

PRICING GUIDE

What Marketing Should Cost a *Service Business*

Real numbers for websites, Google Ads, and practical AI, published by a firm that puts its prices on its website. Built for Houston and Katy service businesses.

WHY THIS EXISTS

If you never understood what you were paying for, *this is for you.*

Most marketing pricing is a mystery on purpose: vague retainers, surprise fees, reports nobody can read. These are our actual published prices and what they include, so you can compare anyone, including us, with clear eyes.

SERVICE 01

Websites: \$1,200 to \$3,200 one-time

Starter at \$1,200, Growth at \$2,000, Premium at \$3,200. Every tier includes strategy, design, build, and launch, sites built to generate calls, not just compliments. Extra pages run \$150. Paid separately by you: your domain and any third-party fees, so you always own your own front door.

COMPARE ANYWHERE Ask any provider: do I own the site, the domain, and the logins when we are done?

SERVICE 02

Google Ads: \$500 setup, then \$350 per month flat

The one-time \$500 setup includes campaign structure, keyword research, conversion tracking, ad copy, and one landing page, and you keep everything. Flat management is \$350 per month for one platform with a 3-month minimum. Strategy-inclusive growth management is \$1,000 per month. Your ad spend goes directly to Google, never through us; plan on \$600 per month or more to get real data.

COMPARE ANYWHERE Ask any provider: do I own my ad account, and is ad spend separate from your fee?

SERVICE 03

Practical AI: from \$150

An AI Power Hour runs \$150 for 30 minutes or \$250 for 60: live demos, straight answers, an action list. Done-for-you implementations start at \$1,500. An AI receptionist that answers your phone 24/7 starts at \$150 per month with a \$500 one-time setup.

COMPARE ANYWHERE Ask any provider: what exactly happens each month for the monthly fee?

CONTEXT

What Moves a Price Up, Legitimately

More pages and more cities. Content written for you instead of by you. Integrations with your field software, booking, or CRM. Bilingual buildout. Photography and brand work. None of these are red flags; they are scope. The red flag is a price that moves without the scope moving.

BUYER PROTECTION

Red Flags When You Shop

- ☐ Guaranteed rankings or guaranteed results. Nobody honest guarantees Google
- ☐ You do not own your ad account, your website, or your domain
- ☐ Long contracts before any results: 12-month lock-ins on month one
- ☐ No conversion tracking: if calls are not counted, results are stories
- ☐ Prices only revealed on a sales call, and different on every call

THE PATTERN Opacity is a pricing strategy. Transparency is a confidence strategy.

UNDER \$500/MO

Starter lane

Flat-fee single-channel management or AI tools. Honest and effective at this size.

\$500 TO \$1,500/MO

Growth lane

Strategy plus execution across site, ads, and AI. Where most established businesses land.

\$1,500+/MO

Owned growth

A partner owning the whole motion. Only worth it with full tracking and full transparency.

Every number in this guide is on our website. Hold us to it.

Bring any quote, ours or anyone's, and we will decode it with you. Book a free 30-minute session, no pitch.
poppymarketingandconsulting.com/contact · (941) 777-4933 · English y Espanol