



● MARKETING PLANS, EXPLAINED IN FULL

FROM
\$975
PER MONTH

Your marketing, handled. Without the payroll.

Three month-to-month plans that run strategy, content, AI search, local SEO, social, and your website for a flat fee. This guide explains every line of every plan, so you know what you are buying before the first call.

FOUNDATION

\$975 /month

GROWTH

\$1,275 /month

FULL COVERAGE

\$1,775 /month



Mari Huxford

Founder, Aspen Consulting. Bilingual marketer, HubSpot certified, AI expert.

Same work in every plan, at the intensity your business needs.

Each plan runs the same program. What changes from one tier to the next is how much of it happens each month: more articles, more social, more local SEO, more website updates. Nothing is held back from the lower tiers; they run at a lighter pace.

01

One-time setup, included

Every plan starts with brand guidelines, an ideal customer profile, and a marketing deck. They are built once, in the first weeks, and every later piece of work is based on them.

02

Month to month

No long-term contract. Cancel, pause, or change tier with 30 days notice. Most clients move up a tier once the first channel is producing leads.

03

One person, start to finish

Mari Huxford plans the work, does it, and reports on it. Nothing is handed to junior staff, and you never re-explain your business to a new account manager.

THE FIRST 30 DAYS



STEP 01

A 15-minute call

A no-obligation call to assess what your business needs: where you are today, what is missing, and what would move the needle first.



STEP 02

Setup in week one

Brand audit, customer profiles, and access to your website and accounts. By week two the first content is live.



STEP 03

Work every week

Work ships every week, not in one batch at the end of the month. Reports are metrics-driven: monthly for social, quarterly for visibility.

What a plan is not. Paid advertising, video production, and one-time projects such as a full website build, a podcast launch, or a HubSpot migration are quoted separately. Ask for a project quote on the call.

Why the plans include what they include.

Every line in the three plans answers a change in how buyers find businesses. The numbers below are the reasons, with the sources at the bottom of the page.

73%

of B2B buyers now use AI tools during purchase research ¹

68%

of US Google searches end without a click to any website ²

5x

higher conversion from AI search visitors than from Google organic ³

45%

of consumers ask ChatGPT and other AI tools for local business recommendations ⁴

76%

of B2B marketers rate LinkedIn the most effective channel for thought leadership ⁵

63%

higher engagement on LinkedIn personal profiles than on company pages ⁶

95%

of hidden buyers become more open to outreach after reading strong content ⁷

61%

of the buying journey is complete before a buyer contacts a vendor ⁸

01 Why AI search optimization is in every plan

Nearly three in four B2B buyers now ask an AI tool before they ask a vendor, ¹ and two thirds of Google searches never leave the results page. ² A page that ranks but is never cited brings in less than it used to, so every plan restructures your existing content to be read and named by ChatGPT, Google, Perplexity, and Gemini.

02 Why articles go to LinkedIn and your website

LinkedIn is the channel B2B marketers rate highest for thought leadership, ⁵ and a personal profile earns 63% more engagement than a company page. ⁶ Publishing the same article on your site gives AI tools a source to cite. One article, two jobs, which is why the count rises from 1 to 2 to 3 across the tiers.

03 Why local SEO starts in Foundation

Google is still where 71% of consumers look for a local business, but 45% now also ask an AI tool. ⁴ A local landing page with FAQs covers both. Growth adds local website posts to keep the page current; Full Coverage runs two markets at five posts a week for businesses that compete locally every day.

04 Why social starts in Growth, not Foundation

Social works once there is something to point to. Foundation builds the pages and articles first. Growth adds one account at eight posts a month, the pace at which an account looks alive; Full Coverage runs two accounts at twelve each, because 95% of hidden buyers become more receptive after meeting strong content. ⁷

05 Why case studies and sales PDFs are included

Buyers complete 61% of the journey before they contact anyone. ⁸ A case study is what they read in that silent stretch. One a year is the minimum to have proof on the site; four a year keeps a recent example ready for every prospect.

06 Why website updates and schema markup never stop

AI search visitors convert at about five times the rate of organic visitors, ³ so the site they land on has to be current. Updates keep it that way; schema markup is how search engines and AI tools read your services, FAQs, and articles as facts they can cite.

