

Now Now, LLC
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Now Now
Web Design + Direction



Suite of Services 2017

Now Now is a full-circle digital agency based in Des Moines, Iowa. Our passion is helping good people build great businesses through thoughtful design, code, and content. We do this by engaging in dedicated partnerships with goal-driven clients and by providing key **planning**, **production**, and **support** along the way.

Our full suite of services, typical costs, and general terms and conditions are provided on the following pages. Ready to talk? Send us your project details and book a meeting today. We look forward to hearing from you.

www.nownow.io/letswork



Projects have budgets

We work with budgets of all sizes but we'll need to know yours to provide proper direction. No budget is too big or too small.

If you haven't determined your project budget yet, please use our [Project Brief](#) template to get started.

Strategy for Content Marketing or Ecommerce Optimization

A four-week deep-dive into your business goals and day-to-day operations. This key planning phase frames up actionable guidelines for connecting your brand story with target audiences through search optimization and digital marketing, or optimizing your ecommerce platform and customer lifecycle across stages of acquisition, conversion, fulfillment, and retention. From \$2,000.

Brand Identity

We focus not only on the essential visual marks, but entire design system needed to help establish a meaningful brand experience over time. Includes logotype and brandmark creation, print layouts, social icons, production-ready files, and brand guide PDF to communicate usage and consistency. From \$10,000. Logo and digital files only, or other individual elements from \$3,000.

Website Setup for WordPress or Shopify

Our four-week website setup is aimed at launching new businesses quickly, inline with industry best-practices, and ready for growth. Includes third-party theme and app recommendations, responsive design customizations, content organization, back-end training, and all technical configurations needed to take your site live. From \$2,000.

Website Design & Build for WordPress or Shopify

For established businesses requiring advanced functionality, we pursue a complete ground-up web design process built around your strategy initiatives, brand identity, and technical specifications. Goal-driven, responsive layouts, and user optimized content — designed, coded, and launched within four months. \$10,000 and up.



The long game

It takes a lot of work to keep your brand on message, your audience engaged, and your KPIs on the rise. We're here to help with all of that.

Ongoing Support

After your project has launched, we provide ongoing support for helping you grow your business — from managing content or implementing strategy initiatives, to optimizing for search traffic and deploying design improvements across your platform.

Hourly On-demand support, billed monthly as needed	\$100.00 per hour
3-Month Retainer Daily oversight and strategy-driven updates, contracted quarterly	From \$2,000.00

Scope of Services

We are dedicated to providing four areas of support to help you meet your business goals. Our support scope of service includes help with:

Platform Management

- Training & consultations
- WordPress & Shopify management
- Third-party app integrations
- G Suite & other third-party accounts
- Domain & SSL management
- Data backups & imports
- Software & security updates
- Troubleshooting & debugging

Content & Marketing

- Content strategy execution
- Content management & changes
- Product photography styling
- Art direction & copy editing
- Marketing checklists & SEO audits
- Email marketing & templates
- Google & Facebook marketing
- Social & local platform management

Design & Code

- Print & web design
- Theme template changes
- Layout changes & tweaks
- Graphics (print & web)
- Page creation & style changes
- Social media images & icons
- HTML, CSS & JavaScript changes
- UX/UI review & modifications

Analytics & Optimization

- Google analytics setups
- Heatmaps & user recordings
- Conversion tracking & A/B Testing
- Keyword & search optimization (SEO)
- Page redirects & 404 errors
- Page speed & performance audits
- Image optimization
- Code & database optimization

Hard costs are billed separately.



Own your platform

Because WordPress is an open source CMS, you'll have complete control over your website, making it an extremely valuable business acquisition.

Having your own dedicated, fully managed WordPress server, ensures your property performs at its best, all the time.

Managed WordPress Hosting

Our private, all-SSD cloud servers are optimized exclusively for WordPress performance, security, and scalability. All plans include fully managed application updates, secure daily backups, and 24/7 monitoring and maintenance. In addition, all Business plans provide your own dedicated server and free Small Task Support.

