

CUSTOM PROPOSAL

FarOut



RACHEL MELTZER

EMAIL MARKETING

COPYWRITING, DESIGN, AUTOMATIONS, TEMPLATES



DESCRIPTION

I write email copy for outdoor brands. I specialize in welcome sequences, marketing emails, social proof, newsletters, as well as staff and ambassador spotlights. My average open rate is 35% with many emails reaching over 40%!

THESE PACKAGES INCLUDE

All of my email packages come with 1 round of revisions. I'll use a combination of your brand kit, an interview with you, your photos, stock images, and custom graphics to deliver emails that fit your aesthetic and voice. I'll even set up all of your emails within your preferred email marketing software. If you already have some emails set up, I can review them and present you with an optimization plan.

For an additional hourly charge, I can also include:

- Recurring copywriting for newsletters, marketing emails, and more.
- Content Repurposing

PRICING

- **5 Email Automation** | \$1000
 - 5 emails – perfect for welcome and onboarding series
 - Includes user journey mapping, UX design, automation setup, design, and copy
- **3 Email Automation** | \$700
 - 3 emails – perfect for a winback series
 - Includes user journey mapping, UX design, automation setup, design, and copy
- **Ad Hoc Emails** | \$250
 - 1 email – perfect for sales emails, templates, or smaller custom series
 - Includes setup, design, and copy

*Other options available – just ask for custom pricing!
Additional service fees for email marketing software may apply.*

MULTI-SERVICE RETAINER



OVERVIEW

For long-term clients I offer a multi-service retainer

For your custom retainer I propose focusing on:

- Email marketing
- Social media strategy and copy
- SEO strategy and Content Writing

THIS PACKAGE INCLUDES

This hourly monthly retainer includes **up to 6 hours per week**. I can offer:

- Brand, copy, messaging, and style consulting
- Content writing
- Social media copywriting
- Email copywriting, design, and setup
- SEO strategy
- Social media strategy
- Email marketing strategy
- Data reports
- Backlink Outreach
- Basic Graphic Design
- Partner/Affiliate Blogs

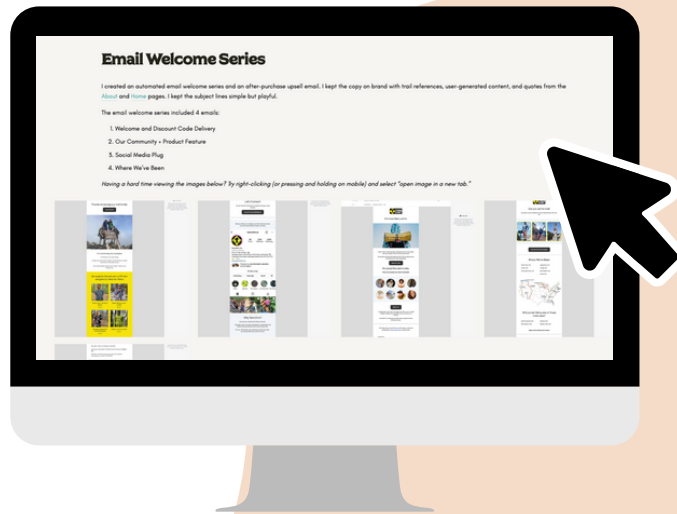
PRICING

- **Monthly Retainer** | \$2,500*
 - 24 hours per month
 - Tracked and billed at the end of the month
 - Includes
 - Any service in this menu
 - 1 round of revision for each service
 - Optional integration into your team's messaging and/or project management software.
- **Ad Hoc Hourly Retainer** | \$150 per hour
 - As few hours as you need (up to 24 hours per month)
 - Tracked and billed every 2 weeks
 - Includes:
 - Any service in this menu
 - 1 round of revision for each service
 - Optional integration into your team's messaging and/or project management software.

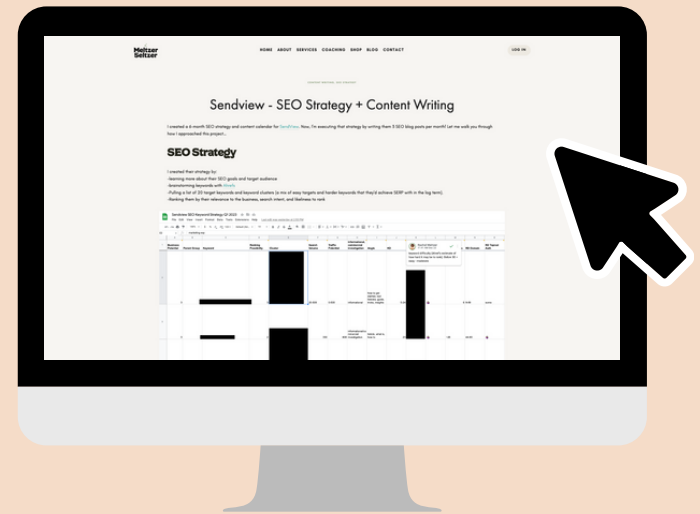
**Minimum 3-month contract required.
Additional software subscription costs may apply.*

PORTFOLIO

SEE EXAMPLES IN MY PORTFOLIO



TOWN SHIRT CO.



SENDVIEW

ABOUT RACHEL

PORTFOLIO

ABOUT ME

I'm here to support you and your team by doing what I do best so that you have the time to do what *you* do best.

I have over 5 years of experience writing for SaaS companies, D2C outdoor eCommerce brands, and coding bootcamps. I've trained with award-winning digital marketers, copywriters, brand strategists, and content strategists.

I'm obsessed with creating cohesive, memorable brands for my clients that speak to the *exact* customer they want to reach. The sales successes are icing on the cake.

My work has been trusted by these brands and more:



**COURSE
REPORT**



**CODING
DOJO**

CAREERFOUNDRY

