



CREATIVE THAT CONVERTS.
STRATEGY THAT SCALES.



Strategic Expertise



Creative Excellence



Seamless Execution

YOUR FULL-SERVICE CREATIVE PARTNER FOR BRAND, WEB, AND GROWTH.

"BIG IDEAS. SMALL-BUSINESS FOCUS.
LET'S BUILD SOMETHING UNFORGETTABLE."

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WHO WE ARE



- Founded and led by Jonathan Petrous — brand strategist, designer, and creative consultant with 15+ years of experience.
- Based in Michigan, serving clients nationwide.
- Helping small businesses look, feel, and perform like big brands.

“WE BRIDGE CREATIVITY AND STRATEGY SO YOU CAN FOCUS ON RUNNING YOUR BUSINESS WHILE WE GROW YOUR BRAND.”

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THE OPPORTUNITY



- Customers expect professional branding and seamless digital experiences.
- Small businesses often lose leads without strong websites, consistent social media, or targeted ads.
- With JpCS, you get end-to-end creative strategy — designed to save time, cut overhead, and grow faster.

“MOST SMALL BUSINESSES SEE A 20–40% INCREASE IN INQUIRIES WITHIN 90 DAYS WHEN COMBINING WEBSITE + SOCIAL + ADS.”

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THE PROBLEM



- Inconsistent brand = missed trust & sales
- Outdated sites = lost leads
- Irregular content = no visibility
- Ads without strategy = wasted spend

“LET’S TRANSFORM YOUR BRAND FROM
OVERLOOKED TO UNFORGETTABLE.”

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OUR SERVICES



What We Offer:

- Branding & Strategy
- Graphic Design
- Web Design & Development
- Social Media Management
- Content & Copywriting
- Video Production & Editing
- Marketing & Paid Ads
- AI Agents & Automation
- Retainers/Consulting

“ONE PARTNER. ENDLESS POSSIBILITIES. EVERYTHING
YOUR BRAND NEEDS—UNDER ONE ROOF.”

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BRANDING & STRATEGY



- Essentials \$750 — logo, palette, type, mini guide
- Growth \$1,250 — identity + messaging + 6-page guide
- Complete \$2,000+ — strategy, guidelines, competitor audit
- Add-ons:
 - Naming \$250
 - Tagline \$150

“YOUR BRAND IS MORE THAN A LOGO —
IT’S THE STORY PEOPLE REMEMBER.”

GRAPHIC DESIGN



Hourly \$35 / hr

Flat projects:

- Flyers / Posters \$150+
- Brochures \$300+
- Decks \$400+
- Infographics \$250+
- Trade Show \$250+
- Apparel \$150+

"GOOD DESIGN GETS NOTICED.
GREAT DESIGN GETS REMEMBERED."

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CREATIVE RETAINER



Starter Retainer – \$450 / mo

- Up to 10 design hours per month (social graphics, ads, flyers)

Professional Retainer – \$750 / mo

- Up to 20 design hours + priority turnaround + monthly creative planning call

Executive Retainer – \$1,200 / mo

- Up to 30 hours + strategy support, content refreshes, and first-look project access

Retainer Benefits:

- Guaranteed turnaround time
- Consistent creative on standby
- Discounted hourly rate, \$25 / hr
- Unused hours roll over for 30 days
- One point of contact — direct access to your designer

“YOUR BRAND SHOULDN'T PAUSE BETWEEN PROJECTS —
RETAINERS KEEP MOMENTUM GOING.”

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WEBSITE DEVELOPMENT



Option A — GoDaddy / Wix / Wordpress

- **\$650 (Home, About, Contact)**
 - Additional pages \$250 each
 - Fast, user-friendly, and easy to manage

Option B — Webflow

- **\$1,500 (Home, About, Contact)**
 - Hosting Year 1 included (\$295/yr renewal)
 - Fully customizable, scalable, SEO-optimized

Support for both: \$35 / hr on-demand

“A WEBSITE ISN’T JUST AN ONLINE BUSINESS CARD —
IT’S YOUR 24/7 SALESPERSON.”

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SOCIAL MEDIA



All tiers include custom content, scheduling, and reports. 3-month min.

Good—\$350/mo

- 2 profiles × 2 posts/week = 4 posts/week total
- Monthly (4 weeks): 16 posts total
- Average per account: 2 posts/week → ~8 to 12 posts/month

Better—\$550/mo

- 3 profiles × 3 posts/week = 9 posts/week total
- Monthly (4 weeks): 36 posts total
- Average per account: 3 posts/week → ~12 to 15 posts/month

Best—\$750/mo

- 4 profiles × 4 posts/week = 16 posts/week total
- Monthly (4 weeks): 64 posts total
- Average per account: 4 posts/week → ~16 to 20 posts/month
- Plus: engagement monitoring

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Extra Post Pricing

Flat Rate Add-On: \$15 per additional post (graphic + caption).

