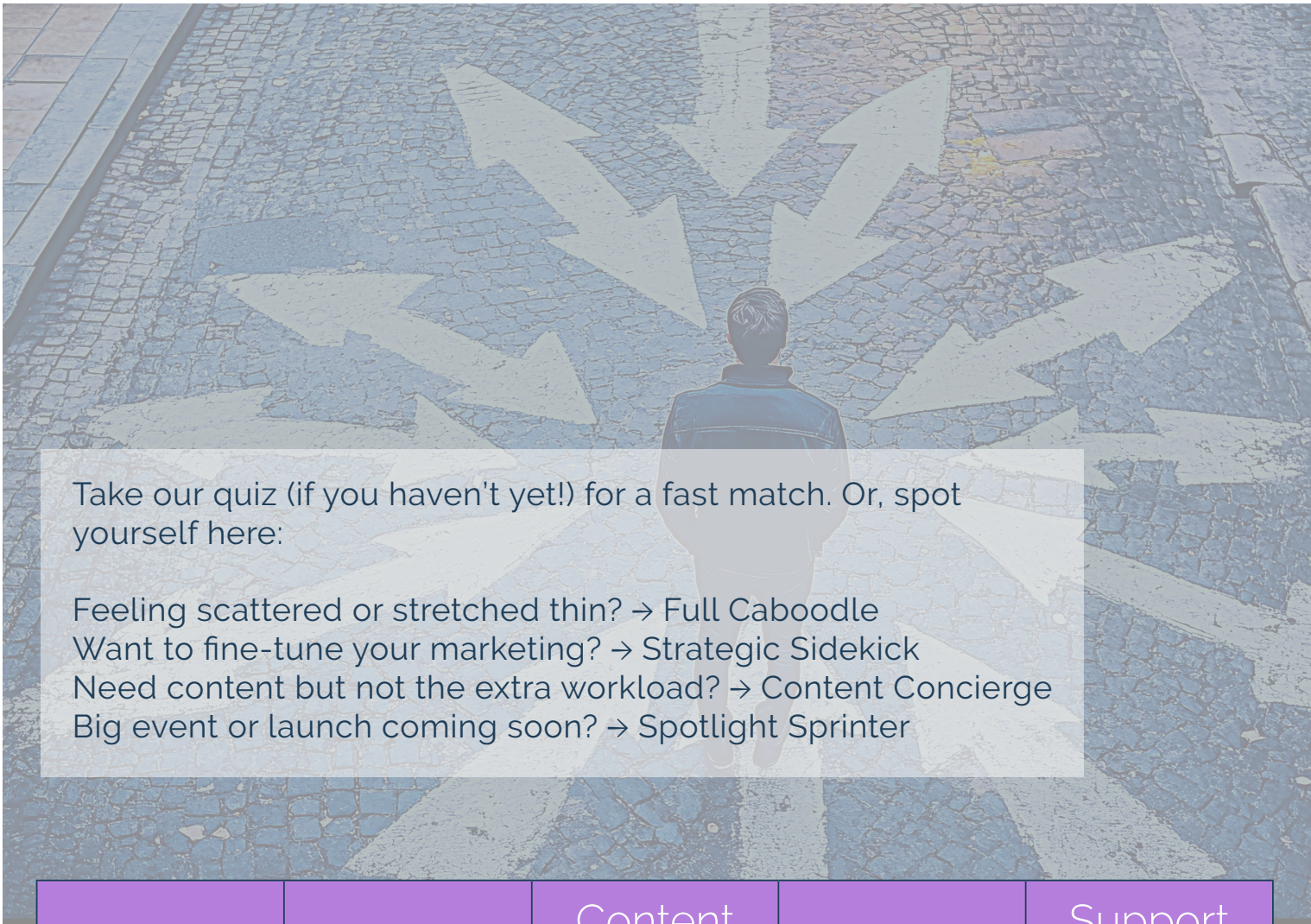
The Spotlight Sprinter

You've got a big moment and need to make it shine.

From launches to events to seasonal promos, you've got one goal: make it count. You need someone to map it out, create the assets, and guide the momentum — fast.

You need:
- A tailored campaign plan
- Promo content and creative that converts
- A tight timeline and clear deliverables
- Focused, results-driven execution

Best for: Time-sensitive promos and special events.



Take our quiz (if you haven't yet!) for a fast match. Or, spot yourself here:

Feeling scattered or stretched thin? → Full Caboodle
Want to fine-tune your marketing? → Strategic Sidekick
Need content but not the extra workload? → Content Concierge
Big event or launch coming soon? → Spotlight Sprinter

Tier	Strategy	Content Creation	Execution	Support Type
Full Caboodle	✓	✓	✓	Ongoing, Full-Service
Strategic Sidekick	✓	X	X	Consulting & Audits
Content Concierge	X	✓	X	Project Based
Spotlight Sprinter	✓	✓	✓	Project Based

What to Budget for Marketing Support

Investing in marketing is just that—an investment. Whether you're outsourcing for the first time or scaling up what you've already built, understanding typical costs can help you plan wisely.

While every engagement is unique, here's a general idea of what to expect across common service tiers

Full-Service Marketing Retainer:
Typical Range: $3,000–$4,500/month

This usually includes a mix of strategy, planning, content creation, and execution. It's a great fit for businesses looking for hands-on, ongoing support without hiring a full in-house team.

Strategy-Only Projects::
Typical Range: $2,250–$3,000/project

Need a marketing plan, campaign roadmap, or brand refresh? Strategic projects like these often take 15–20 hours and deliver high-level clarity you can run with.

Content Creation Packages:
Typical Range:$600–$750 per piece (blogs, email sequences, sales pages) or $2,000/month for a bundle (3–4 high-quality pieces)

You're paying not just for the words, but for messaging, planning, editing, and optimization that connects with your audience.

Campaign Execution :
Typical Range: $3,000–$6,000 per campaign

From launches to seasonal promotions, campaigns include planning, asset creation, coordination, and performance tracking. These are typically 20–40 hour projects depending on scope.



Shifting Support as You Grow

Marketing isn't one-size-fits-all—and it shouldn't be static either. Many businesses shift their marketing investment over time:

- Level up when you're tired of DIY and ready to scale
- Stay steady if your current setup is working well
- Scale back between launches or during slower seasons

The key is finding a setup that matches your current goals and capacity—and knowing it can (and should) evolve.

What's Next?

Now that you've explored the marketing options, it's time to get focused on what will actually move the needle in your business.

Here's how to take action:

- ✓ Start building a marketing plan that fits your stage and your goals.
- ✓ Use our handy worksheet to map out what matters most right now.
- ✓ Book a discovery session to talk through your priorities and next moves

Marketing doesn't have to be all-or-nothing. The right kind of support can meet you where you are and grow with you, one smart step at a time.

