



Packaging and Pricing Growth-Driven Design Services

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WHY OFFER GROWTH-DRIVEN DESIGN?

Why offer Growth-Driven Design services?



Hello. I'm Luke from HubSpot Academy.

If you're like most agency professionals, you likely have two primary goals. One, to help your clients achieve their desired results and grow their businesses. As you know, a website is a huge tool that can be used for company-wide growth. And two, to boost your own agency's revenue and drive agency growth.

The beauty of Growth-Driven Design, or GDD, is that by transforming into a GDD agency and offering GDD services, you can simultaneously achieve both of those goals. Now, this isn't just theory — there are already thousands of agencies all around the world already offering Growth-Driven Design to their clients and seeing the impact.

In 2017, a HubSpot survey was sent out to 350 agencies all over the world to understand the impact Growth-Driven Design was having on agencies and their clients. Let's take a look, starting with Growth-Driven Design's impact on their clients.



GDD'S **IMPACT** ON
YOUR CLIENTS

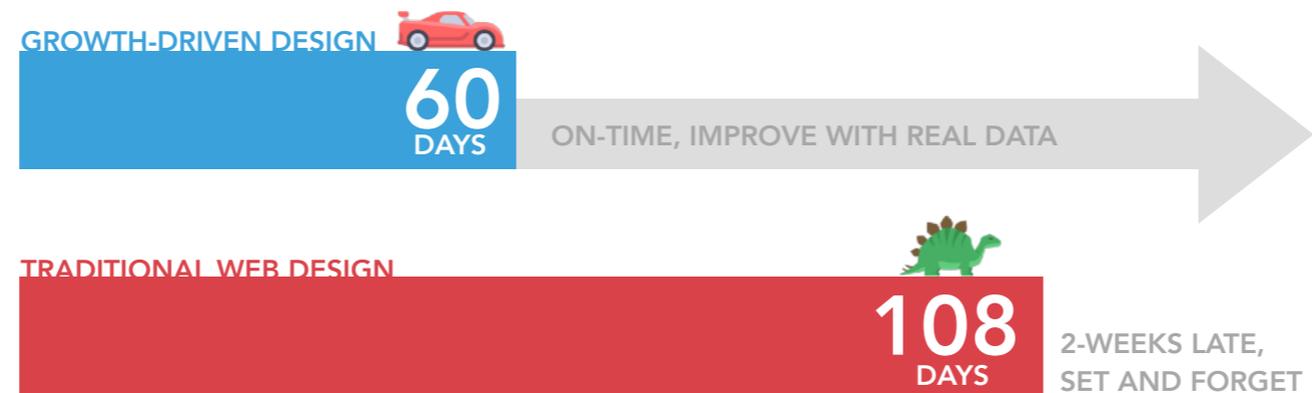
- Quicker time to value

UNSPLASH USER HEADWAY

There are three major ways Growth-Driven Design can benefit your clients. First, with Growth-Driven Design, clients see a much quicker time-to-value from working with you due to the quick launch of their new website.

SEE A QUICKER TIME TO VALUE WITH GDD

How long does the site take to launch from the initial kickoff meeting?



Based on the "2017 state of GDD" survey responses

In the survey, agencies reported they completed both the strategy stage and launch the new site in almost half the time. On average the new site was launched in 60-days when using Growth-Driven Design, versus 108-days when those same agencies used traditional web design.

By launching the site in half the time, the client can start seeing results quicker, and they can have a full 48 days of optimization using real data in the same timeframe as it takes to launch a traditional website.



GDD'S **IMPACT** ON YOUR CLIENTS

- Quicker time to value
- Drives better results and revenue

UNSPLASH USER HEADWAY

The second major way Growth-Driven Design can impact your clients is helping to drive better results, more revenue, and overall business growth.

Agencies who use Growth-Driven Design report client see:

→ **14.1% more visitors**

→ **16.9% more leads**

→ **11.2% more revenue**

versus traditional web design 6-months after launch!

Based on the "2017 state of GDD" survey responses

In that same survey, agencies reported seeing 14% more visitors, 16.9% more leads, and 11.2% more revenue six months after launching when using Growth-Driven Design versus traditional web design.

This is extremely compelling data! If your client wants to drive business growth, and if they're hiring you to do it, Growth-Driven Design is clearly a superior option.



GDD'S **IMPACT** ON YOUR CLIENTS

- Quicker time to value
- Drives better results and revenue
- Creates happier clients

UNSPLASH USER HEADWAY

The last major way Growth-Driven Design can impact your clients is to make the whole website redesign process much more enjoyable, making your clients happier. Let's face it, the traditional web design process is frustrating for both them and your team.

But web design doesn't have to be so frustrating. Due to its collaborative, flexible, and creative nature, Growth-Driven Design creates happier clients and team members.

How would you rate your client's overall happiness while working on a new website?

TRADITIONAL WEB DESIGN



GROWTH-DRIVEN DESIGN



Based on the "2017 state of GDD" survey responses

<https://unsplash.com/search/happy?photo=1AhGNGKuhR0>

This was reflected in the agency responses in the survey. Agencies saw much happier clients and team members, scoring a happiness of 7.7 out of 10 when using Growth-Driven Design versus 6.3 out of 10 when using traditional web design.



This compelling data, which you should share with prospects, clearly illustrates why Growth-Driven Design is a better service for helping your clients grow.

Let's shift gears and look at how Growth-Driven Design will help you and your agency increase revenue and grow better.



GDD'S **IMPACT** ON YOUR AGENCY

- Double the revenue from your website engagements.

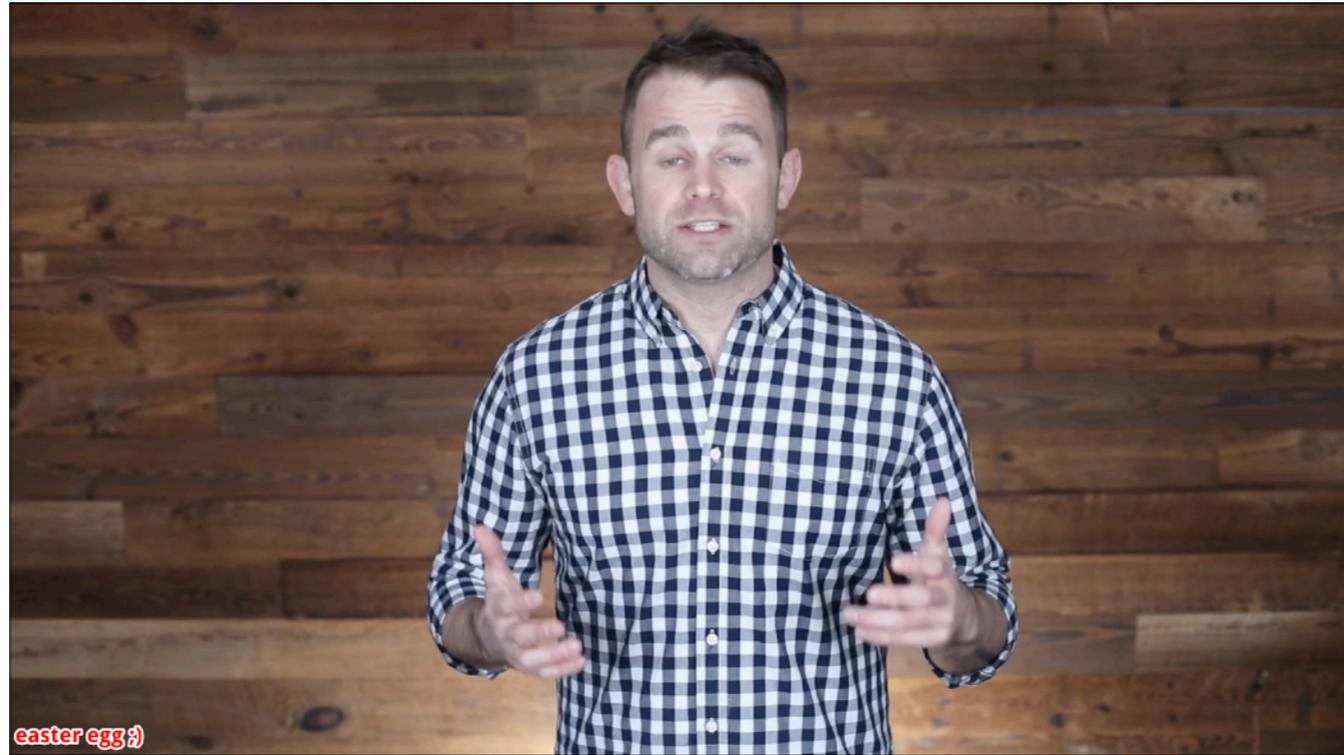
UNSPLASH USER MARIUS CIOCIRLAN

There are four ways Growth-Driven Design will help your agency grow. First, Growth-Driven Design opens the opportunity to double the revenue from every web design engagement.



In the same survey, the 350 agencies around the world reported that they more than doubled their average website engagement size from \$18,500 for traditional web design engagement to \$48,000 for Growth-Driven Design engagement. This also does not account for any up-selling or cross-selling into other services during the life of the engagement.

Of course this makes sense, if you're continuously building and optimizing a website over time, it will require more effort than the broken set-and-forget engagement of traditional web design.



In addition to the survey, we hear this echo'ed by agencies who have successfully transitioned to Growth-Driven Design.

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With Growth-Driven Design we cut typical client projects down from 6-months to 6-weeks, shortened our sales cycle from 9-months to 4-weeks, and 6X our revenue in under a year.

Josh Marcus
Founder @ Huify



Josh, founder of Huify - an agency out of North Carolina, says, "With Growth-Driven Design we cut typical client projects from six months to six weeks. We've shortened our sales cycle from nine months to four weeks, and we've 6x our revenue in under a year."

Wowza, that is impressive. Think about the impact this could have on your revenue generation efforts.



GDD'S **IMPACT** ON YOUR AGENCY

- Double the revenue from your website engagements.
- Flip your business model from project-based to a recurring revenue model.

UNSPLASH USER MARIUS CIOCIRLAN

The second, and probably the most exciting, way that Growth-Driven Design will impact your agency is that it allows you to flip your business model from selling one-off projects to a recurring revenue model.

With a recurring revenue model, you will no longer scramble every month to bring in revenue. Once you close a GDD engagement, you'll have revenue coming in each and every month for the length of the engagement. This, in-turn, stabilizes your agency's cash flow and makes it easier and less risky to scale the company.

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Recurring revenue is paramount to a modern agency's success and GDD is helping us get off the project merry-go-round and into predictable cash flow.

The great thing is that we've seen a more than 100% uplift in revenue from GDD services vs traditional website projects and customer satisfaction increase at the same time. Win-win!

Craig Wiltshire
Managing Director @ Struto



Craig from the UK-based agency, Struto, puts it well: "Recurring revenue is paramount to a modern agency's success, and GDD is helping us get of the project merry-go-round and into a predictable cash flow. The great thing is that we've seen more than a 100% uplift in revenue from GDD services versus traditional website projects and customer satisfaction increase at the same time. Win-win!"



GDD'S **IMPACT** ON YOUR AGENCY

- Double the revenue from your website engagements.
- Flip your business model from project-based to a recurring revenue model.
- Greatly reduces scope creep, launch on-time and on-budget.

UNSPLASH USER MARIUS CIOCIRLAN

The third major way GDD will impact your agency is that it will greatly reduce scope creep on your website redesigns. Scope creep is not only frustrating to your team and clients, it's also a "silent killer" as it can often slowly eat away at your profit margins with you being aware until it's too late.



GDD'S **IMPACT** ON YOUR AGENCY

- Double the revenue from your website engagements.
- Flip your business model from project-based to a recurring revenue model.
- Greatly reduces scope creep, launch on-time and on-budget.
- Differentiates your agency.

UNSPLASH USER MARIUS CIOCIRLAN

The fourth, and last, way GDD will impact your agency is that it can help you differentiate from competitors. Once you educate and get buy-in from a prospect, after explaining that traditional web design is broken and Growth-Driven Design is a better playbook for growth, it will reframe how that prospect evaluates solutions. They will prefer your proposal using GDD rather than the proposals of other agencies bidding on the project using traditional web design.

