



VARNEL HELPS YOU GO FROM COMPLEX TO CLEAR

Consulting. Training. Wellness.

www.varnelservices.com

Business Consulting and Training
Services in Salinas, Monterey
County, and the Bay Area



VARNEL HELPS YOU MARKET SMARTER

Marketing & Branding
Services in Salinas, Monterey
County, and the Bay Area

Strategic. Creative. Effective.

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Our Vision, Mission & Promise

Vision

To help small businesses and non-profits in Northern California succeed by staying compliant, healthy, and operating efficiently.

Mission

To empower individuals and businesses through education, teamwork, and compassionate service—helping organizations operate clearly, work safely, and build healthier workplaces across our communities.

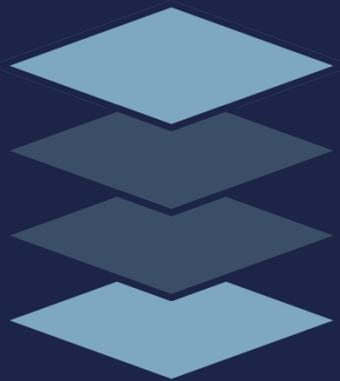
Promise

We promise to stay approachable, hands-on, and practical in everything we do. Through teamwork and clarity, we turn the complex into the clear—so you can focus on what matters most.

Our Marketing Services

From the strategic to tactical, we offer a variety of marketing and branding services for our clients.

**Marketing &
Branding**



**Social Media &
Content**



Websites



Public Relations



Marketing Support Rates

From the strategic to tactical, we offer a variety of marketing and branding services for our clients.

BASIC

\$500 / month

- Basic Planning & Strategy
- 1-2 social posts per week
- Simple edits and updates
- Blog, email or message support
- One monthly check-in

CORE

\$1,000 / month

- Extended Planning & Strategy
- Monthly content planning
- Social content and website updates
- Blog + Video
- Two monthly check-ins
- Reporting

PREMIUM

\$1,500 / month

- Planning & Strategy
- Weekly check-ins
- Marketing + Design support
- Content and campaign creation
- SEO reviews and improvements
- And more...

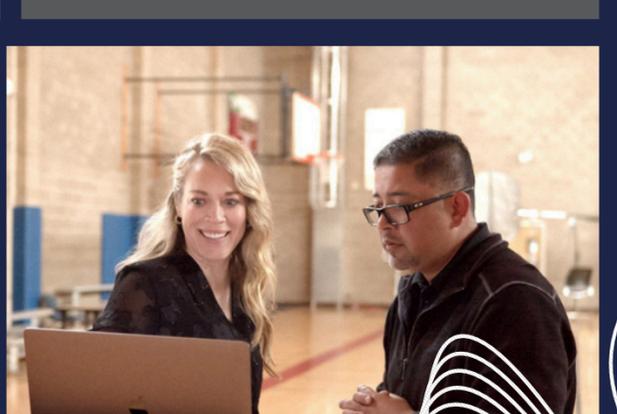
Hourly Marketing Support

\$100 / hour

Strategy and planning calls, copywriting, design, website support and more.

Branding Visual Rates

We provide creative services to support your marketing activities. From photography to design, we can help you.

PHOTOGRAPHY	Monthly Branding \$800 <small>(Min 6-month commitment, 2 monthly shoots guaranteed)</small>	Mid-size Project Starting \$1200 <small>Branding Photography For Website/Social</small>	Events Starting \$2,000 <small>Event Photography - One-Day Event Two photographers</small>	Corporate Headshots Starting \$175 <small>(per person)</small> In-Studio and On-Locations <small>Additional fees of \$750 for On-location setup.</small>
VIDEO	Monthly Branding \$1,000 <small>(Min 3-month commitment, 2 monthly shoots guaranteed)</small>	Social Project Starting \$1200 <small>Videos for social</small>	Events Starting \$3,500 <small>Shoot & Edit included</small>	Podcast Starting at \$750 <small>per episode</small>
DESIGN	Monthly Branding \$800 <small>(Min 3-month commitment)</small>	Single Design Project Starting \$800 <small>Business cards and more</small>	Branding + Assets Starting \$1500 <small>Branding Photography For Website/Social</small>	

Website Packages

Design, Copy, SEO included

\$2,000

Up to 5

\$2,250

Up to 7

\$3,000

Up to 10

- Light, modern, user-friendly designs
- SEO setup for search visibility
- Every site includes Google My Business integration



Case Study

Relay For Life of the Salinas Valley

Goal Grow awareness, engagement, and participation for Relay For Life of the Salinas Valley across Facebook, Instagram, and LinkedIn—with a target of 10%+ growth per platform through storytelling, community pride, and action-driven content.

Strategy

- Increase content volume and variety by publishing 1-2 posts per day featuring survivor stories, event spotlights, sponsor highlights, and more.
- Partner with local influencers to increase reach
- Create media coverage as part of the marketing plan.

Results

- Surpassed follower growth on Facebook and Instagram – 1,902 and 874, respectively (10 percent growth over the campaign)
- Top posts reached 20K+ views with over 500 interactions, sparking community pride and engagement.



128.7K Views

● 548%

● 575%



196.8K Views

● 4.4%

● 1.8%





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Get In Touch With Us.

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