- Bundles:
 - 5 extra posts → \$65 (\$13/post)
 - 10 extra posts → \$120 (\$12/post)

“EVERY POST IS CUSTOM AND ON-BRAND. THE DIFFERENCE IS HOW FAR AND HOW FAST YOU WANT TO GROW.”

“ALL CONTENT IS SEO-OPTIMIZED, BRAND-ALIGNED, AND TAILORED TO YOUR AUDIENCE. WE WRITE FOR HUMANS FIRST, ALGORITHMS SECOND.”

CONTENT & COPYWRITING



SEO Blog Posts—\$150–\$300

- Avg. 600–1,200 words
- Includes keyword optimization, internal links, and meta descriptions
- Designed for engagement + ranking visibility

Ad / Email Copy—\$75–\$150 each

- Avg. 100–250 words
- Headlines, CTAs, subject lines, and campaign messages
- Optimized for engagement and conversions across digital or print

Website Copy—\$300–\$700 per site

- Avg. 800–2,000 words total (3–5 pages)
- Includes homepage, about, and services/product pages
- Keyword-rich and conversion-focused (built to turn visitors into leads)

Product Descriptions—\$25–\$50 each

- Avg. 75–150 words per product
- Includes keyword integration, benefits-focused writing, and tone matching
- Bulk pricing available for 10+ items

“WORDS THAT SELL. STORIES THAT STICK.”

“PERFECT FOR PRODUCT HIGHLIGHTS, EVENTS, CLIENT TESTIMONIALS, AND SOCIAL STORYTELLING.”

VIDEO PRODUCTION & EDITING



Short Social “Viral” Clips — \$15 per clip

- Avg. 15–45 seconds each
- Edited from provided footage (horizontal or vertical formats)
- Includes trimming, subtitles, and brand logo watermark
- Optimized for Reels, TikTok, YouTube Shorts, or paid social ads

Branded Motion Graphics / Intros — \$150–\$400

- Avg. 5–15 seconds each
- Includes logo animation, text motion, and music sync
- Used for YouTube intros, presentation openers, or ad bumpers

Event Recaps — \$500–\$1,500

- Avg. 60–180 seconds total runtime
- Captures key highlights, sponsor logos, and crowd energy
- Perfect for expos, golf outings, or local business events

Short Social “Viral” Clips — \$15 per clip

- Avg. 15–45 seconds each
- Edited from provided footage (horizontal or vertical formats)
- Includes trimming, subtitles, and brand logo watermark
- Optimized for Reels, TikTok, YouTube Shorts, or paid social ads

Drone Footage (via partner) — Custom Quote

- 4K licensed aerial footage with cinematic pans and sweeps
- Great for showcasing properties, marinas, and events
- Available as standalone capture or integrated into a larger edit

“VIDEO IS THE MOST POWERFUL STORYTELLING TOOL IN YOUR BRAND’S ARSENAL — WE MAKE IT SIMPLE AND EFFECTIVE.”

AI AGENTS & AUTOMATION



All: accounts under your email, direct-bill, no markups; support \$35 / hr as needed

- Good \$250 setup — Website chatbot (lead capture/FAQs)
- Better \$500 setup — Chatbot + Twilio voice (handle/forward calls)
- Best \$1,250 setup — Chatbot + Voice + training tools + voice-clone scripts (ElevenLabs)

“AUTOMATE THE BUSY WORK SO YOU CAN FOCUS ON WHAT MATTERS—GROWING YOUR BUSINESS.”

MARKETING & PAID ADS



Base management \$250 / mo — strategy, setup, optimization, reporting, GBP setup if needed

Commission (at/under industry standard):

- up to \$1,000 → 15%
- \$1,001–\$2,500 → 12%
- \$2,501–\$5,000 → 10%
- \$5,001+ → 8%

Transparent examples (total = ad spend + management):

- \$500 spend → \$250 base + \$75 (15%) = \$825 total
- \$1,500 spend → \$250 base + \$180 (12%) = \$1,930 total
- \$3,000 spend → \$250 base + \$300 (10%) = \$3,550 total
- \$5,000 spend → \$250 base + \$500 (10%) = \$5,750 total

Recommendation: start \$1,500–\$2,500 and optimize after 90 days.

“WE WIN WHEN YOU WIN — OUR COMMISSION IS FAIR, TRANSPARENT, AND FOCUSED ON RESULTS.”