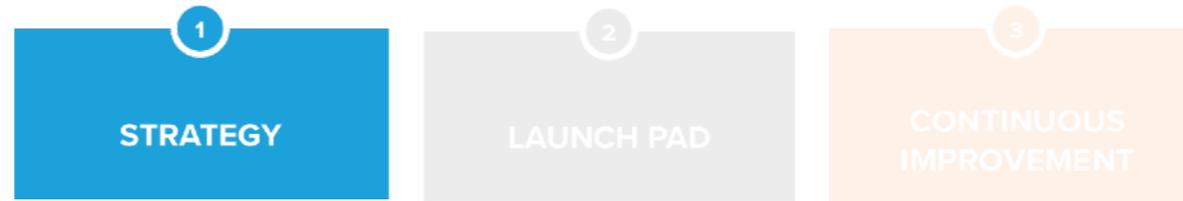


I hope by now it's clear that offering Growth-Driven Design services has immense potential to improve results for both your clients and your agency. With that being said, it requires a transformation in the agency, not a little add-on service.

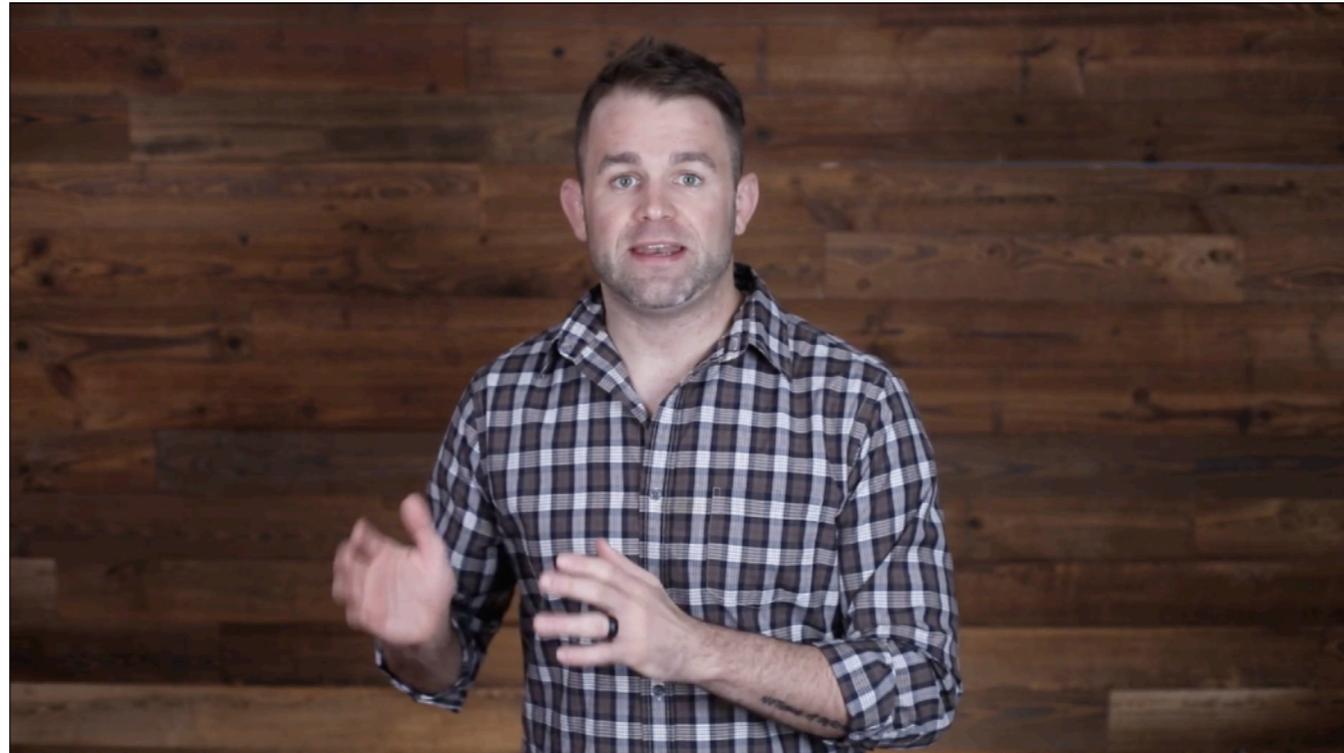
That transformation starts with proper packaging and pricing of Growth-Driven Design services and finding a way to integrate GDD as a core part of your service offering and company culture.

HOW TO PACKAGE AND PRICE GDD STRATEGY.

How to package and price GDD strategy.



The first, and probably the most important, stage of Growth-Driven Design is the strategy stage.



This stage is so critical because it sets the foundation for all of your other activities and ensures you're building the right things to deliver user value and drive business results.

So how do you price and package various Growth-Driven Design strategy offerings? Let's walk through the important considerations for developing your GDD strategy offerings. We'll offer some best practices and take a look at a few examples.



There are five major steps in developing packaging and pricing for GDD strategy. This starts with developing your ideal strategy.

The first step is to have your service team host an internal strategy-building workshop. The outcome of this workshop is to list and organize all of the steps required for executing the strategy stage with your clients. This will start with discussion, whiteboards, and sticky notes, but as the steps become finalized, have the facilitator transition them into a template within your project management system.

Don't have a strategy documented? Interested in seeing an example strategy? You can get started by reviewing the "Developing a Website Strategy" lesson in the Growth-Driven Design Certification course. This will refresh your team's memory of the core strategy steps and why they're important.



PRICING & PACKAGING:
STRATEGY

1. Host internal workshop to create process
2. Vote: "nice to have" or "must have"

UNSPLASH USER BEKIR DONMEZ

The second step in pricing and packaging GDD strategy is to filter down to the core activities. This is done by having the team go through each of the strategy steps and vote if each specific step is a "nice to have" or "must have" step in the strategy.



We do this because there are literally thousands of potential actions to include in a GDD strategy. It's easy to include many items that would be great to implement but may not be essential to getting started with a client. If these "nice to have" items are included, the strategy stage may balloon out to an entire year-long project in itself.

Marking a step as "nice to have" does not mean it should not ever be considered, rather, it helps your team stay focused on the core actions essential to developing a strong strategy. Any item that's a "nice to have" can be moved into an "optional" bank of activities that can be included in the strategy package for specific clients who have a need.



PRICING & PACKAGING: **STRATEGY**

1. Host internal workshop to create process
2. Vote: "nice to have" or "must have"
3. Estimate effort for each step

UNSPLASH USER BEKIR DONMEZ

The third step to developing your GDD strategy pricing and packaging is to estimate the effort required for each step of the strategy. Walk through each of the "must have" activities and have the team collectively vote on the amount of effort, either hours or points, that each step requires to complete.

There will inevitably be team members who disagree or have no idea, and this is good. Foster good discussions between members and work together to come to your best estimate. Any numbers they're not sure about can get marked down and revisited in the retrospective meetings after future projects are complete.

Once each step is estimated, add up all of the time, or points, to get your totals. Then convert your totals into the price your prospects will pay to have the team execute that step of the strategy.



PRICING & PACKAGING: **STRATEGY**

1. Host internal workshop to create process
2. Vote: "nice to have" or "must have"
3. Estimate effort for each step
4. Package the two workshops:
 - Strategy Kickoff Workshop
 - Wishlist Generation Workshop

UNSPLASH USER BEKIR DONMEZ

The fourth part to pricing and packaging GDD strategy is to pull together which steps will be accomplished within a client workshop and which will be completed independently at the agency. During the strategy stage, there should be two distinct workshops: the strategy kickoff workshop and the wish list generation workshop.



Work with your services team to take the strategy they developed to determine which steps would be best executed within a workshop format with the client's team, and which steps would be best done outside of the workshop format.

Once you've packaged the steps for your workshops, then look at any additional time or expense associated with running a workshop. It's recommended to run workshops in-person whenever possible, so determine your costs for traveling to your client's office versus them traveling to you. Your team can also include a scenario where travel is not possible and the workshop happens remotely.

All of these additional expenses should be incorporated into the final strategy price to ensure that you're accounting for total cost of strategy implementation, not just time.



PRICING & PACKAGING: STRATEGY

1. Host internal workshop to create process
2. Vote: “nice to have” or “must have”
3. Estimate effort for each step
4. Package the two workshops:
 - Strategy Kickoff Workshop
 - Wishlist Generation Workshop
5. With the entire team, review the process steps, outcomes, and deliverables.

UNSPLASH USER BEKIR DONMEZ

The fifth and final step in developing your strategy stage pricing and packaging is to review the process with your entire team. Gather the sales, services, and agency owners to have your lead strategist walk through each step of the strategy.

The strategist should explain the steps from the client’s point of view and help the team, especially sales reps, understand why each step is in the process, its outcome, and any associated deliverables. Having a shared understanding of the impact of each step, the outcomes, the deliverables, and the effort required is critical when the sales team educates and gains buy-in with prospects in the sales process.

PRO TIPS: STRATEGY

- Never skip the strategy stage of Growth-Driven Design, even if you're simply using their existing website as your launch pad.

Now that you know the five steps to pricing and packaging GDD strategy, here are three pro tips to consider along the way. First, never skip the strategy stage of Growth-Driven Design, even if you're simply using the client's existing website as your launch pad.

The strategy stage is absolutely critical to the success of a GDD engagement. If it is skipped, you will likely not ever have a true understanding of your client's users, you'll build items that users don't care about, and you'll ultimately produce lackluster results.



You'll hear prospects say, "We know everything about our users and we know what we want on our website, let's skip strategy!" Resist the temptation to agree, and instead take a step back to educate and inspire them around how the strategy stage is critical to success and driving growth. If you hear this often, it's likely a red flag that you need to improve your education earlier on in the sales process.

PRO TIPS: STRATEGY

- Never skip the strategy stage of Growth-Driven Design, even if you're simply using their existing website as your launch pad.
- Host in-person sprint workshops when possible to help build relationships and trust.

The second pro tip for packaging and pricing GDD strategy is to sell each workshop as an in-person event.



Hosting your workshops as in-person events is a phenomenal way to help develop relationships and trust with your clients early on. Having great relationships and trust will be key as your team digs deep, challenges traditional thinking, and makes recommendations.

In-person workshops could be hosted on-site at your client's office, at your office, or my favorite option, at a third party off-site location. Make sure to include the additional expense required to host your in-person workshops.

PRO TIPS: STRATEGY

- Never skip the strategy stage of Growth-Driven Design, even if you're simply using their existing website as your launch pad.
- Host in-person sprint workshops when possible to help build relationships and trust.
- Consider selling your strategy package as a stand-alone, entry offer.
- Once you complete the strategy, finalize the quote for the launch pad and continuous improvement based on findings in strategy phase.

The third pro tip is to consider selling your strategy package as a stand-alone, entry-level offer.

In this approach, the first sale you make to any prospect, regardless of what services they inquire about, is buying your GDD strategy offering. This helps you gain a deeper understanding of the client's users and company, and what it will take to hit their goals. Additionally, it allows your team and client to get a feel for if you're a good fit to work together on a long-term basis.

Once the strategy stage is complete, you'll have a second sales conversation with the client about executing the launch pad and continuous improvement stages. This may cause a bit more work for the sales team, but it will result in more accurate quotes, better-fit clients, and assuming the strategy stage goes well, an easy sale.



There you have it, pricing and packaging your GDD strategy services. Once your service team has documented their process, pricing your strategy stage packages is straightforward. Don't let this simplicity in pricing and packaging minimize the importance of this stage. The strategy stage is not only your service team's first interaction with the client, it is critical in setting the foundation for a successful engagement that drives results.

HOW TO PACKAGE AND PRICE A GDD LAUNCH PAD SITE.

How to package and price a GDD launch pad site.