Personal Hosting **\$300.00 per year**
Shared 1GB RAM, 3GB Storage, 200GB
Bandwidth, 1 Core Processor

Business 1GB + Small Task Support **\$1,200.00 per year**
Dedicated 1GB RAM, 30GB Storage, 2TB
Bandwidth, 1 Core Processor (30K views)

Business 2GB + Small Task Support **\$1,600.00 per year**
Dedicated 2GB RAM, 40GB Storage, 3TB
Bandwidth, 2 Core Processor (70K views)

Business 4GB + Small Task Support **\$2,400.00 per year**
Dedicated 4GB RAM, 60GB Storage, 4TB
Bandwidth, 2 Core Processor (130K views)

Additions

Domain Registration	\$25.00 per year
SSL Certificates	\$0, \$100 & \$200 per year
Web Fonts & CDN Plans	\$0, \$10 & \$20 per month
G Suite Accounts	\$5 per user, per month

About our Small Task Support

Small tasks are defined as any support request requiring less than 30 minutes to complete. Small tasks are covered at no charge with all business hosting plans. Larger requests will be billed hourly. See our support scope of service for a full list of tasks we can help you with.



Styling

We offer creative styling services to businesses, individuals, and photographers to help with producing perfectly branded product shots and lifestyle campaigns. We can also serve as an assistant to simply provide an extra pair of hands and eyes on set.

Production Assistant Tending to details during a shoot	\$50.00 per hour
Prop & Model Services Research & coordination for a shoot	\$50.00 per hour
Photography Styling Styling & direction while working alongside you or your photographer	\$100.00 per hour

Photography

Our photographers specialize in fashion, lifestyle, portrait, and product photography. Together we focus on creating high quality content that communicates your message, captures your vibe, and inspires engagement with your brand.

Hourly On-site or in-studio	\$200.00 per hour
Half Day On-site or in-studio, 6 hours	\$1,200.00 per session
Full Day On-site or in-studio, 12 hours	\$2,400.00 per session

About our Photography Services

Styling includes steamer, wardrobe kit, and other trade tools. Hair and makeup services can be arranged upon request. Photography includes basic editing, standard commercial licensing, and access to all digital files. Please allow up to two weeks lead time plus one week for proofs. Long distance travel is billed at 54¢ per mile.

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Terms & Conditions 2017



Client portal

Sign in to view your full contract terms & conditions at www.nownow.io/partner.

Estimates

All estimates are based on your project specifications and may change due to forthcoming information and requests. We will notify you once an increase in project fees reach 10% of the original estimate. Estimates may not include all hard costs required to complete the work, including fonts, printing, themes, and apps.

Payments

Please provide your first payment per the payment schedule to initiate the project in agreement with our terms and conditions. The remaining amount plus any additional hard costs and fees will be invoiced and due upon delivery. Should you find it necessary to stop work at any time, one-half of the remaining estimate will be due.

Additional Fees

3% will be added for payments made by credit card. 1.5% interest charged per month on all past due invoices. We apply a standard 20% markup on all hard costs and expenses required for your project. Long distance travel over 20 miles is billed at 54¢ per mile.

Support

On-demand support is billed monthly in 30 minute increments at \$100.00 per hour. Please budget up to two weeks for some requests to be delivered. Retainers are contracted quarterly based on a flat rate and prorated monthly in advance. If required, additional hours may be billed at a discounted hourly rate. Rates subject to change.

Managed WordPress Hosting

Hosting plans are billed annually based on expected monthly demand. Your plan may change due to increases in usage and traffic. Domain names, CDN plans, SSL certificates, G Suite accounts, web apps, and fonts are billed separately. A full backup of the website and database will be provided should cancellation be requested.

License

You are assigned all right, title, and interest in the work delivered under this agreement. All work is delivered without any warranty. We retain all rights to any preexisting work used, and display rights for use in portfolios, exhibitions, and other self-promotion.