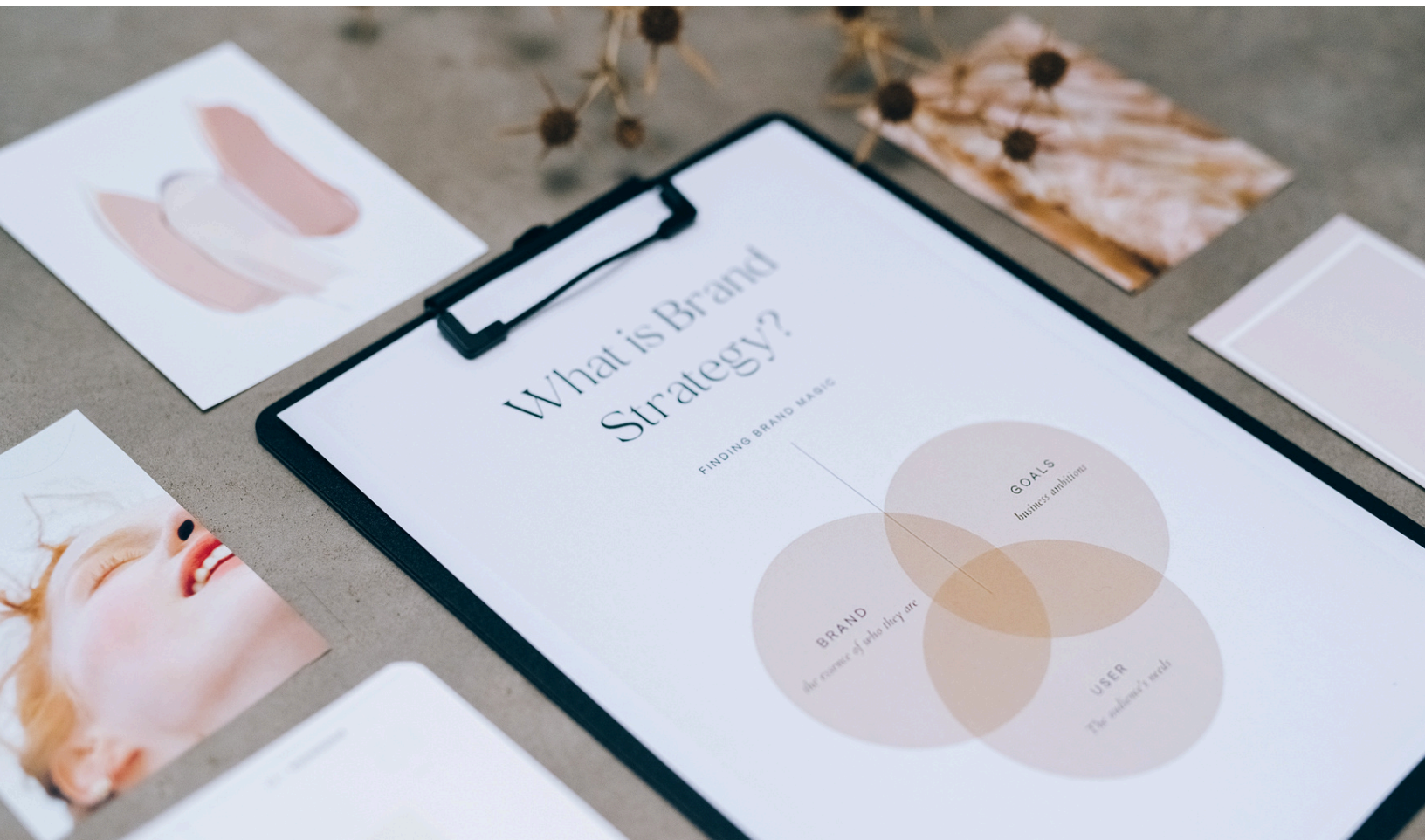




SUNRISE DIGITAL
MARKETING AGENCY

Services & Pricing Guide

2026 EDITION





Hello there!

Whether you're a small business owner, creative entrepreneur, or growing brand, navigating the digital world can be a lot. That's where I come in!

In this service guide, you'll find an overview of what I offer here at Sunrise Digital, how I work, and how I can support your goals - whether that's building your brand, growing your audience, or converting clicks into clients.