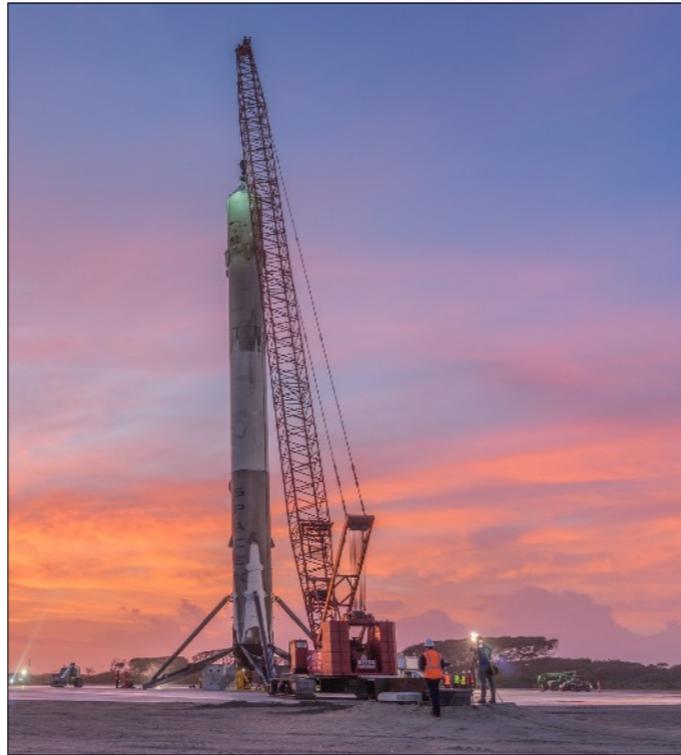


The launch pad website is the second stage of Growth-Driven Design that you'll need to develop pricing and packaging for.



Of the three stages of Growth-Driven Design, pricing the launch pad website will prove to be the most difficult because there's no right or wrong way to do it. Each website will be unique and will require a different approach.

Generally speaking, the process you undergo will be similar to the scoping and pricing process of traditional web design. But there are five pro tips to consider adding to your existing process that will help you accurately scope the launch pad website and create pricing.



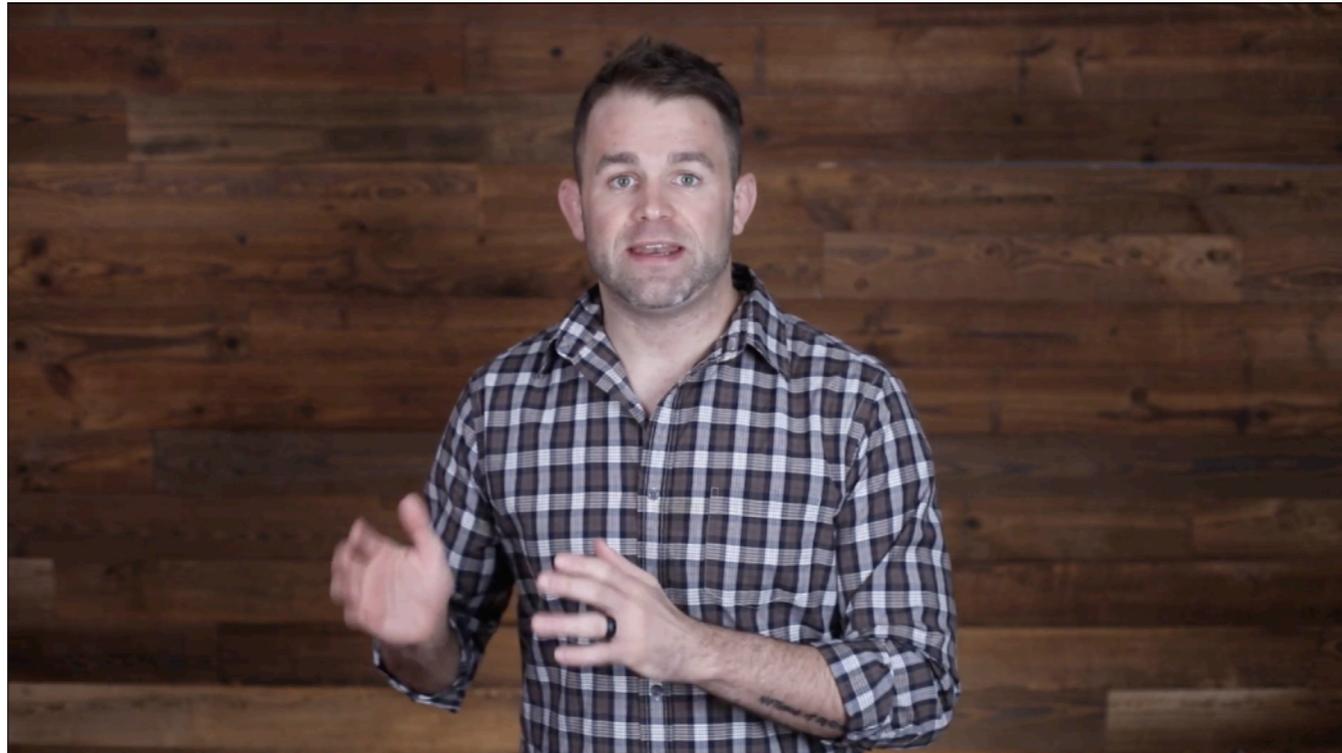
PRICING THE LAUNCH PAD SITE

- Involve your strategist and service team.

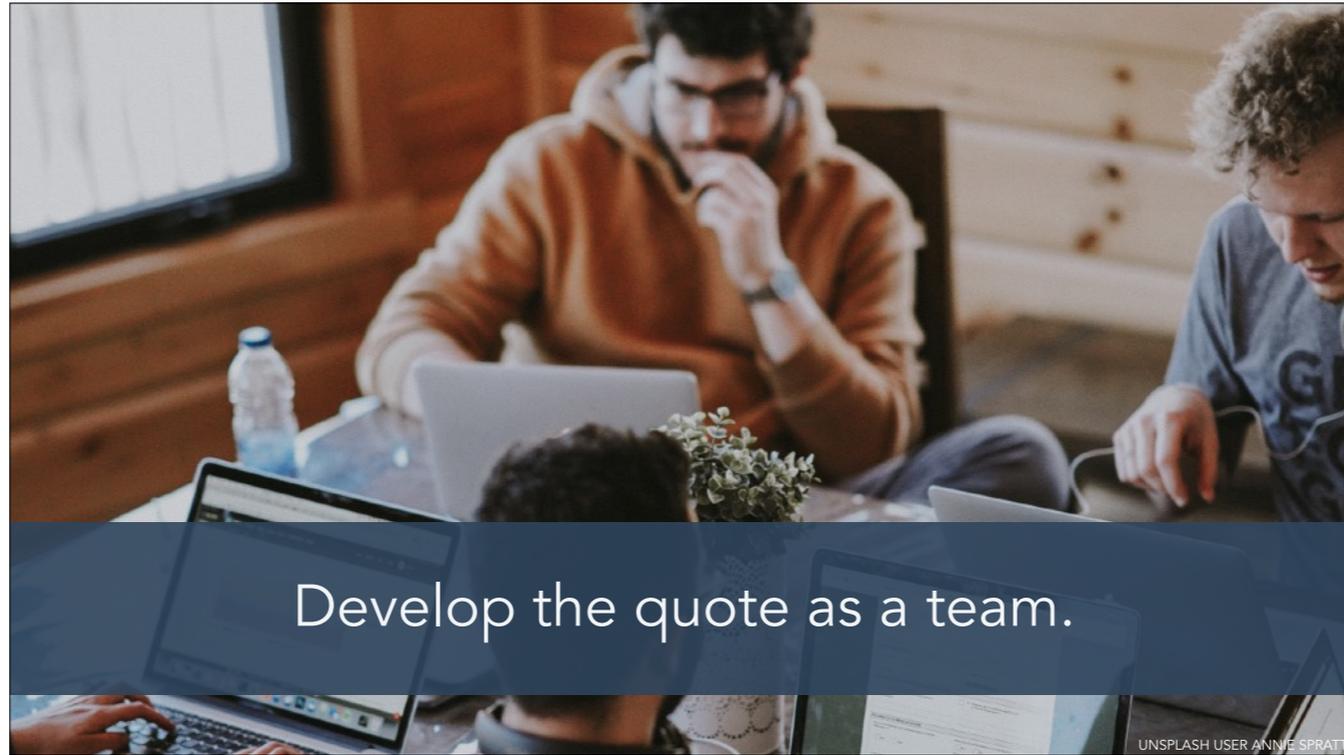
UNSPLASH USER SPACEX

The first pro tip is to involve your strategist in the web and Growth-Driven Design sales conversations. They have a much deeper understanding of what needs to be implemented to achieve the prospect's ideas, they know how to ask the right questions to understand the effort required, and they have learnings from websites-gone-wrong.

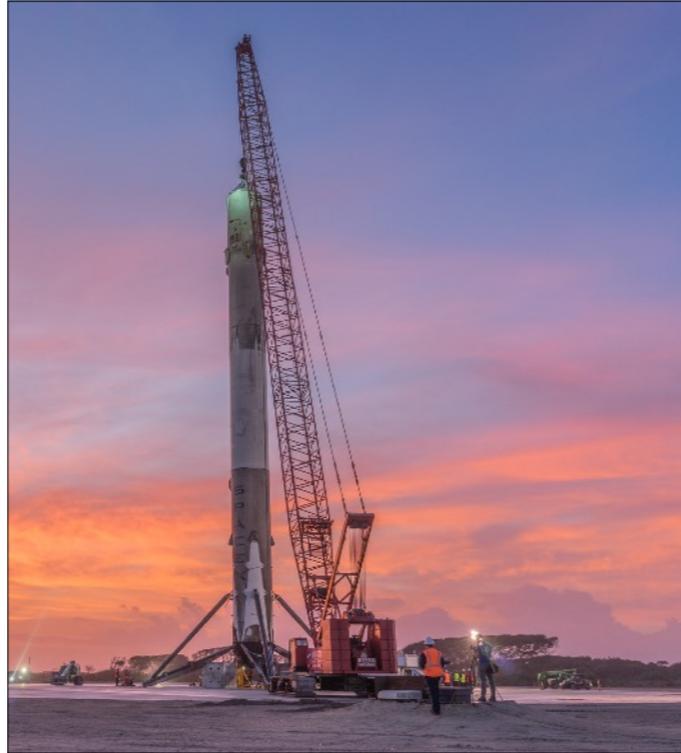
Work together as a team to flush out what the launch pad website looks like and the effort required to build it. The strategist can collaborate directly with other service team members to get effort estimates on the items being discussed.



Another benefit of having your strategist involved in the sales process is that if the prospect signs the deal, the handoff from sales to services will be much smoother because they already have a relationship built with the strategist.