SOURCES

- ¹ Averi, analysis of 680 million AI citations, March 2026, reported by PR Newswire.
² SparkToro, "In 2026, less than one third of Google searches still send a click," Similarweb clickstream data, January to April 2026.
³ Exposure Ninja, AI search conversion study, March 2026: 14.2% for AI search vs 2.8% for Google organic.

- ⁴ BrightLocal, Local Consumer Review Survey 2026.
⁵ Content Marketing Institute, B2B Content Marketing Benchmarks, 2026.
⁶ Metricool, LinkedIn Study 2026: 2.60% vs 1.74% average engagement.
⁷ Edelman and LinkedIn, 2025 B2B Thought Leadership Impact Report.
⁸ Forrester, Buyers' Journey Survey, 2025, more than 4,000 buyers.

Foundation

For businesses that want existing content working harder in search and AI answers. The lightest plan, built around what you already have, run by email with no scheduled monthly meetings.

\$975

 /month

Month to month. Cancel with 30 days notice.

✓ Brand guidelines, ideal customer profile, and marketing deck

Starts with an initial meeting with you, then three documents built in the first weeks. The brand guidelines fix your voice, colors, and typography so every piece looks like it came from the same company. The ideal customer profile describes who buys from you, what they need at each stage, and what convinces them. The marketing deck is a short presentation of your offer that you can send to prospects and partners.

ONE TIME, INCLUDED

✓ AI search optimization of your existing content

A review of the pages and posts you already have, grouped by topic, then rewritten and restructured so ChatGPT, Google, Perplexity, and Gemini can read them and name your business in their answers. Includes clear headings, direct answers to buyer questions, and updated facts.

ONGOING

✓ 1 case study page and/or sales PDF a year

One client story a year, written and designed, as a page on your site, a PDF for your sales process, or both. It shows a prospect what working with you looks like and what it produced.

1 A YEAR

✓ Schema markup

Structured data added to your pages so search engines and AI tools read your business, services, FAQs, and articles as facts rather than guessing. It is what lets your answers appear in rich results and AI citations.

ONGOING

✓ 1 LinkedIn and website article a month

One article written for your buyers, published on your website and on your LinkedIn company or personal profile. Topics come from the questions your customers ask, so the article ranks in search, gets cited in AI answers, and gives your sales conversations something to point at. Each article comes with a set of suggested weekly LinkedIn posts for that month, drawn from the article, ready for you to post yourself and keep your profile active between articles.

1 A MONTH

✓ 1 local SEO landing page with FAQs

A page on your site built for the market you serve, with the services, the area, and a set of frequently asked questions written the way people ask them. It is the page that shows up when someone nearby searches or asks an AI tool for what you do.

1 PAGE

✓ Up to 2 website updates a month

Small changes to your existing site: a new offer, a price change, a new team member, a fixed link, a fresh image. Sent by email, done within the month, no ticket system. Unused updates roll over; they do not expire.

UP TO 2 A MONTH, ROLL OVER

✓ Quarterly visibility report

Every three months, a short metrics-driven report on rankings, organic traffic, and geographic visibility, compared against the baseline set in month one. No 40-page decks.

EVERY QUARTER

Best for: a business with a working website and some content that is not yet showing up in search or AI answers, and an owner who wants steady visibility work without social media. Foundation runs by email and does not include monthly meetings; questions are answered within one business day.

Growth

For businesses ready to add social and new content to the mix.

Everything in the program, at a pace that produces new pages and posts every month, with one 30-minute meeting a month to review the work and set priorities.

\$1,275 /month

Month to month. Cancel with 30 days notice.

✓ **Brand guidelines, ideal customer profile, and marketing deck**

The same one-time setup as Foundation, starting with an initial meeting with you: your voice and visual rules, a written profile of your best customer and their buying stages, and a short deck of your offer for prospects and partners.

ONE TIME, INCLUDED

✓ **1 social account, 8 posts a month**

One platform, chosen for where your buyers spend time (LinkedIn, Instagram, or Facebook), with eight posts a month planned by buying stage. Each post is written and designed, posted natively, and community replies are handled. Two posts a week is the pace at which an account starts to look alive to a visitor.