One of my favourite quotes is "The best marketing doesn't feel like marketing", which is something I aim to create for your brand through effective and creative processes rooted in knowledge and strategy.

This guide is your first step toward marketing that actually makes sense - and that makes a difference.

Alicia Sjolin

Owner, Sunrise Digital Marketing

How It Works

01 BOOK A DISCOVERY CALL

Send me an email or give me a call to talk about what your business needs in order to reach your goals!

02 APPROVE A QUOTE & SIGN ON

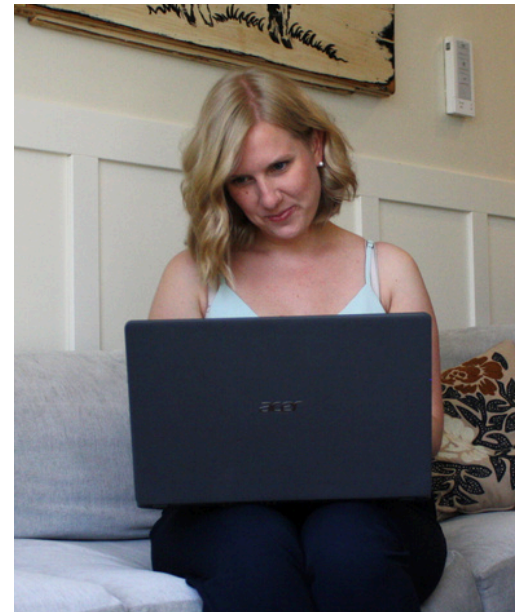
Once we've reached a decision on what services work best for you, I will send you a monthly quote and if approved, you will sign a contract for the agreed-upon timeframe and services

03 ONBOARDING

I will send you an onboarding email with any details I need to gain access to manage your accounts and start building your brand online

04 WORKING TOGETHER

I will be in touch at a minimum twice per month with an update on your accounts, and will ensure you approve of any changes before they are made. If you prefer, you can sit back and enjoy watching your brand grow!



COMMUNICATION

CONTACT DETAILS

+1 236.238.1514

Alicia@sunrisedigitalco.com

OFFICE HOURS

M - W 9:00am - 3:00pm PST

Th - F 9:00am - 5:00pm PST

WEBSITE

www.sunrisedigitalco.com



Social Media Management

Your social media presence is more than just posts. It's your brand's voice, and one of your most powerful marketing tools. Our Social Media Management services are designed to help your brand build a presence that is consistent, strategic, and authentic. While you focus on what you do best, we grow your digital footprint. From strategy to scheduling, we manage it all with intention and your business goals in mind!

PACKAGES WE OFFER

FOUNDATIONAL ESSENTIALS PACKAGE

Entry-Level, for businesses just starting out

BRAND MOMENTUM PACKAGE

Mid-tier, for growing businesses ready to scale their visibility and engagement

BRAND ELEVATION PREMIUM PACKAGE

Premium Package, for businesses investing in growth and performance

PRICE RANGES

\$499 - \$1599/MONTH



Social Media Management

Foundational Essentials Package

This package is great for businesses that just starting out in their Social Media Marketing, and are looking to create a strong, consistent presence.

This entry-level package helps you establish brand awareness, post regularly, and maintain a professional image while staying focused on what you do best!

WHAT'S INCLUDED:

- ✓ 2 Social platforms of your choice
- ✓ Social media content strategy
- ✓ 8 Posts per month minimum (2 per week)
- ✓ Monthly content calendar + post proofing
- ✓ 1 round of revisions per post
- ✓ Quarterly report of account performance

PRICE

\$499/MONTH



Social Media Management

Brand Momentum Package

This package is designed to help growing brands build engagement, trust, and visibility through strategic, consistent content that stands out.

This package offers a balanced mix of graphics, storytelling & video content to keep your online presence feeling active and relevant to your audience.

WHAT'S INCLUDED:

- ✓ 2 Social platforms of your choice
- ✓ Social media content strategy & Custom designed branded graphics
- ✓ 12 Posts per month minimum (3 per week), Including 2 shortform videos edited + published
- ✓ Monthly content calendar + post proofing
- ✓ Quarterly report of account performance, with a monthly 30-minute strategy call

PRICE

\$899/MONTH



Social Media Management

Brand Elevation Premium Package

Our full-service, high-impact content and strategy package is perfect for businesses ready to elevate their brand and grow their online reach. It is designed for brands that want to show up powerfully, consistently, and strategically.