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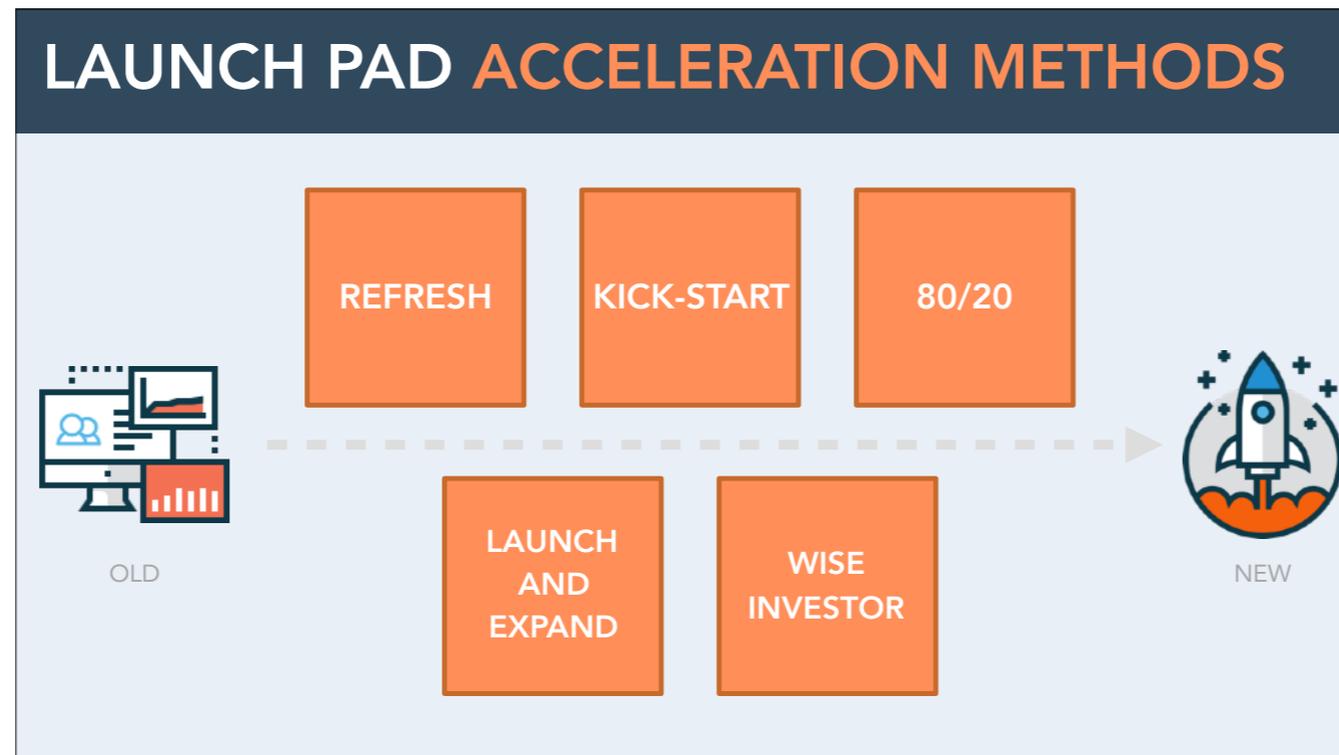


PRICING THE LAUNCH PAD SITE

- Involve your strategist and service team.
- Determine which launch pad approaches will your team likely use?

UNSPLASH USER SPACEX

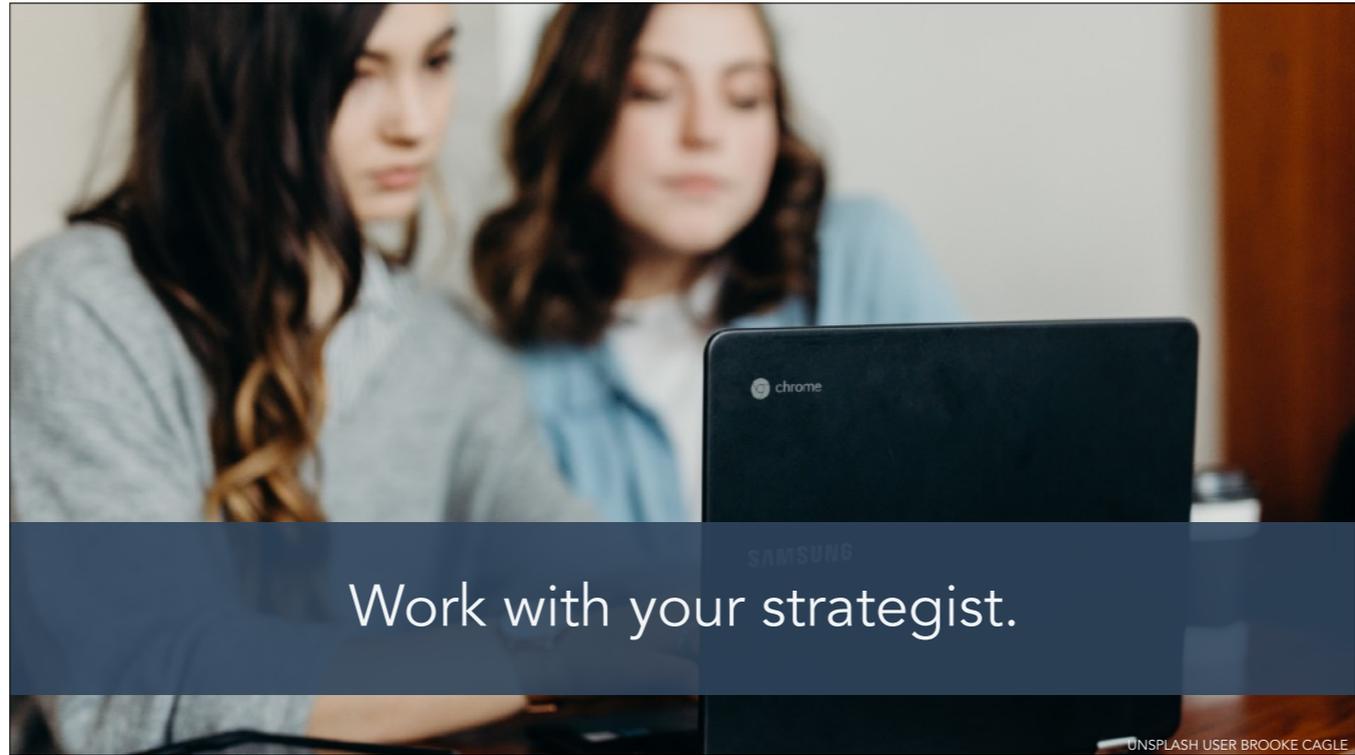
The second pro tip for pricing launch pad websites is to determine which combination of acceleration methods would be best with the specific prospect's site.



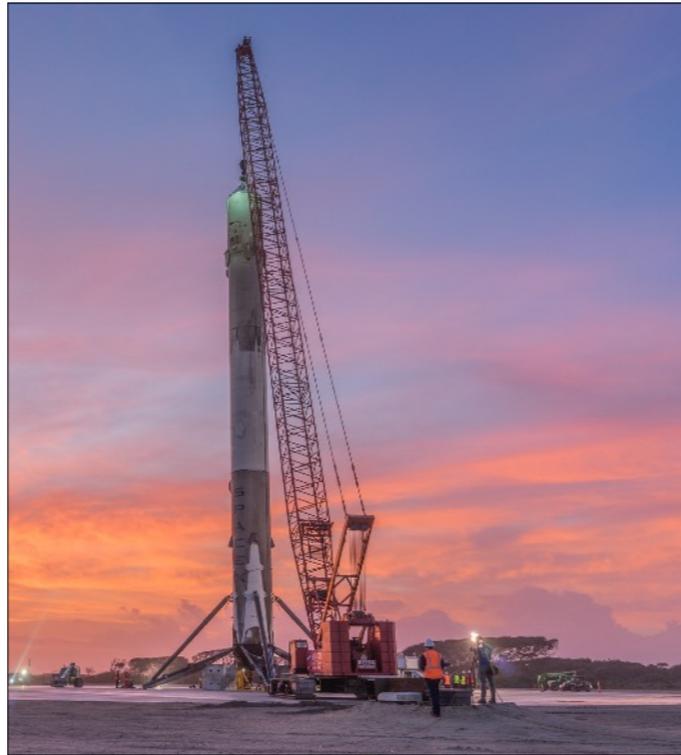
There are five different launch pad acceleration methods that can be used to build the launch pad website: the refresh method, the kick-start method, the 80/20 method, the launch and expand method, and the wise investor method.

Depending on which ones are a good fit for the prospect, it will change the process you use to build the launch pad. Work with your strategist to get a good understanding of which accelerations methods would likely be used on the specific prospect's website. These may change coming out of the strategy stage, but it will likely be pretty close and will help you get a better idea of the work needed to launch.

To learn more about these five launch pad acceleration methods, watch the "Building a Launch Pad Website" lesson in the Growth-Driven Design Certification.



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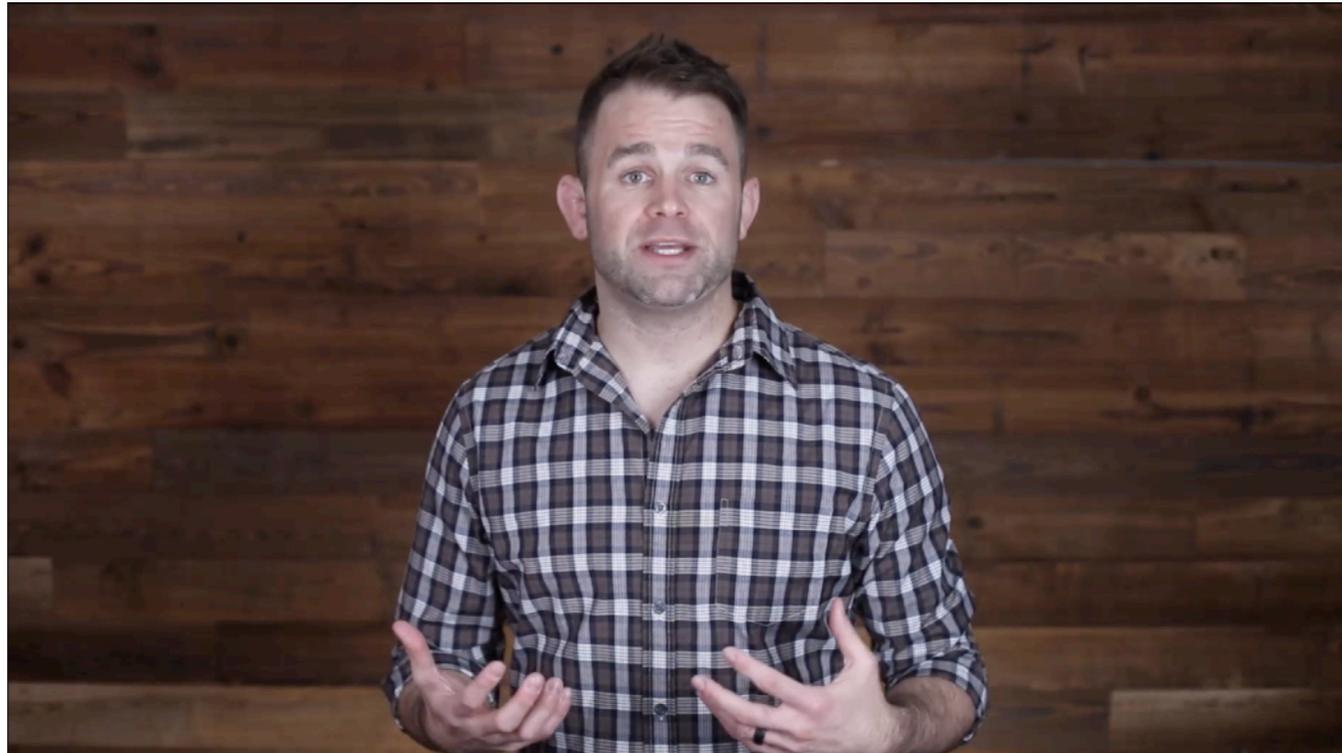


PRICING THE LAUNCH PAD SITE

- Involve your strategist and service team.
- Determine which launch pad approaches will your team likely use?
- Create “building blocks” of common website elements, pages, and sections.

UNSPLASH USER SPACEX

The third pro tip for pricing a launch pad website is to create “building blocks” of common website elements, pages, and sections to make it easier to scope the sum of the parts.



Think of the website like a castle built out of legos. The castle is the end product, but it's nothing more than combining many different pre-built lego blocks together. Having those pre-built lego pieces in a box, ready to grab, will make the castle quicker to build. In the design world, this approach is called "Atomic Design", pioneered by Brad Frost.

CREATING YOUR BUILDING BLOCKS

Work with your services team to develop out a list of the most common elements being created.

- Start with creating a list of 50-200 most common



UNSPLASH USER RICK MASON

What building blocks do you need for building your "castle?" Work with your services team to develop an internal list of the most common elements being created on your clients' websites.

Although you could get more granular, for the purpose of quoting, start by making a list of the top 50-200 most common global elements and specific modules the team uses when building a site. Once you have a good list, have the team estimate how much effort each global element and specific module takes to create and customize.

CREATING YOUR BUILDING BLOCKS

Work with your services team to develop out a list of the most common elements being created.