8 POSTS A MONTH

✓ **2 LinkedIn and website articles a month**

Two articles a month written for your buyers, published on your site and your LinkedIn profile. Twice the cadence of Foundation, so a topic cluster forms within a quarter. Each article also comes with post ideas for your other social networks, ready for you to publish yourself; Aspen Consulting does not post those.

2 A MONTH

✓ **Target market and service pages built or optimized**

One page a month for a service you sell or a market you serve, written to answer what a buyer asks before they call. Existing pages are rewritten; missing pages are built. These are the pages that carry most of your search and AI citations.

1 A MONTH

✓ **AI search optimization of your existing content**

Your current pages and posts reviewed by topic, then restructured so AI tools can read them and name your business in their answers. Same scope as Foundation, applied to a site that is now also gaining new pages each month.

ONGOING

✓ **Local SEO with 2 local website posts a month**

Ongoing local visibility work for the market you serve, including two local posts a month published on your website that keep your business current in local search and map results for the services and area you cover.

2 WEBSITE POSTS A MONTH

✓ **2 case study pages and/or sales PDFs a year**

Two client stories a year, written and designed, as pages on your site, PDFs for your sales process, or both. One every six months keeps your proof current.

2 A YEAR

✓ **Up to 5 website updates a month**

Changes to your existing site, from a new offer to a new section, done within the month. Five a month is enough for a site that changes with your business instead of once every three years. Unused updates roll over; they do not expire.

UP TO 5 A MONTH, ROLL OVER

✓ **Schema markup**

Structured data on your pages so search engines and AI tools read your services, FAQs, articles, and case studies as facts and can cite them.

ONGOING

✓ **Monthly social and quarterly visibility reports**

A monthly social media performance report (reach, engagement, follower growth), plus the quarterly visibility report on rankings, organic traffic, and geographic visibility against the month-one baseline.

MONTHLY AND QUARTERLY

Best for: a business that wants to be visible on one social platform and in search at the same time, with new service pages and articles going live every month. Includes one 30-minute meeting a month. This is where most clients start.

Full Coverage

For businesses that want the whole program run at full pace: two social accounts, three articles a month, local SEO in two markets, and a website that never waits. Includes one monthly call and one ad hoc call when something comes up.

\$1,775 /month

Month to month. Cancel with 30 days notice.

✓ Brand guidelines, ideal customer profile, and marketing deck

The same one-time setup as the other plans, starting with an initial meeting with you: voice and visual rules, a written profile of your best customer and their buying stages, and a short deck of your offer.

ONE TIME, INCLUDED

✓ 2 social accounts, 12 posts a month each

Two platforms, twelve posts a month on each one, each post written and designed for the platform it runs on and posted natively. Three posts a week per account covers both the platform where buyers research you and the one where they follow you.

24 POSTS A MONTH

✓ 3 LinkedIn and website articles a month

Three articles a month for your site and your LinkedIn profile, written for your buyers. At this pace a full topic cluster is in place within two months, which is what search engines and AI tools need to treat you as the reference on a subject. Each article comes with post ideas for your other social networks, ready for you to publish yourself.

3 A MONTH

✓ Target market and service pages built or optimized

Three pages a month for the services you sell and the markets you serve, written to answer what a buyer asks before they call, built where missing and rewritten where weak. With three articles a month feeding them, these pages become the core of your visibility.

3 A MONTH

✓ AI search optimization of your existing content

Your current pages and posts reviewed by topic and restructured so AI tools can read them and name your business in their answers, applied across the whole site as it grows.

ONGOING

✓ Local SEO in up to 2 markets with 5 posts a week

Local visibility work for up to two service areas, with five local posts a week. This is the pace for a business that competes in local search every day, such as a home service company, a clinic, or a firm with two offices.

5 POSTS A WEEK

✓ 4 case study pages and/or sales PDFs a year

Four client stories a year, one per quarter, as pages, sales PDFs, or both, so there is always a recent, relevant example for the prospect in front of you.

4 A YEAR

✓ Unlimited website updates

No monthly cap. Send changes as they come up, from a new offer to a new section or a landing page for a campaign, and they are done in turn within the month.