WHAT'S INCLUDED:

- ✓ Up to 4 Social platforms of your choice
- ✓ Social media content strategy & custom designed branded graphics
- ✓ 16 Posts per month minimum (4 per week), Including 4 shortform videos edited + Published
- ✓ Monthly content calendar + post proofing
- ✓ Quarterly report of account performance, with a monthly 60-minute strategy call

PRICE

\$1,599/MONTH



Social Media Strategy Consult

Not every business needs a full-time social media manager, but every business needs a smart strategy. Our Social Media Strategy Consultancy is designed for brands who want to take control of their online presence with expert guidance and a clear plan. Whether you're managing your content in-house or looking to improve your current approach, this service gives you the tools, direction, and confidence to show up online with purpose.

WHAT'S INCLUDED:

- ✓ A 60 minute 1:1 Strategy Session (Via Zoom)
- ✓ Social media audit with tailored recommendations
- ✓ Platform-specific guidance (Instagram, Facebook, LinkedIn, TikTok)
- ✓ Clarity on audience targeting and messaging
- ✓ Customized 30-day content plan
- ✓ Actionable steps for improvement and growth

PRICE

\$250 - 400

Meta Ads Management



Be seen by the right people, at the right time.



Our paid advertising services are designed to drive targeted traffic, boost conversions, and grow your business online, with strategic, data-backed campaigns across Meta (Facebook & Instagram) and Google Ads - with a monthly report, along with a detailed review of what works or needs to be improved upon.