- Start with creating a list of 50-200 most common
- Create a list of the 20-50 most common pages.
 - Add which global elements and modules are being used for each page.
 - Add up effort for all items on the page to get the total effort required to build the page.



UNSPLASH USER RICK MASON

From there, make a list of the top 20-50 most common pages the team creates for your clients. From the global element and module list, start dropping the specific modules being used onto each page. With all the modules listed, you can add up the total effort from all the modules and mark the total page effort.

CREATING YOUR BUILDING BLOCKS

“What about quoting pages we’ve never built before?”

- Have your services team build out a process for building each type of page: high, medium, and low impact pages.
 - Impact refers to the influence a page has on the goals set by the client.
 - The high impact page process will be more in-depth as it’s worth the investment of effort.
- Vote on the effort required to implement each process.



UNSPLASH USER RICK MASON

You may be asking yourself, “Luke, how can we quote pages we’ve never built before? Our prospects always have unique items they need us to build.” Here’s a great way to quickly quote those items.

Your services team should create different processes for each type of page: high, medium, and low impact. The impact refers to the influence the page has on reaching the prospect’s goals. The high-impact page process will be much more in-depth as it’s worth the investment of effort. The low-impact page process may be as simple as migrating the existing content and styling it for the site.

Once they’ve defined the process for each type of page, have them vote on the effort required to implement each process.

Then when you’re quoting a specific prospect’s site, your strategist can estimate which pages are high-, medium-, and low-impact pages. For any pages that you do not have building blocks for, estimate using the total effort for the type of page it is.



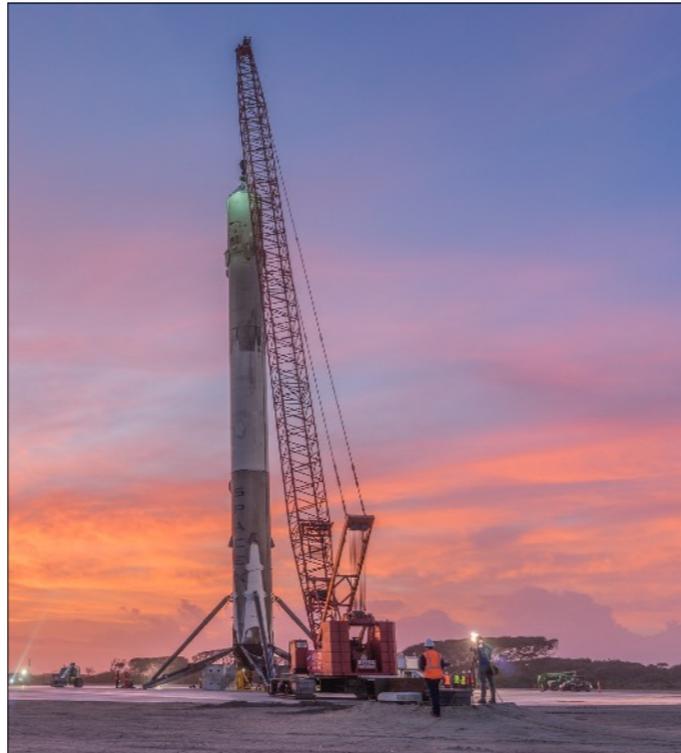
Although this is a bit more up-front work, it will drastically improve the accuracy and speed of the quoting process. As you and your strategist are moving through the sales process and understanding the prospect's company, goals, audience, and current website, you can continuously be adding "legos" into the quote until you have the total price for the launch pad.



Continuously update the cost.

Once you've developed your initial building blocks, make sure you continuously update the cost for each one to reflect the work. Have the sales team attend the retrospective held after a launch pad website goes live. In this retrospective, pull up the original quote with all of the pages and elements used to develop the launch pad quote.

The services team can reflect on the effort required for each one and the sales team can update the pricing to better reflect the time each element takes. Again, this is a case where the sales and services teams must really work together, even after the launch pad is complete.



PRICING THE LAUNCH PAD SITE

- Involve your strategist and service team.
- Determine which launch pad approaches will your team likely use?
- Create “building blocks” of common website elements, pages, and sections.
- Build in flex time and budget.

UNSPLASH USER SPACE

The fourth pro tip is to build in flex time and budget into the schedule and quote. How much flex time and budget should you incorporate? Here’s a quick activity to run with your team to answer that question.

ACTIVITY: FLEX TIME AND BUDGET

Sit down with the strategist and/or project manager and individually score the following factors on a scale one to ten.

- Size of the website
- Complexity of the website
- Clarity on potential wishlist items
- State of the current website
- Infrastructure updates
- Number of unknowns or learning curves

After the initial services team estimate, sit down with your strategist and/or project manager and individually score the following factors on a scale of one to ten, with ten being the highest: size of the website, complexity of the website, clarity on potential wish list items, state of the current website, infrastructure updates, and the number of unknowns or learning curves.

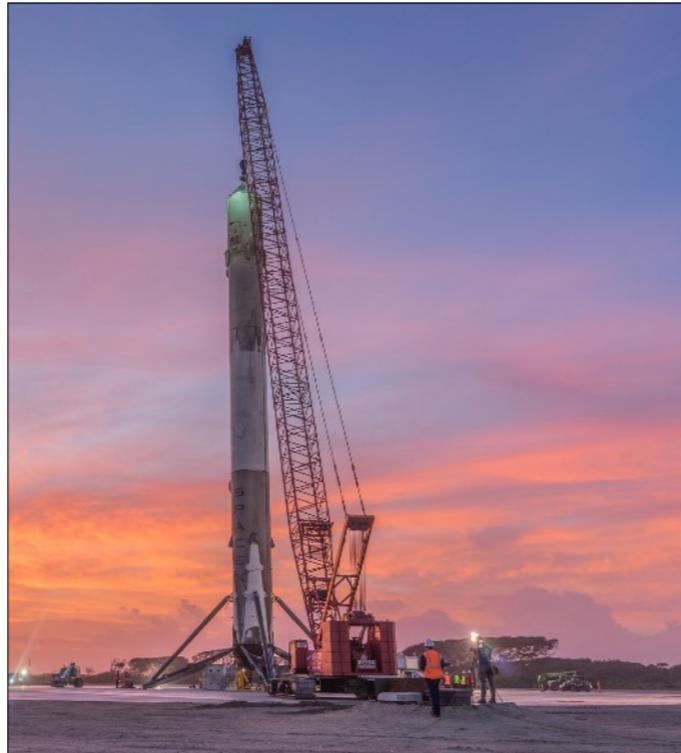
After you each score individually, share your scores and have a brief discussion about each one. Make any adjustments based on the group conversation and add the totals. This will give you a total flex score, which can help determine how much flex time to incorporate.

The higher the flex score, the more flex time and budget should be added to the project due to its uncertain, complex nature. Additionally, any high scores should be a red flag for additional discovery and/or to implement a strategy-first option.



Generally, the amount of flex time built into a launch pad's schedule and budget will be between five and ten percent of the original estimation given by your services team.

Flex time can also offer you the ability to over-deliver. If your team completes the launch pad site without using all of the additional time or budget added into the schedule, you can always use the remaining budget for extra bonuses, launch promotions, special thank you gifts or even convert it into effort points for use in the first month of continuous improvement.



PRICING THE LAUNCH PAD SITE

- Involve your strategist and service team.
- Determine which launch pad approaches will your team likely use?
- Create “building blocks” of common website elements, pages, and sections.
- Build in flex time and budget.
- When in doubt, start with strategy stage.

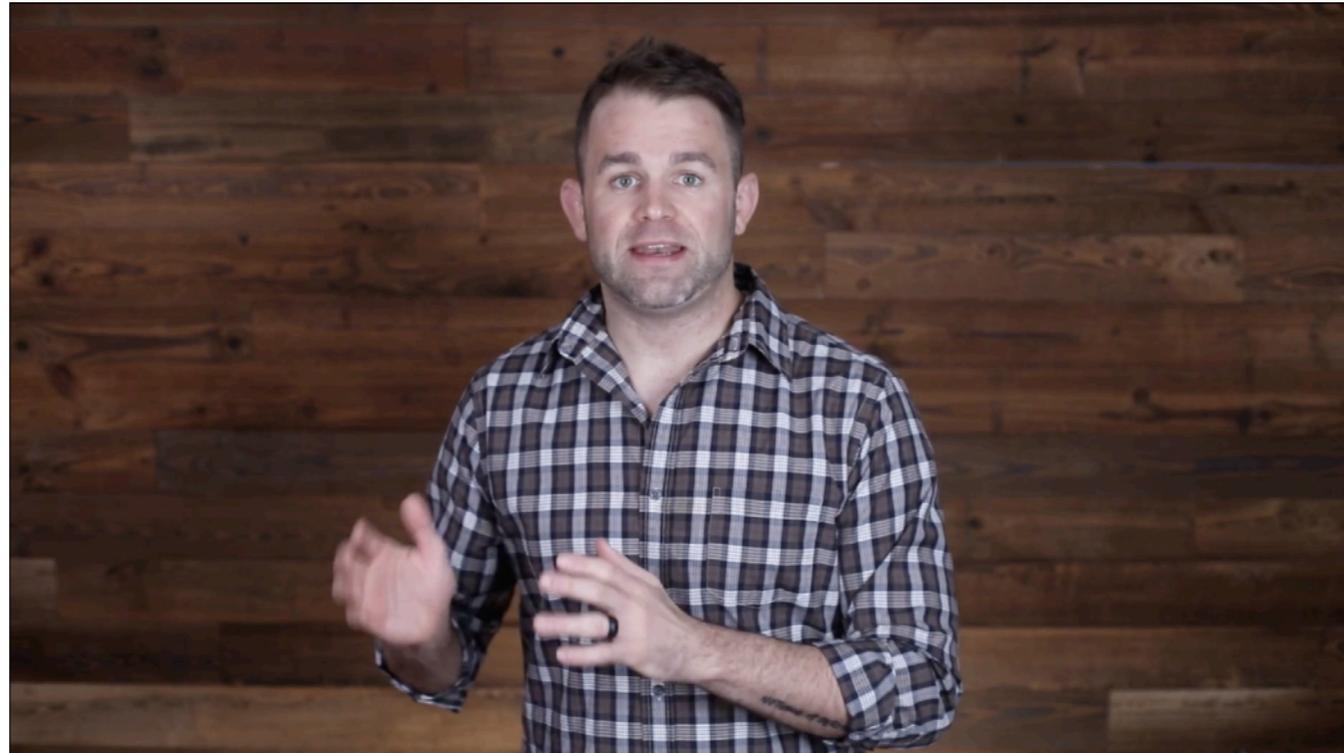
UNSPLASH USER SPACEX

The fifth and last pro tip for how to scope and price a launch pad website is that whenever you're in doubt, simply start with the strategy stage.

From time to time, you'll encounter a prospect who is fuzzy on their goals, the website vision, and/or their audience. Anytime you're not confident in the effort required to build a successful launch pad website, start the engagement by simply selling just the strategy step.



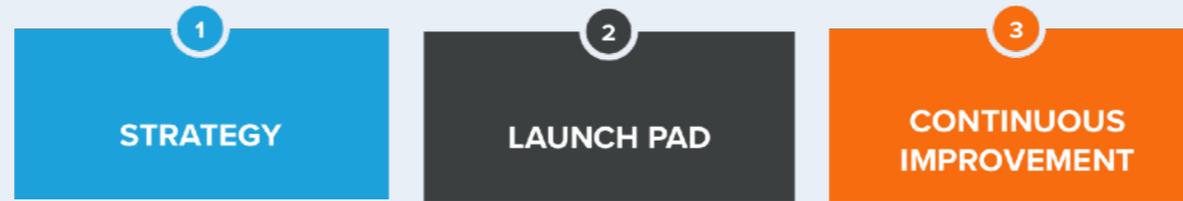
Starting with the strategy step is a simple way to avoid any potential risk in misquoting and will help your team develop the deep understanding that's needed to create an accurate quote.



