



**FOUNDED IN 2007**

**JEANNE GRUNERT**  
*WRITER | MARKETING EXPERT*

*"Building trust and long term value for busy marketing agencies and departments"*

Business-to-Business (B2B) Content Marketing Services  
Search Engine Optimized Writing Services & Corporate Communications  
Expert Marketing Consulting

# Welcome!

I'm Jeanne Grunert the "marketing writer."

**I provide both award-winning writing and expert marketing insights in one easy-to-work with and affordable freelance consultant.**

My company, Seven Oaks Consulting provides both project-based marketing and writing services and full content marketing support for companies. You can hire me alone to work on one project or my team to serve as your outsourced marketing department. We offer flexible hourly, project-based, or monthly retainer services to ensure consistency, continuity, and expert writing and marketing strategies, plans, and services for clients worldwide. And, we "white label" our services to other marketing agencies upon request so you can offer your clients more services without adding staff.

## About Me

Before starting Seven Oaks Consulting in 2007, I led marketing divisions for The McGraw-Hill Companies, TC Innovations (part of Columbia University), The College Board, and companies in the retail, publishing, and financial services industries. Since 2007, I have provided exceptional freelance marketing and writing services to marketing agencies and companies worldwide. I specialize in business-to-business marketing and writing but given my background I am also proficient in education, alternative health, and nonprofit marketing.

I earned my Master of Science in Direct and Interactive Marketing at New York University, and a second graduate degree, a Master of Arts in Writing, from the City University of New York at Queens College.

I'm a marketing wizard. I'm a creative professional writer. Together, I am: the marketing writer.

I'd love to work with you to make your project successful. Let me know how I may be service.

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# Services List

See the following pages for details on what's included (and what's not) and prices.

## Marketing

- Virtual or in person marketing team management
- Consulting
- Planning
- Search Engine Optimization
- Management of Marketing Teams
- Direct Mail Marketing
- Content Marketing
- Advisory Councils/Customer Councils

## White Label Agency Services

We work with your agency and interface with your clients as if we were part of your team. All services on our list can be white labeled.

## Writing

- Search engine optimized writing (web pages, blog posts)
- Blogging
- Article writing
- Web page writing
- Landing page writing
- Email marketing sequences
- Sales collateral
- Presentations
- Press releases
- Press kits
- Article pitches and placement (on third party sites)
- Speeches
- Newsletters
- Video scripts

## Courses

- Complete course writing
- Teaching marketing and management seminars

## Editing

- Editing of your writing for grammar, spelling, punctuation, typos
- SEO editing or adding keywords appropriately to existing writing
- Revising and rewriting existing blog posts to improve search engine rank

## INDUSTRY EXPERIENCE: 10+ YEARS

- Marketing
- Technology
- Manufacturing
- Management Consulting
- Accounting and Finance
- Animals and Pets (Equestrian Specialty)
- Alternative Health & Wellness Products
- K-12 and Higher Education

# 2024 SERVICES & PRICES

## Marketing Management

The Virtual Marketing Manager service offers an on-call, senior-level marketing manager who can provide complete virtual marketing leadership. Services include personnel management, marketing planning, marketing project management, data and analysis, creation and management of editorial and marketing calendars, running all of your promotions, and handling day-to-day marketing tasks.

The Virtual Marketing Manager service includes:

- Video or in-person meetings to get to know your team, goals, and challenges.
- Review of all your existing marketing materials, strategies, and plans
- Market research to understand your industry, company, and competitors
- Leading your staff (if any) or working with my virtual team to create needed marketing materials
- Training, coaching, and mentoring for your team

**Starts at \$4,000 per month**

Flexible hours to meet your needs.

## Hourly Marketing Services

*As needed and/or by the project*

I offer hourly rates to marketing agencies and businesses who may need project-based support or consulting time. Hourly marketing consulting may include, but is not limited to, strategy sessions, brainstorming, marketing planning, specific marketing projects (market research, creative feedback, problem solving.)

I provide a complete estimate before we begin. There are never any hidden fees.

**Hourly Rate: \$125/hr**

# Writing & Editing

## Monthly Content Marketing and Writing Services

Our monthly content marketing services provide busy marketing departments and agencies with peace of mind! You'll never have to worry about missed deadlines, flaky freelancers, or writers who just "don't get marketing."

### All Monthly Service Agreements Include

- Dedicated, experienced teams always assigned to your project for consistency, clarity, brand voice and tone
- Expert editors and proofreaders
- Dedicated project manager
- Designated deliverables with monthly report
- Half-hour check in call each week

All monthly contracts assume a minimum 6-month commitment with a 30-day cancellation period. Clients are billed monthly for the services in their package. Prices do not include graphic design; we can work with your designer or provide an additional estimate for design services.

### Content Marketing "Starter" Package

- Monthly content marketing calendar with topics
- Keyword research for blog posts
- Two blog posts (600 words, max)
- 30 written social media posts
- Editing of client-provided writing (you write any additional posts, we edit and proofread)

**Price: \$2,500 per month**

### Continued Growth Content Marketing Package

- Monthly content marketing calendar with topics
- Keyword research for blog posts
- Four blog posts (600 - 1000 words) per month
- 60 written social media posts
- One long form content piece of your choice per quarter (one case study, white paper, or ebook not exceeding 10 pages).
- Editing of client-provided writing (you write any additional posts, we edit and proofread)

**Price: \$4,000 per month**

### High Growth Content Marketing Package

Includes:

- Monthly content marketing calendar with topics
- Keyword research for blog posts
- Eight blog posts (600 - 1000 words) per month
- 90 social media posts
- Three long form content piece of your choice per quarter (one case study, white paper, or ebook not exceeding 10 pages).
- Landing pages to accompany long form content pieces
- Editing of client-provided writing (you write any additional posts, we edit and proofread)

**Price: \$10,000 per month**

## Writing Services

Professional freelance writing

I offer **custom writing and copywriting services** using **search engine optimization (SEO)** best practices. You can request me (Jeanne) as your writer or work with my team. If you work with my team, you will work consistently with one writer who will learn your brand voice and tone. I review every piece that my writers create before it reaches your desk.