MANAGEMENT FEE

\$299 - \$499

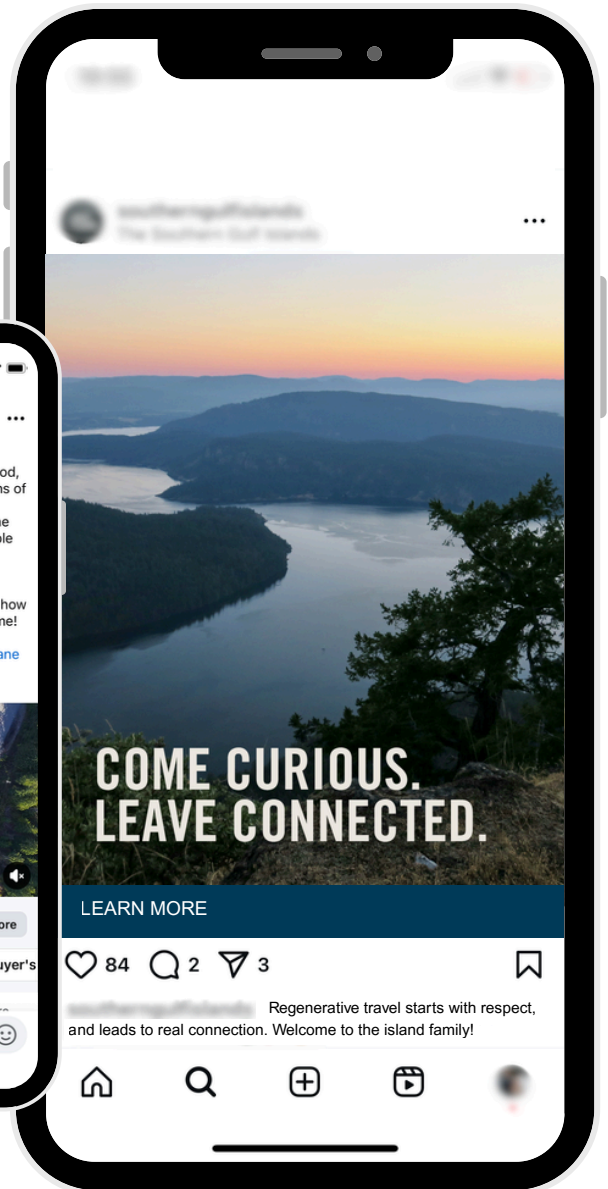
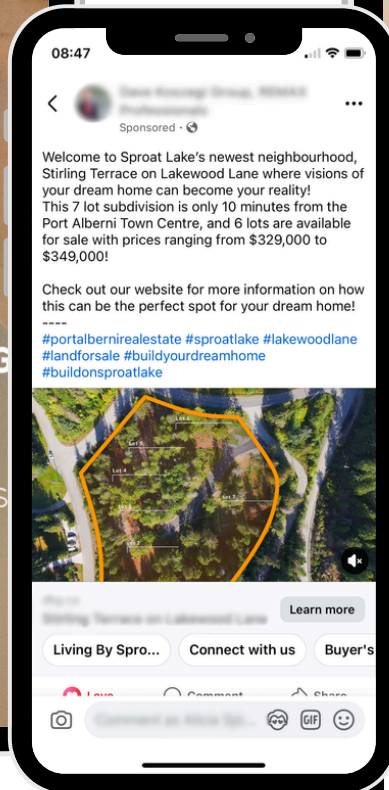
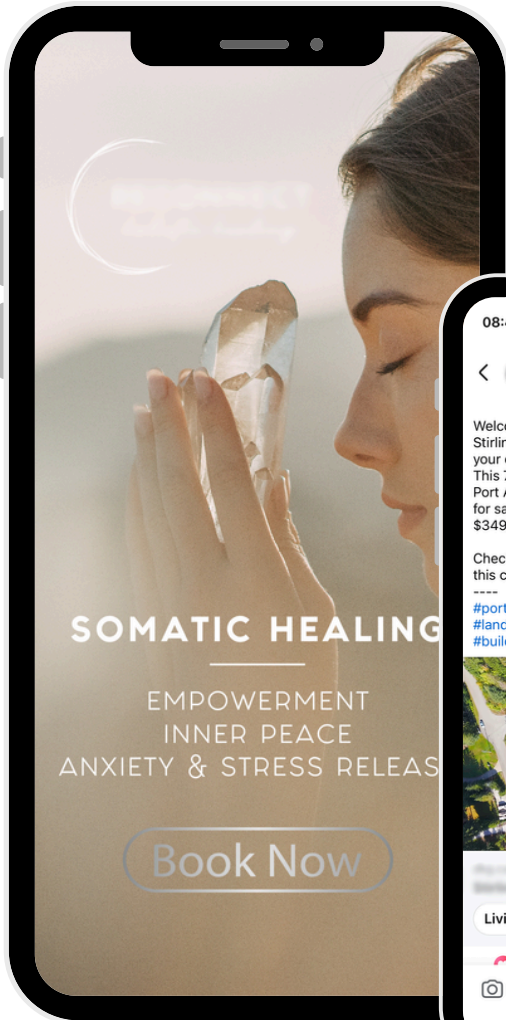
WHAT'S INCLUDED:

- ✓ Ad Strategy & Setup
 - Platform selection & audience targeting
- ✓ Creative Development
- ✓ Performance Tracking & Budget Optimization
- ✓ Monthly Reporting with Key Metrics and Recommendations

Meta Ads Management



Examples of what an Ad can look like:



MANAGEMENT FEE

\$299 - \$499

Digital Newsletter Management & Design



Your newsletter isn't just another task on your to-do list — it's one of the most powerful tools you have to connect with your audience. We take care of the writing, design, and delivery, so you can consistently show up in inboxes with content that reflects your brand and drives action. Whether you're nurturing local clients or growing an online community, our monthly newsletter service helps keep your business top-of-mind!