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CREATIVE BOOSTERS



- Content on Deck Bundle – \$750 / mo
 - 8 social posts, 1 blog, 2 short videos
- LinkedIn Recommendations – \$75 ea / 3 for \$200
 - Professionally written, keyword-optimized testimonials
- Google Reviews Support – \$195
 - Strategy, QR code linking, SEO-optimized review copy
- Photo Touch-Up – \$30 ea / 3 for \$75
 - Retouching, blemish removal, color correction
- Event Booster Kit – \$650
 - Custom event logo, flyer, 5 branded social graphics

“SMALL CREATIVE BOOSTS CAN MAKE A BIG DIFFERENCE IN VISIBILITY AND PROFESSIONALISM.”

“BOOSTERS ARE DESIGNED FOR FAST IMPACT — IDEAL FOR NEW CLIENTS TESTING SERVICES OR EXISTING PARTNERS WANTING EXTRA PUSH.”

PARTNERSHIP OPTIONS



- Project-Based: Ideal for one-off needs (branding, websites, campaigns).
- Retainer: Monthly creative support with predictable costs and priority access.
- Hybrid: Start with a project, roll into retainer after launch.

“NO MATTER HOW YOU START, WE MAKE IT
EASY TO GROW TOGETHER.”

WHO WE WORK WITH



- Small businesses & startups
- Nonprofits & community organizations
- E-commerce & retail brands
- Boating, lifestyle, and outdoor brands
- Local chambers & event organizers
- Professional services (law firms, real estate, consulting)
- Automotive & motorsports brands

"WE SPECIALIZE IN HELPING SMALL BUSINESSES LOOK, FEEL, AND PERFORM LIKE BIG BRANDS."

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HOW WE WORK



Our 4-Step Process:

- **Discover** → Understand goals, audience, and competition
- **Build** → Design visuals, strategy, and messaging
- **Launch** → Deliver and implement across platforms
- **Optimize** → Review performance and refine quarterly

“DESIGN WITHOUT STRATEGY IS DECORATION.
STRATEGY WITH DESIGN DRIVES GROWTH.”

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THE FIRST 30 DAYS



Week 1: Discovery call + creative brief

Week 2: Website or branding kickoff

Week 3: Content + social planning

Week 4: Launch campaigns or ads

"WE MOVE FAST — MOST CLIENTS SEE
TRACTION WITHIN 30 DAYS."

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QUARTERLY REVIEW ROADMAP



Every 3 months, we'll review:

- Website traffic & lead flow
- Social growth & top-performing content
- Ad ROI & cost per lead
- AI agent performance

→ Action Plan: Double down on what's working, pivot what's not.

"EVERY 3 MONTHS, WE SIT DOWN, REVIEW RESULTS,
AND ADJUST SO YOUR INVESTMENT KEEPS WORKING
AS HARD AS YOU DO."

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PRICING PHILOSOPHY



- No hidden fees — everything is upfront
- Flexible payment plans available
- Discounts for nonprofits & chamber members
- You own all deliverables after payment

“EVERYTHING IS TRANSPARENT, FLEXIBLE,
AND BUILT TO GROW WITH YOU.”

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FAQS



- Q: Do you offer retainer pricing?
- A: Yes — retainers are customized to your workload.

- Q: Do I keep ownership of my accounts?
- A: Always. Everything is billed directly to you.

- Q: Can you train my team?
- A: Yes — we provide training for social, web, and AI tools.

- Q: Do you work with existing brands or create new ones?
- A: Both. We can refresh your brand or build from scratch.

- Q: How long do projects take?
- A: Logos: 2–3 weeks | Websites: 4–8 weeks | Campaigns: ongoing.

- Q: Can I change my service mix after starting?
- A: Absolutely. We review results every quarter and adjust as needed.

- Q: Do you offer rush support for last-minute needs?
- A: Yes — expedited creative available for an additional fee.

“IF YOU’RE WONDERING IT, CHANCES ARE SOMEONE ELSE
ALREADY HAS—HERE ARE THE ANSWERS MOST CLIENTS
ASK BEFORE GETTING STARTED.”

RESULTS & PROOF



What Our Clients See:

- 20–40% more inquiries within 90 days
- Consistent social growth and engagement
- Better local visibility through Google Business
- Clearer brand messaging that converts
- “Clients report saving 50–70% compared to in-house creative costs.”
- “Most see measurable engagement growth within the first quarter.”

“CONSISTENCY BUILDS CONFIDENCE.
CONFIDENCE DRIVES CONVERSIONS.”