Pricing the launch pad website is no easy task and requires a thoughtful mix of understanding the client and setting the right expectations with them. Although it may feel daunting at first, as you get more experience scoping and incorporating healthy retrospective feedback from the services team, your launch pad pricing will become more and more accurate over time.

HOW TO PACKAGE AND PRICE GDD CONTINUOUS IMPROVEMENT.

How to package and price GDD continuous improvement.



The third and final stage of Growth-Driven Design to package and price is the continuous improvement stage.

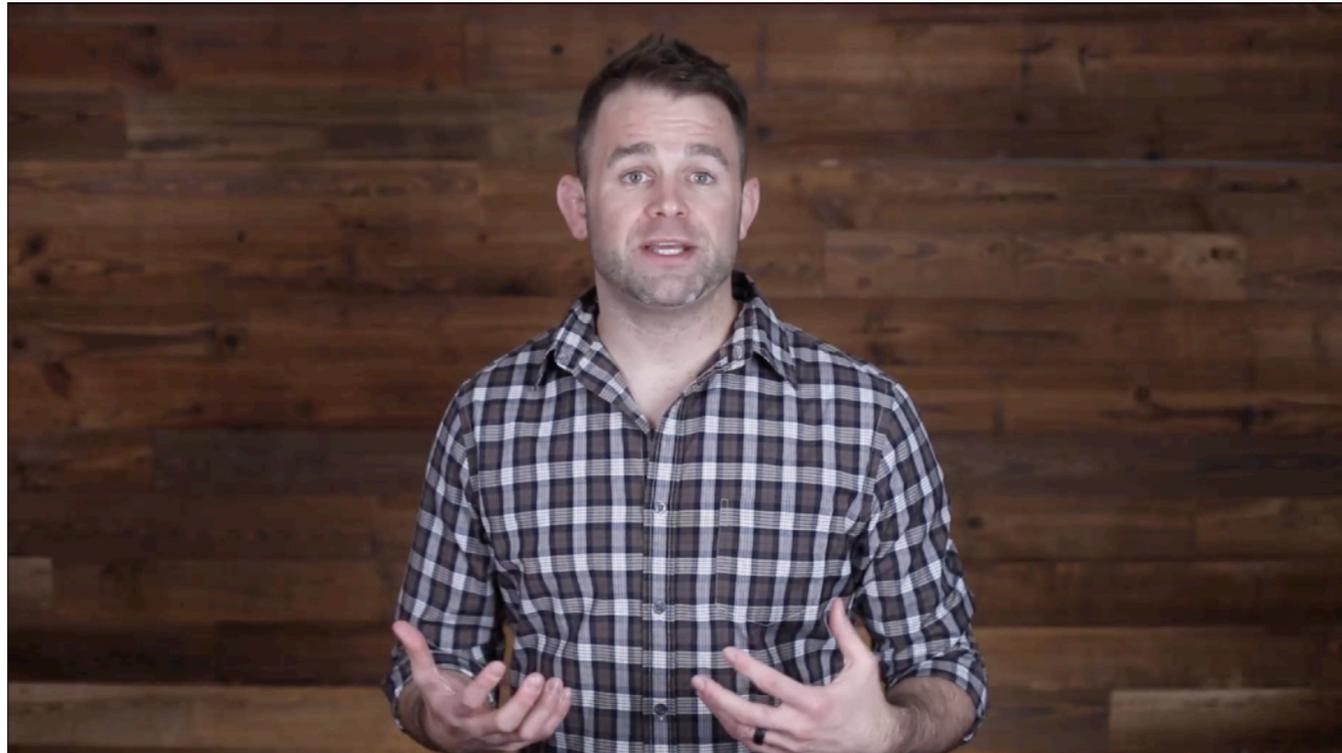


Before we dive into the various packages, you need to first change your mindset of why your clients hire you.

The traditional mindset is that clients hire an agency to build stuff: code modules, launch a beautiful website, write copy, schedule social posts, and so on. The reality is, your clients are not hiring you to create stuff.

YOUR CLIENTS
ARE HIRING YOU FOR
RESULTS AND GROWTH.

Your clients are hiring you for results and growth.



It doesn't matter what or how many items your team builds, this is a business, and if they don't see your direct impact on increasing leads and revenue, they'll fire you.

Your client's CEO doesn't care how pretty the website turns out. If it doesn't directly help the business grow, it's not a successful website.

WHICH WOULD YOUR CLIENT RATHER HAVE?

- 100 blog posts that generate 100 quality leads, or
- 1 blog post that generates 500 quality leads?

Still not convinced? Ask your clients, "Which would you rather have? 100 blog posts that generate 100 quality leads, or one blog post that generates 500 quality leads?" I'd bet they'd say the latter. This illustrates the point: Your clients are hiring you for results and growth, not deliverables.



A MINDSET AROUND CLIENT GROWTH

- Focus on results and growth, not deliverables.
- Structure the packages around your process (the continuous improvement process of GDD).

UNSPLASH USER RAWPIXEL

How does this impact packaging and pricing? First, focus the package around results and growth, not deliverables. Avoid the trap of laying out exactly what your team will deliver every month for the next twelve months. No one can read the future, and the world is in constant change. It's impossible to know which activities will have the biggest impact on growth in month six or eight.

Second, structure your packages around the process outlined in the continuous improvement stage. This process allows your services team the flexibility needed to create a monthly custom game plan on exactly what needs to be done to drive results at this specific time.



STARTER

FAST

FASTER

FASTEST

Okay, now that you've shifted your mindset and plan on creating packages that center around growth, what do those packages look like? The most common, and successful, way is to create four different GDD continuous improvement packages: "starter," "fast," "faster," and "fastest." Let's dive into each one.

GROWTH-DRIVEN DESIGN



STARTER

Give a prospect a small "taste" of Growth-Driven Design and get them hungry for more



FAST



FASTER



FASTEST

The first package, "starter," is primarily used as a paid sales enablement tool. The goal with the starter package is to give a prospect a small "taste" of Growth-Driven Design and get them hungry for more. Although every agency does it a bit differently, here's an example of what the "starter" package looks like.

EXAMPLE: GDD STARTER PACKAGE



GDD STARTER

\$1500
short-term
engagement.

Run a mini-GDD improvement cycle:

- Run an audit on top three highest impact pages.
- Identify user challenges and low hanging fruit.
- Brainstorm a wishlist of 15-20 amazing ideas.
- Present audit and wishlist to the client.
- Pick one (smaller) wishlist items to implement.
- Create action item card for the experiment.
- Implement the experiment.

Price examples are for only GDD services.

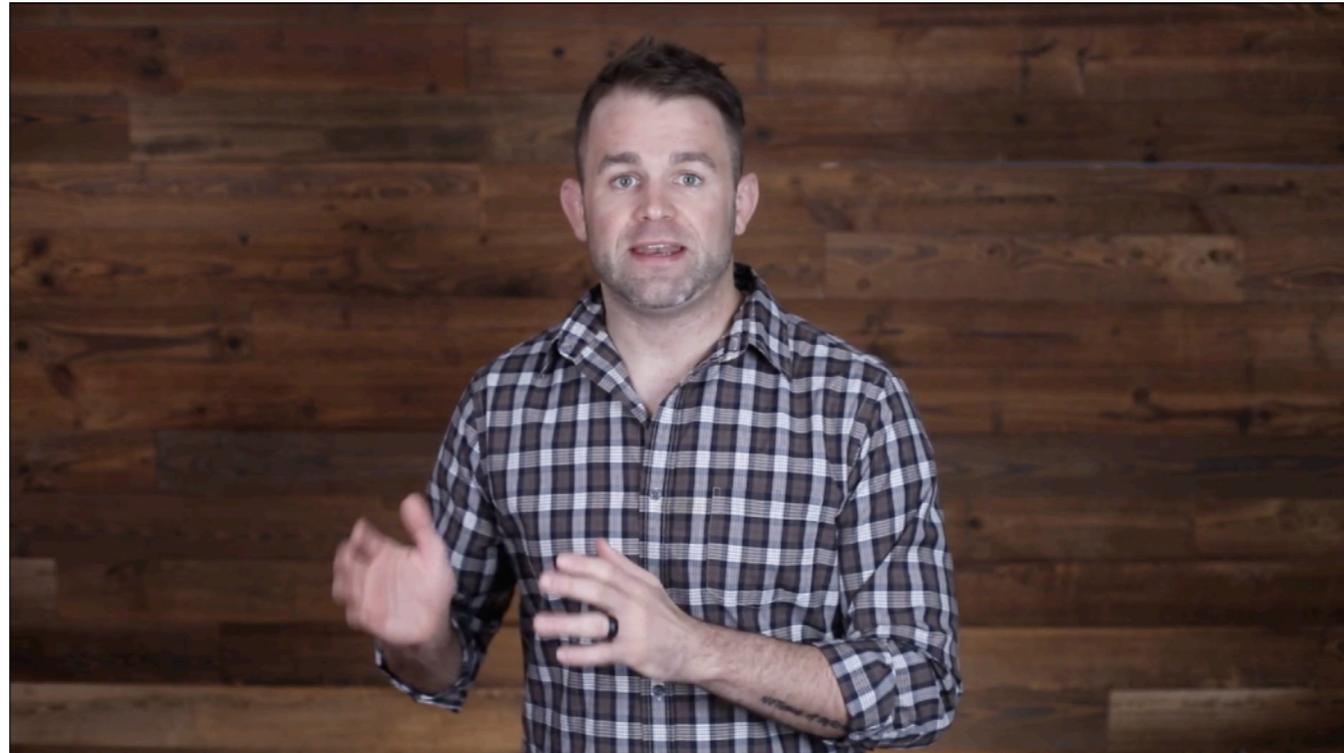
In this example, the starter package is a single payment of \$1,500 USD for this short engagement - usually completed in around a week.

The GDD starter package is essentially running a mini-GDD improvement cycle. This starts with the strategist running an audit and UX research on the top three highest impact pages on the website. During this audit, the strategist will identify user challenges and any quick action items they see.

After the audit is complete, the entire team will host an internal brainstorming mini-workshop to review the user challenges and action items and generate as many amazing high-impact ideas as possible. Prioritize those ideas and create a wishlist with the top 15-20 ideas.

Next, the strategist will meet with the client to present the findings from the audit and walk through the proposed ideas on the wishlist and why they believe it will help users drive results. Once reviewed, the strategist and client will collectively decide on one smaller action item from the wishlist to implement.

With the action item selected, they will then create an action item card to outline and document the experiment. From there, they will implement it with the team.



This example GDD “starter” package is magical because not only does it give the client a mini-taste of what the GDD process is like, but the client also walks away with 15-20 more ideas they’re excited about implementing. When done right, they will likely ask, “When can we do the rest of these ideas?” This is your opening for upselling them into a larger, ongoing GDD package.



STARTER

Give a prospect a small "taste" of Growth-Driven Design and get them hungry for more

FAST

FASTER

FASTEST

- All three run the same process and work from the same wishlist of improvements.
- How much effort will be used each month to complete wishlist items.

Let's shift gears back to the other three GDD packages: "fast," "faster," and "fastest." All three of these packages run the same process and work from the same wish list of improvements. The primary difference between each package is simply how much effort will be used each month to complete the wish list items.

How do you determine the size of each of these packages? Before creating your packages, review the "Implementing Continuous Improvement" class in the "Growth-Driven Design Certification" to review the process you're building packages around.

EXAMPLE: CONTINUOUS IMPROVEMENT

QUARTERLY SUMMIT

Quarterly summit:

3 - 6 hours per quarter.

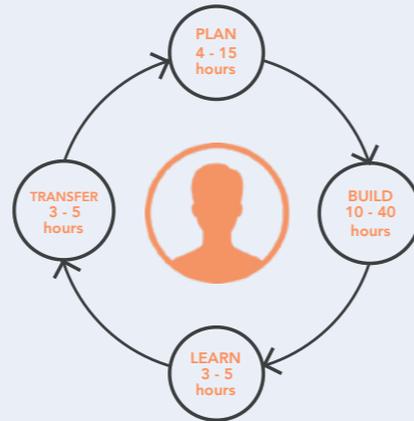
We will add in 1 - 2 hours per month
to account for this time.