PRICE

\$135/MONTH

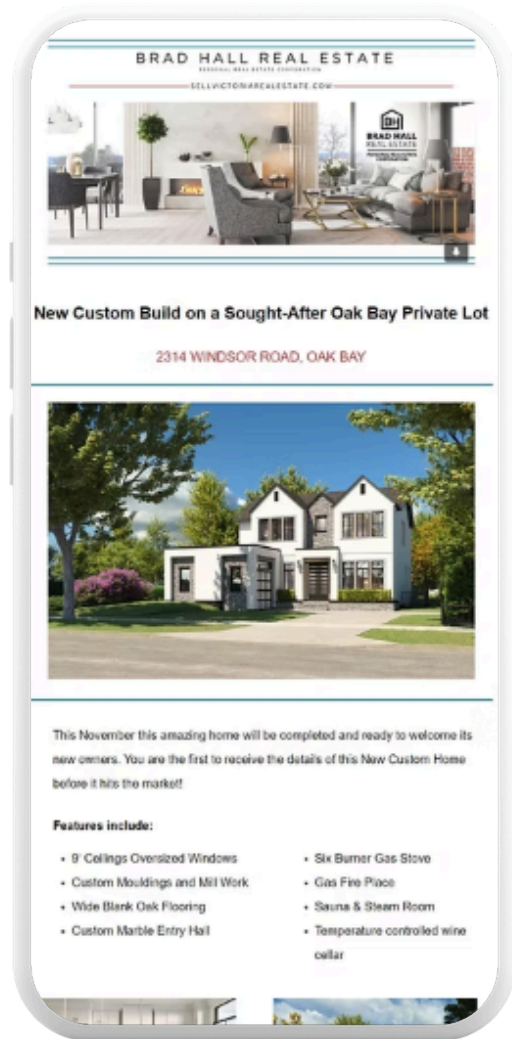
(+\$250 set-up fee per design & audience set-up)

WHAT'S INCLUDED:

- ✓ Content Strategy & Writing
- ✓ Branded Design
 - Clean, professional layouts built in your platform
- ✓ Platform Management
 - Uploading, scheduling & audience segmentation
- ✓ Analytics Reporting
 - Open and click-through rates, plus insights and suggestions for next month

Digital Newsletter Management & Design


Examples of what a Newsletter can look like:



BRAD HALL REAL ESTATE
Selling Real Estate. Inspiring Connections.
SELLVICTORIANREALESTATE.COM

New Custom Build on a Sought-After Oak Bay Private Lot

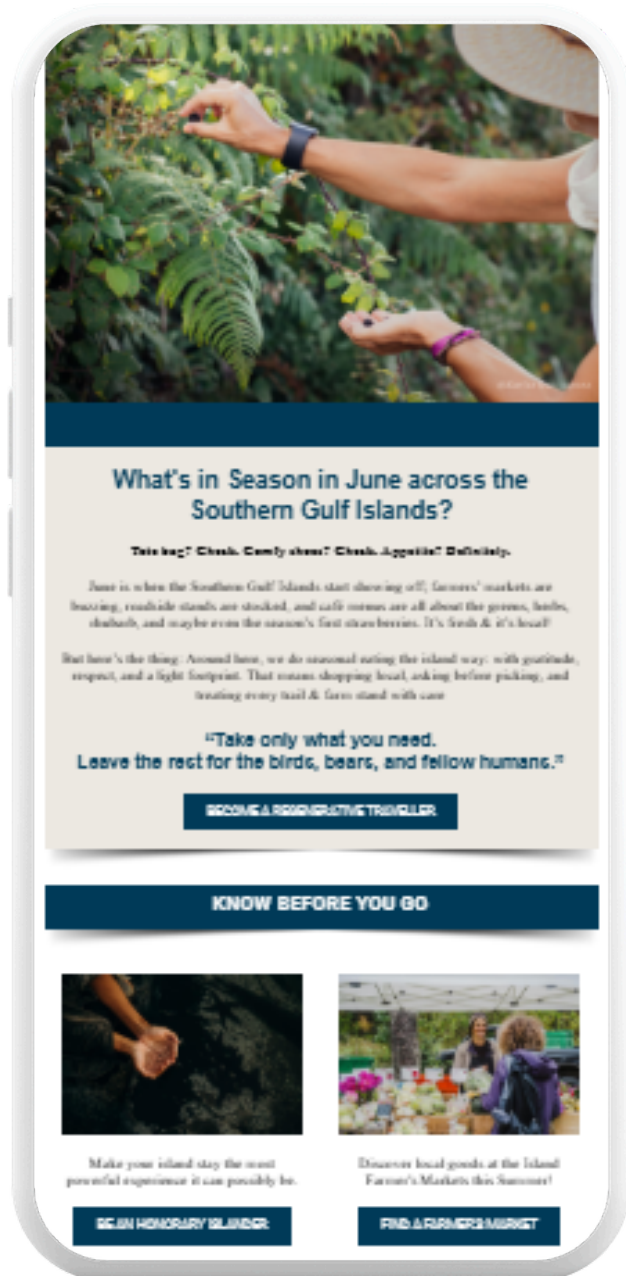
2314 WINDSOR ROAD, OAK BAY



This November this amazing home will be completed and ready to welcome its new owners. You are the first to receive the details of this New Custom Home before it hits the market!