We **ghostwrite** for many C-suite executives and are happy to ghostwrite as well as publish under our own bylines.

All prices are per project and are based on the expectation of receiving inputs from the client, including topic selection and keywords.

### Blog Posts and Articles

- \$75 up to 600 words
- \$100 up to 1000 words
- \$150+ for long form (over 1,000 words)

### Case Studies

Includes 30 minute interview with case study subject (customer or employee)

- \$250

### Web Pages

- \$75 per page

### White Paper

Depends on length and complexity. Prices begin at \$1,000

### Presentations

Depends on length and complexity. Prices begin at \$1,000

### Sales Sheets

\$250 - \$500 each

### Video Scripts

Includes story board and outline, suggestions for visuals, and script. We can help you find a videographer and editor as well as voice over talent if needed (not included in writing prices). \$500 - \$2,500 depending on length and complexity.

## Public Relations (PR) and Corporate Communications

I am experienced in corporate public relations and communications. I am happy to handle your press release needs from start to finish, including handling media inquiries, as well as other corporate communication needs such as newsletters, speeches, and more.

**Press Release Writing** - \$125 per release

**Press Release Distribution** (EIN Presswire) - \$125 per release (includes detailed report)

**Article Pitches & Writing** - Articles in trade websites, magazines - \$250 and up

**Newsletters** - \$100 and up

**Speeches** - priced upon request

## Training, Professional Development, Courses

I'm a Certified Adult Educator (Certified by New York State) and have taught many adult and college-level classes and seminars, both in person and virtually.

I can create a complete course including outline, presentation deck, glossary, and quizzes on many different topics.

Previous work I've done includes teaching an in-person, all day seminar on digital marketing for Macmillan Publishing, teaching a direct mail seminar at a marketing agency in Richmond, and writing virtual courses and quizzes for textbook publishers on topics including accounting, management, and marketing.

I am experienced at writing courses in PowerPoint, Keynote, and for LightspeedVT (a proprietary learning system).

### Topics:

- Direct Mail Marketing
- Digital Marketing
- Search Engine Optimization
- Personal Branding
- Management
- Accounting

### Custom Courses

- Custom courses can be created on topic of your choice, with information provided by you

Course creation includes writing only of script, glossary, and quizzes. We can provide graphic design services at an additional cost. LightspeedTV costs are separate and handled directly through the company.

Please contact me about your course creation needs for a custom quote.

## Editing and Proofreading

We provide editing services to optimize copy for search engines, improve grammar/spelling, and enhance readability.

We also proofread for typos and mistakes. Price: \$50 per hour

# Payment Terms

## **Monthly Content Marketing & Fractional Marketing Management Projects**

These projects are billed on the 1st of the month for all work completed during the previous calendar month. Payment is appreciated within 5 business days or upon receipt of invoice.

## **Per-Project or Per Hour Marketing Consulting Services, Writing and Editing**

We bill upon completion of the project and successful delivery of materials to the client.

## **Payment Methods**

We accept the following payment methods:

- Direct ACH bank transfer
- Zelle
- Credit Cards via Veem or PayPal
- Checks made out to: Seven Oaks Consulting

We do not work “on spec”, provide free samples, or work on a pay-per-performance basis. We are happy to provide client reference letters or previous clients you may contact for references.

## Questions?

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# Testimonials

Melissa Watts  
**ADOBE SYSTEMS**

Jeanne's ability to see the big picture and put it into words is extraordinary. Her unique skill set and expertise allows her to take complex thoughts and ideas and make them sound interesting and engaging to the reader.

JimiBeth Meyers  
**MACMILLAN PUBLISHING**

Jeanne is a consummate professional who is skilled at corporate training. She delivered a one-day seminar that our marketing managers are still talking about! Jeanne is indeed a direct marketing expert, as well as very knowledgeable about the education industry.

Stephen Colwell  
**CLARIFY MEDIA**

Jeanne flat out gets it. She possesses the creative talent, intuitive insight, and proven marketing skills to translate any idea, no matter how vague, into effective copy and impactful messaging.

Crystal Vandegrift  
**CRYSTAL IMAGE PHOTOGRAPHY**

I can honestly say that finding Seven Oaks Consulting and Jeanne for marketing work for me really made my business grow. I used Seven Oaks Consulting to help us with a new website design that included SEO. Jeanne also designed a marketing plan for Crystal Image Photography and made suggestions that really got us noticed. We used Jeanne's suggestions on different types of advertising and our wedding photography business grew over 50 percent!

Duane Coleman  
**DASHBOARD INTERACTIVE MARKETING**

Jeanne and Seven Oaks Consulting offer more than writing and marketing services. When we work with Jeanne, our clients get the benefit of her extensive business experience and insights, too. She's very reliable and dependable, and has a warm, personal working style that both our agency and our clients love. Her writing helps achieve each client's sales and marketing goals.