The continuous improvement cycle is made up of two primary elements: the quarterly summit and sprint cycles. The quarterly summit is a client workshop focused around strategy, setting the quarter's theme, and adding and prioritizing the wish list for the quarter based on the theme.

The amount of time to prepare, facilitate, and recap each quarterly summit will take 3-6 hours, depending on the size of the engagement. The faster your team is moving each month, the more there is to review, discuss, and brainstorm. Although hosted once per quarter, to get your monthly price, you'll add 1-2 hours per month to account for this time.

EXAMPLE: CONTINUOUS IMPROVEMENT

QUARTERLY SUMMIT



Quarterly summit:

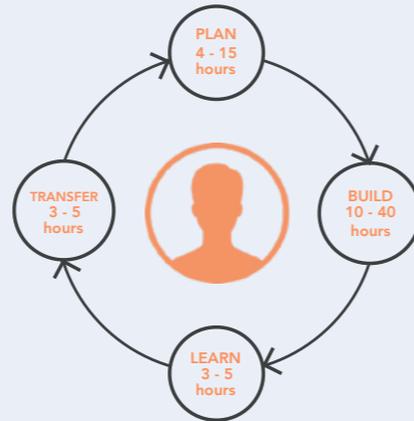
3 - 6 hours per quarter.

We will add in 1 - 2 hours per month to account for this time.

The sprint cycle is the process used once your team dives back into executing on wish list items. The sprint cycle is made of four steps: plan, build, learn, and transfer. The plan step will take between 4-15 hours to complete depending on the package. The build step will take between 10-40 hours to complete. The learn step will take between 3-5 hours to complete. Lastly, the transfer step will take between 3-5 hours to complete.

EXAMPLE: CONTINUOUS IMPROVEMENT

QUARTERLY SUMMIT



Quarterly summit:

3 - 6 hours per quarter.

We will add in 1 - 2 hours per month to account for this time.

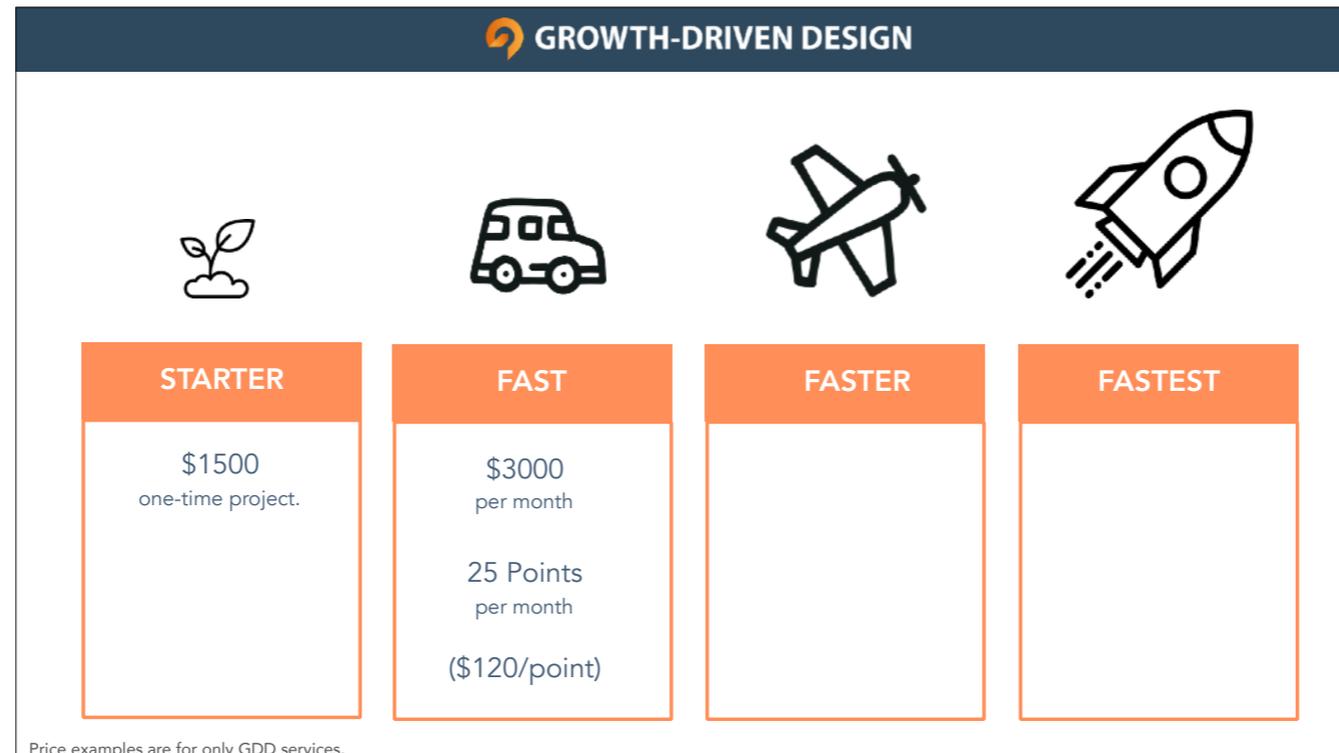
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Sprint cycle: 20 - 65 hours per month

21 - 71 hours per month

Although it's possible to break this time in half and run two cycles in a month, for this example let's assume your team is running one sprint cycle each month. The total time for this monthly sprint cycle will be between 20-65 hours per month.

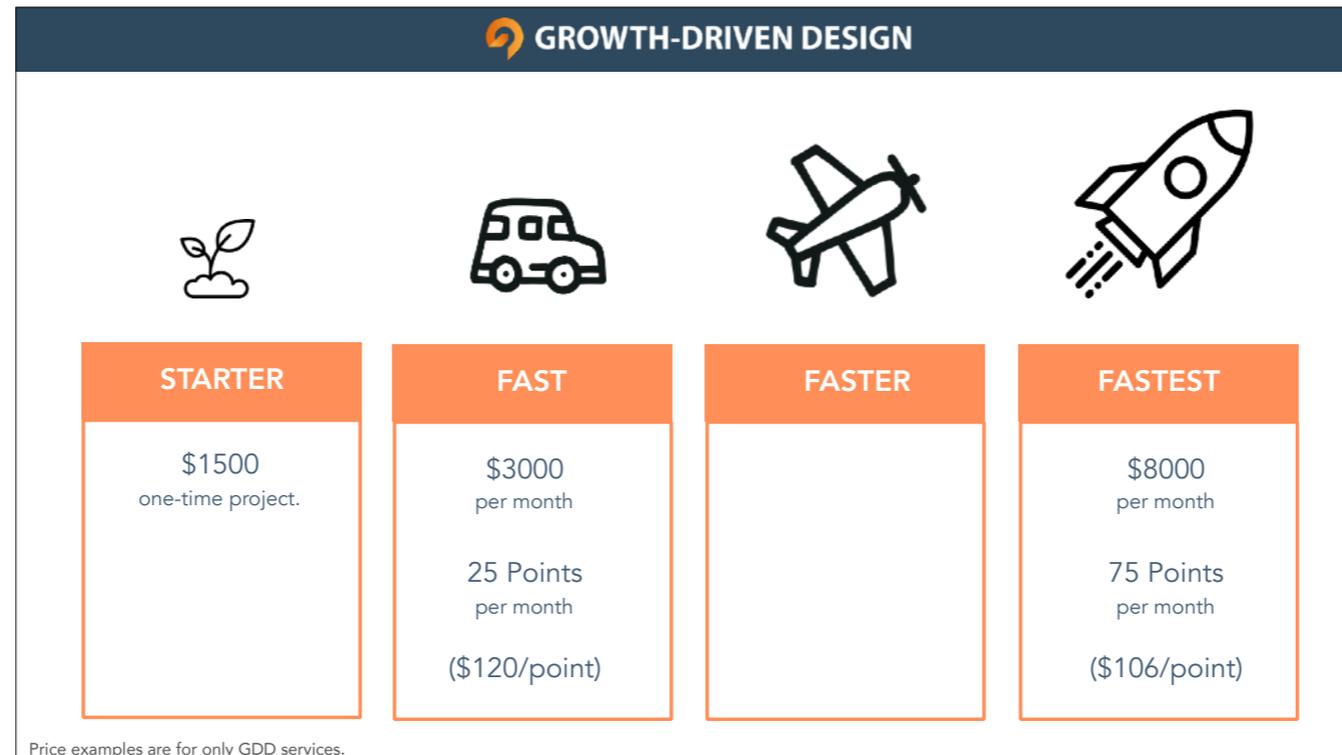
Add this time with the quarterly summit time and we can budget in 21-71 hours per month. Now that we have a range of the the total number of monthly hours required to implement the GDD continuous improvement stage, your can get to the final costs. This could be done by simply applying your hourly rate to come to a flat rate per month, or using a points-based pricing formula.



Continuing our example, now that we have our total monthly time ranges, let's build each of our GDD continuous improvement retainer packages starting with the "fast" package. Let's assume our agency uses point-based pricing and has a formula for converting hours into points.

Based on the estimation work we did in the previous step, we know the low end, the bare minimum, of time required is 21 hours per month. Anything lower will make it hard to have time to gain any real learnings, build traction, and drive results. However, when building our "fast" package, we don't simply want to do the bare minimum.

In this example, we've settled on our "fast" package to cost \$3,000 USD per month, which includes 25 points per month, or \$120/point.



Next, we move to the other end of the spectrum and create our “fastest” package based on the top end of the estimated time range. The “fastest” package costs \$8,000 USD per month and includes 75 points per month - or \$106/point.

You can see that we’ve built in an incentive for a prospect or client to move toward the larger package. As they buy more effort, or points, the cost per point goes down.



STARTER

\$1500
one-time project.

FAST

\$3000
per month

25 Points
per month

(\$120/point)

FASTER

\$5000
per month

45 Points
per month

(\$111/point)

FASTEST

\$8000
per month

75 Points
per month

(\$106/point)

Price examples are for only GDD services.

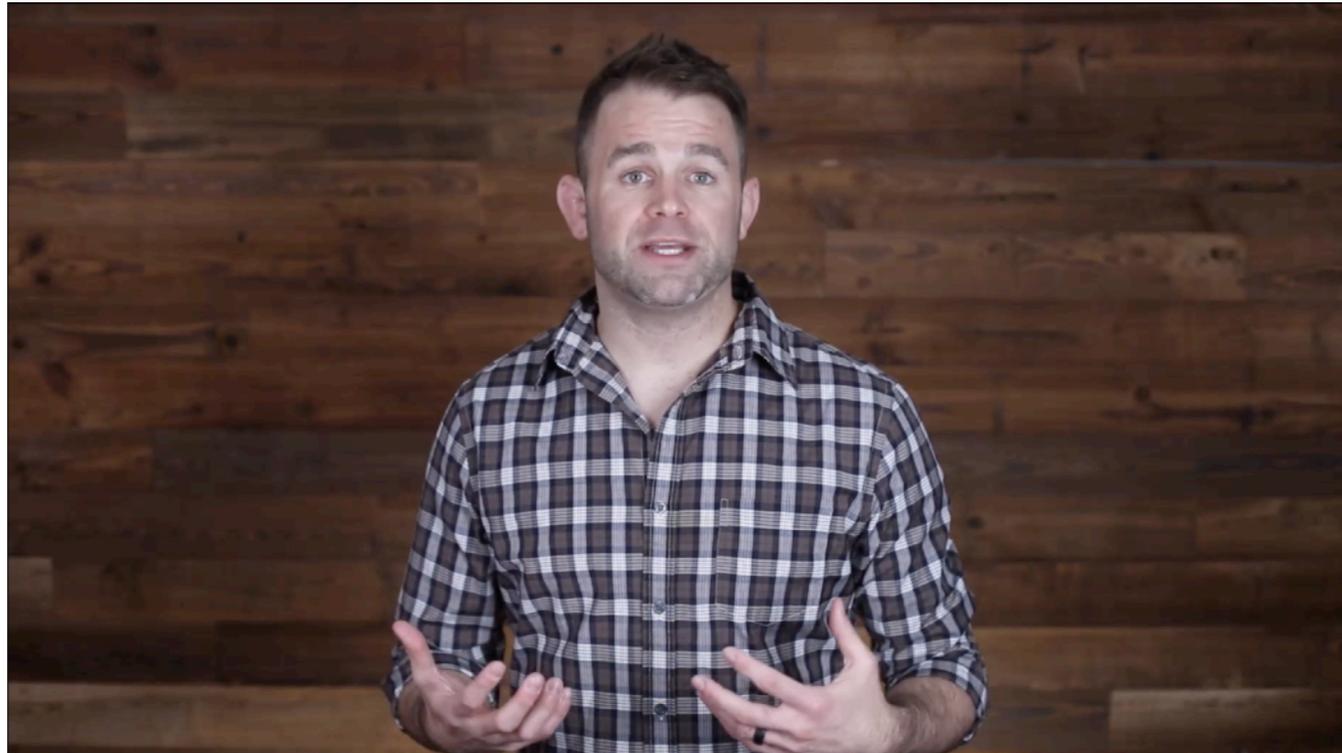
Lastly, we find a good middle-ground in our “faster” package. This package costs \$5,000 USD per month and includes 45 points per month - or \$111/point.