Features include:

- 9' Ceilings Oversized Windows
- Custom Mouldings and Mill Work
- Wide Blank Oak Flooring
- Custom Marble Entry Hall
- Six Burner Gas Stove
- Gas Fire Place
- Sauna & Steam Room
- Temperature controlled wine cellar



What's in Season in June across the Southern Gulf Islands?

Take tea? Check. Comfy shoes? Check. Appetite? Definitely.


June is when the Southern Gulf Islands start showing off. Farmers' markets are bustling, roadside stands are stocked, and cafe menus are all about the greens, herbs, chutneys, and maybe even the season's first strawberries. It's fresh & it's local!

But here's the thing: Around here, we do seasonal eating the island way: with gratitude, respect, and a light footprint. That means shopping local, asking before picking, and treating every tree & fern stand with care.

**"Take only what you need.
Leave the rest for the birds, bears, and fellow humans."**


BECOME A RESPONSIVE TRAVELLER

KNOW BEFORE YOU GO



Make your island stay the most powerful experience it can possibly be.

BE AN HONORARY ISLANDER



Discover local goods at the Island Farmer's Markets this Summer!

FIND A FARMER'S MARKET

PRICE

\$135/MONTH

(+\$250 set-up fee per design & audience set-up)

Full Digital Marketing Package



This all-in-one monthly package is designed for businesses that are ready to fully invest in their online presence. From strategy to execution, we manage your social media, digital advertising, email marketing, and ongoing optimization, so you can stay focused on running your business while we handle the digital side.

PRICE FROM:
\$2,199/MONTH

WHAT'S INCLUDED:

- ✓ Social Media Management (up to 3 platforms, 12-16 posts/month)
- ✓ Monthly Newsletter Management & Design
- ✓ Website Content Updates & Strategy
- ✓ Monthly Strategy & Consultancy Call & Reporting
- ✓ Package can be customized for your needs

Testimonials

Cheryl L.

REALTOR®

“When I first started my career as an independent Real Estate Agent, I was absolutely blessed to find Alicia to look after my digital marketing. She put together all of my social media posts and newsletters in a timely manner with *OUTSTANDING* results. I would provide her with my ideas and boom she would make it happen, in a professional, creative, captivating fashion. My business grew very quickly and successfully because of Alicia’s skills – Thank you!”

Elizabeth N.

Journalist & Public Speaker

“Alicia put together a PowerPoint presentation for me in about three nano-seconds, and was on call for the next few days until I left to give the speech. And was available on the day as well. I look forward to working with her in the future. Plus, her prices are excellent!”

Diana C.

Astral Alignment Guide

The social media strategy Alicia put together is honestly so inspiring! I’ve been curious but hesitant to step into the social media world, and the way she laid everything out made it feel both exciting and totally manageable. I loved the thoughtfulness behind the topics—even without a deep astrology background, she really nailed it. Thank you!

Jamie Sterling

Executive Director, Southern Gulf Islands Tourism Partnership

Alicia is a marketing partner who is as strategic as she is easy to work with. She has a talent for aligning business objectives with tactical execution. We saw a significant impact on our SEO performance and Meta ad conversions thanks to her guidance. She’s super knowledgeable and makes the entire process enjoyable. Highly recommend.

Let's Get Started!

From social media and paid ads to strategic newsletters and custom consulting. Whether you're laying the foundation, building momentum, or ready to elevate your brand, we're here to support your growth with clear strategy, strong visuals, and a voice that connects.

Next steps?

Let's talk about your goals and map out a package that fits your business. I'm happy to guide you through your options or customize a solution that's just right.

[SCHEDULE A CALL](#)

[LEARN MORE](#)

Hi, I'm Alicia - owner of Sunrise Digital and a passionate digital marketer with over 4 years of experience helping businesses grow their online presence. I'm genuinely excited to get to know your business and help you build a strong online presence that works for you

Alicia Sjolín



Alicia@Sunrisedigitalco.com
www.sunrisedigitalco.com