UNLIMITED

✓ Schema markup

Structured data on every page so search engines and AI tools read your services, areas, FAQs, articles, and case studies as facts and can cite them.

ONGOING

✓ Monthly social and quarterly visibility reports

A monthly social performance report for both accounts, plus the quarterly visibility report on rankings, organic traffic, and geographic visibility in both markets, against the month-one baseline.

MONTHLY AND QUARTERLY

Best for: a business with more than one market or more than one audience, an owner who wants marketing to run at the pace of a small in-house team, and a website that changes as often as the business does. Includes one monthly call plus one ad hoc call when needed.

The three plans at a glance.

	FOUNDATION \$975	GROWTH \$1,275	FULL COVERAGE \$1,775
Brand guidelines, customer profile, marketing deck	✓	✓	✓
Social media	Not included	1 account, 8 posts a month	2 accounts, 12 posts a month each
LinkedIn and website articles	1 a month, with weekly LinkedIn post ideas	2 a month, with post ideas for other socials	3 a month, with post ideas for other socials
Target market and service pages	Not included	1 a month	3 a month
AI search optimization of existing content	Included	Included	Included
Local SEO	1 landing page with FAQs	1 market, 2 local website posts a month	Up to 2 markets, 5 posts a week
Case study pages and/or sales PDFs	1 a year	2 a year	4 a year
Website updates	Up to 2 a month, roll over	Up to 5 a month, roll over	Unlimited
Schema markup	Included	Included	Included
Reporting	Quarterly visibility	Monthly social, quarterly visibility	Monthly social, quarterly visibility
Meetings	By email, no scheduled meetings	One 30-minute meeting a month	One monthly call plus one ad hoc call
Contract	Month to month	Month to month	Month to month

How to choose

- ◆ No social presence yet and a site with content already on it: start with Foundation.
- ◆ Ready to show up on one platform and add new pages each month: Growth.
- ◆ Two markets, two audiences, or a site that changes weekly: Full Coverage.
- ◆ Not sure: book the 15-minute call and leave with a recommendation.

Need more, as in a team?

KLA Group is a sales, AI, and marketing agency with a team of more than 15 great minds, serving B2B companies with \$4M to \$40M in annual revenue. When your business has outgrown one marketer, that is where Aspen Consulting sends you. klagroup.com

Before you decide.

Do I need HubSpot or a CRM?

No. Many clients start with a website form and an email inbox, and that works. Aspen Consulting is HubSpot certified and can set up the free HubSpot CRM when you are ready, but WordPress, Shopify, Mailchimp, and other tools you already use are fine to keep.

How long until I see results?

The first content goes live within two weeks. Website and local changes show first, usually within 30 to 60 days. AI search and SEO visibility builds over three to six months and compounds after that, which is why a baseline is set in month one.

What do I need to provide?

Access to your website, your email tool if you have one, and your social accounts, plus 15 minutes for the first call. You do not need a brief, a strategy document, or existing content.

Can I change plans?

Yes. Every plan is month to month with 30 days notice to cancel, pause, or move to a different tier. Most clients move up once the first channel is producing leads.

Who does the work?

Mari Huxford, start to finish. A bilingual marketer with more than 20 years in marketing, CRM, automation, and AI, HubSpot certified, with more than 150 websites launched.

Do you work in Spanish, or outside Colorado?

Yes to both. Clients are across the United States and Latin America, and every service is available in English and Spanish.



WHO DOES THE WORK

Mari Huxford

Founder, Aspen Consulting. Bilingual marketer, HubSpot certified, AI expert.

Mari has spent more than 20 years running marketing for businesses in the United States and Latin America, first inside companies and now for owners who would rather not build a department. She has launched more than 150 websites, produced podcasts and books, and holds certifications from MIT, HubSpot Academy, Google, Kentico, and Canva.

150+ websites launched

English and Spanish

HubSpot, WordPress, Shopify, custom code

Colorado, clients across the US and Latin America

Stop doing your own marketing.

Book a no-obligation 15-minute call to assess what your business needs, or write first and get a reply within one business day.

Book a 15-minute call

mp-aspenconsulting.com