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COMMUNITY & VALUES



- Creativity that inspires
- Trust that builds long-term partnerships
- Community that uplifts local and small businesses
- Sustainability where possible in design and production

"WE BELIEVE SMALL BUSINESSES DESERVE BIG IDEAS —
AND CREATIVITY SHOULD GIVE BACK TO THE
COMMUNITY THAT SUPPORTS IT."

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WHY JPCS



- Small business pricing, big business quality
- Direct access to your creative lead
- Transparent, flexible, scalable
- Michigan-based, serving clients anywhere

“WE DON’T JUST MAKE THINGS LOOK GOOD —
WE MAKE THEM PERFORM.”

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OPTIONAL BUNDLES



- **Starter:** Logo Essentials + GoDaddy Site (3 pages) + Good Social
- **Growth:** Growth Branding + GoDaddy (4 pages) + Better Social + \$1.5k Ads
- **Scale:** Complete Brand + Webflow + Best Social + AI Better + \$3k Ads

"PICK A BUNDLE THAT FITS YOUR GOALS —
OR WE'LL BUILD ONE AROUND YOUR BUDGET."

"EACH BUNDLE IS DESIGNED TO COVER 90% OF A
SMALL BUSINESS'S MARKETING NEEDS — WITH
SCALABLE ADD-ONS FOR GROWTH."

SERVICE OVERVIEW



- Hourly Rate: \$35/hr
- Transparent, flexible, and scalable across all creative services.
- Every project includes strategy, collaboration, and quality control — not just deliverables.

Average Turnaround Times

- Branding & Strategy, 7–14 business days, Includes discovery, concepting, and final brand guide
- Graphic Design, 2–5 business days, Per batch of designs or deliverables
- Web Design & Development, 4–8 weeks, Depends on platform and number of pages
- Social Media Content, Weekly / Monthly, Delivered in scheduled batches
- Copywriting & SEO Blogs, 3–5 business days, Includes keyword strategy and editing
- Website Copy, 7–10 business days, 3–5 page sites average 1–2 weeks
- Video Production (Short Clips), 2–3 business days, From supplied footage
- Promo Videos, 5–7 business days, Script + edit included
- Event Recaps, 7–10 business days, Dependent on footage and duration
- Ad Campaign Setup, 3–5 business days, Google, Meta, or both
- AI Agent Setup, 5–10 business days, Includes testing and integration
- Retainer Work, Ongoing, Same-week delivery based on queue

TURNAROUND MAY VARY SLIGHTLY BY
PROJECT SCOPE AND FEEDBACK CYCLES.

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VALUE SUMMARY



Value Framing

- Logo Design, 6–8 hours, Concept, revisions, brand guide
- Full Brand Package, 15–25 hours, Strategy, messaging, identity system
- Flyer / Ad Design, 1–2 hours, Custom layout, print & digital versions
- Website (3-page), 20–30 hours, Wireframe, copy, build, testing
- SEO Blog Post, 3–5 hours, Research, writing, keyword optimization
- Website Copywriting, 8–12 hours, Voice, structure, SEO, CTA flow
- Ad / Email Copy, 1–2 hours, Multiple variations + CTA testing
- Short “Viral” Clip, 0.5–1 hour, Edit, captions, branding
- Promo Video, 5–10 hours, Script, edit, transitions, audio balance
- Event Recap Video, 10–15 hours, Full edit, highlights, color correction
- Social Media Campaign (Monthly), 6–8 hours, Design, captions, scheduling, hashtags
- Paid Ad Setup, 3–5 hours, Audience targeting + tracking setup
- AI Chatbot Setup, 5–8 hours, Custom script training + testing
- AI Voice Agent Setup, 8–12 hours, Twilio + ElevenLabs + testing
- Creative Retainer (10 hrs), 1 week average, Rolling support across services

“BEHIND EVERY DELIVERABLE IS HOURS OF STRATEGY, STORYTELLING, AND PRECISION — THAT’S THE JPCS DIFFERENCE.”

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NEXT STEPS



1. Book a discovery call
2. Choose your starting services or bundle
3. Sign off & kickoff
4. Launch with measurable goals

“LET’S LAUNCH YOUR NEXT CHAPTER WITH CLARITY,
CREATIVITY, AND CONFIDENCE.”

“SCHEDULE YOUR DISCOVERY CALL TODAY AT
JPETROUS.COM OR EMAIL JONATHAN@JPETROUS.COM —
LET’S GET YOUR CREATIVE WORKING FOR YOU.”



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LET'S CREATE WORK THAT CONVERTS TODAY AND SCALES TOMORROW.

"MOST SMALL BUSINESSES SEE A 20-40% INCREASE IN INQUIRIES
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