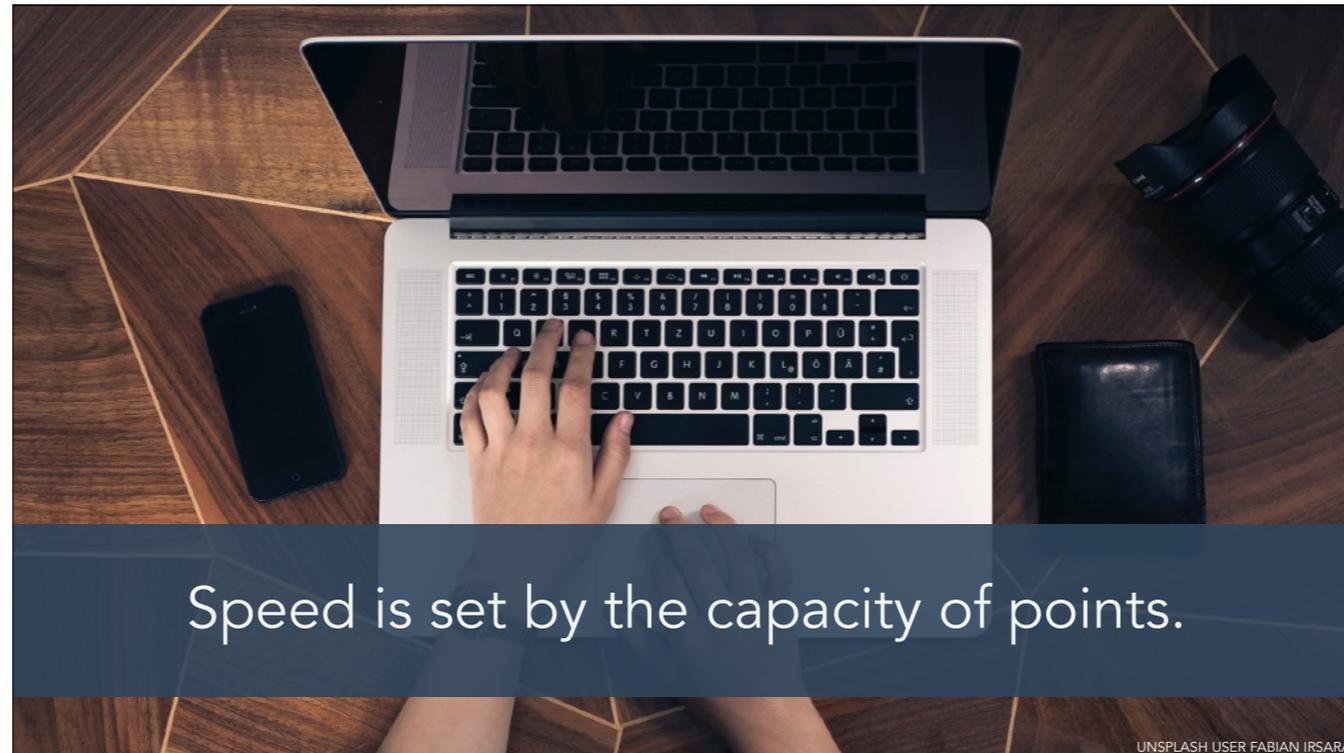
There you have it, your GDD continuous improvement stage packaging and pricing. But keep in mind, this is a general example. You'll want to work with your services team to determine your process and related time required to successfully implement the GDD continuous improvement stage with clients.

HOW DO WE MATCH THE PROSPECT WITH THE RIGHT PACKAGE?

Now that we've reviewed the various GDD continuous improvement packages, you may be asking yourself, "Luke, how do we match the prospect with the right package?" Good question!



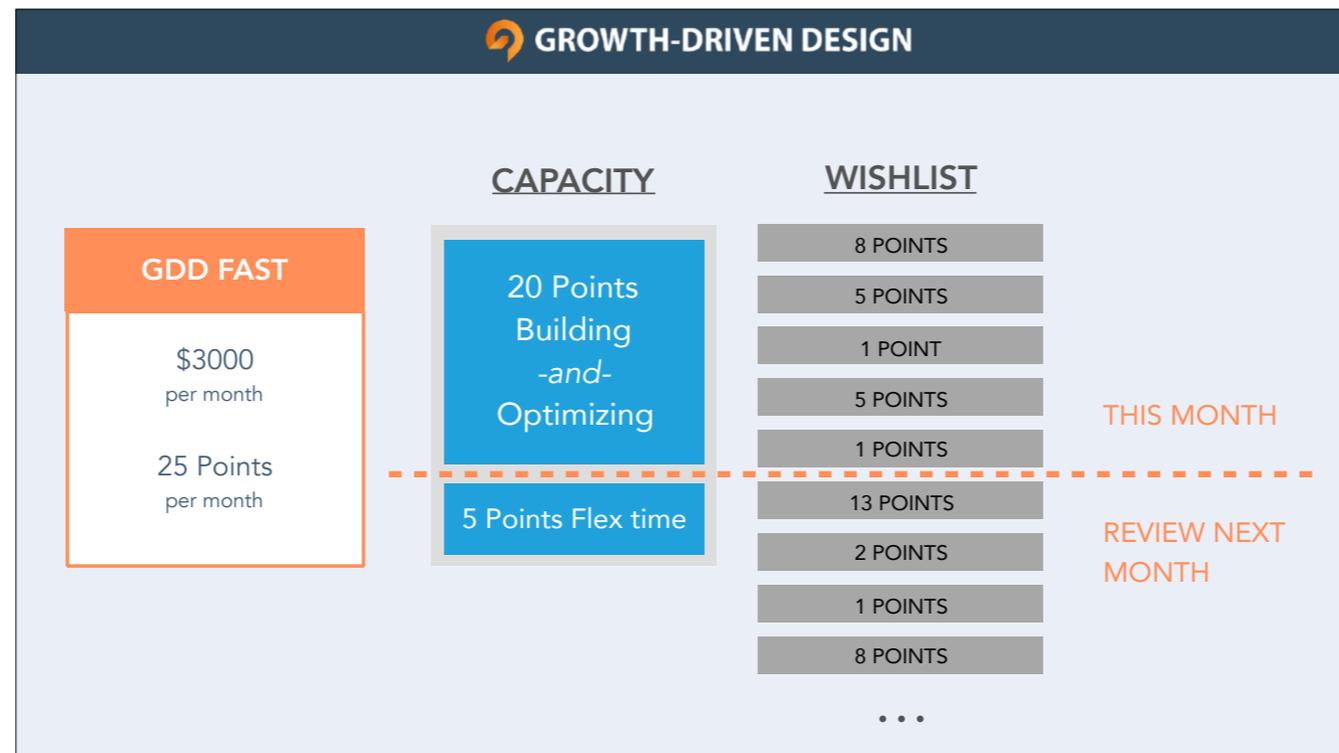
The beauty of the point-based, agile system that Growth-Driven Design uses for continuous improvement is that it's very hard to under-quote a monthly package.



Speed is set by the capacity of points.

UNSPLASH USER FABIAN IRSARA

Although the items on the wish list and the client's priorities may change, the speed through which you complete items is set by the capacity of points the client has purchased. To help understand this, let's walk through an example.



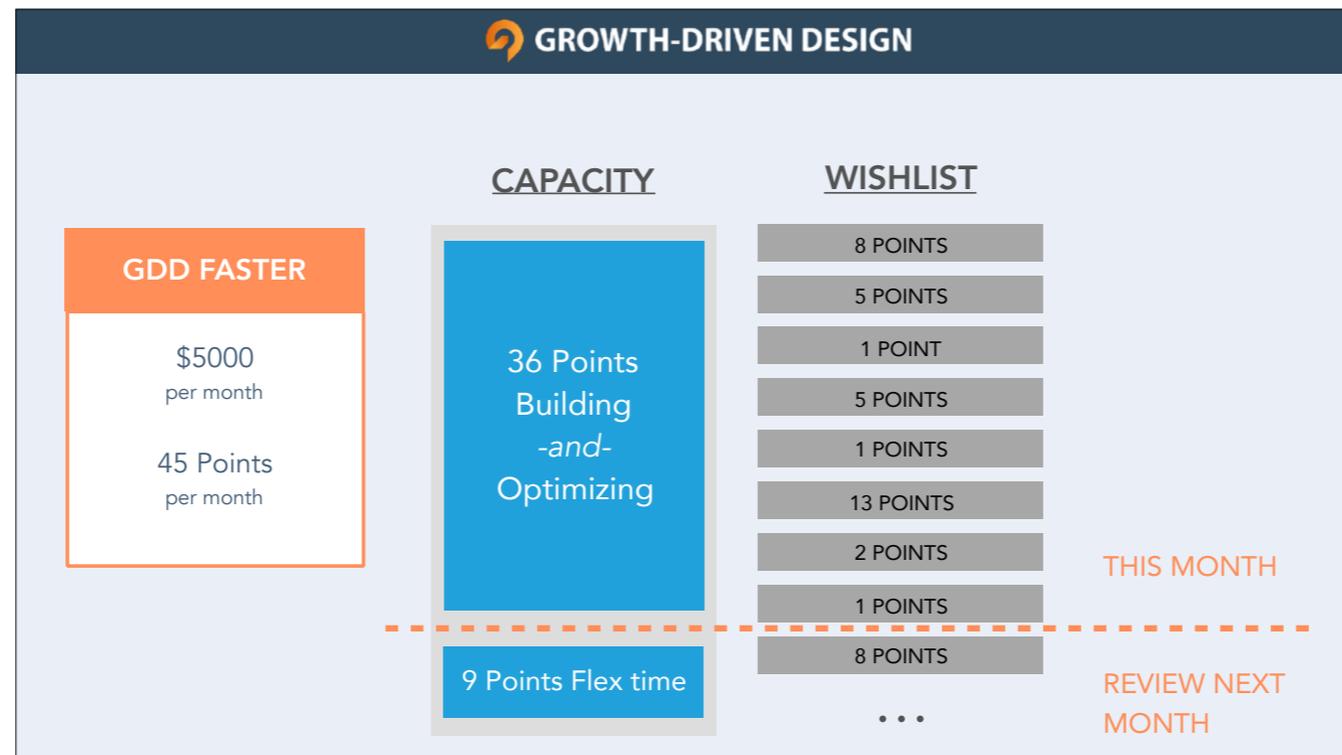
Suppose that you close a new client on a \$3000 per month retainer, which includes twenty five points per month.

Each month the strategist will divide the overall capacity between 80%, or twenty points, building and optimizing items from the wish list that match your current focus, and 20%, or five points, for flex time. Examples of where flex time could be used include general maintenance, small updates, or potential "mandatory changes" that don't fit in the current focus.

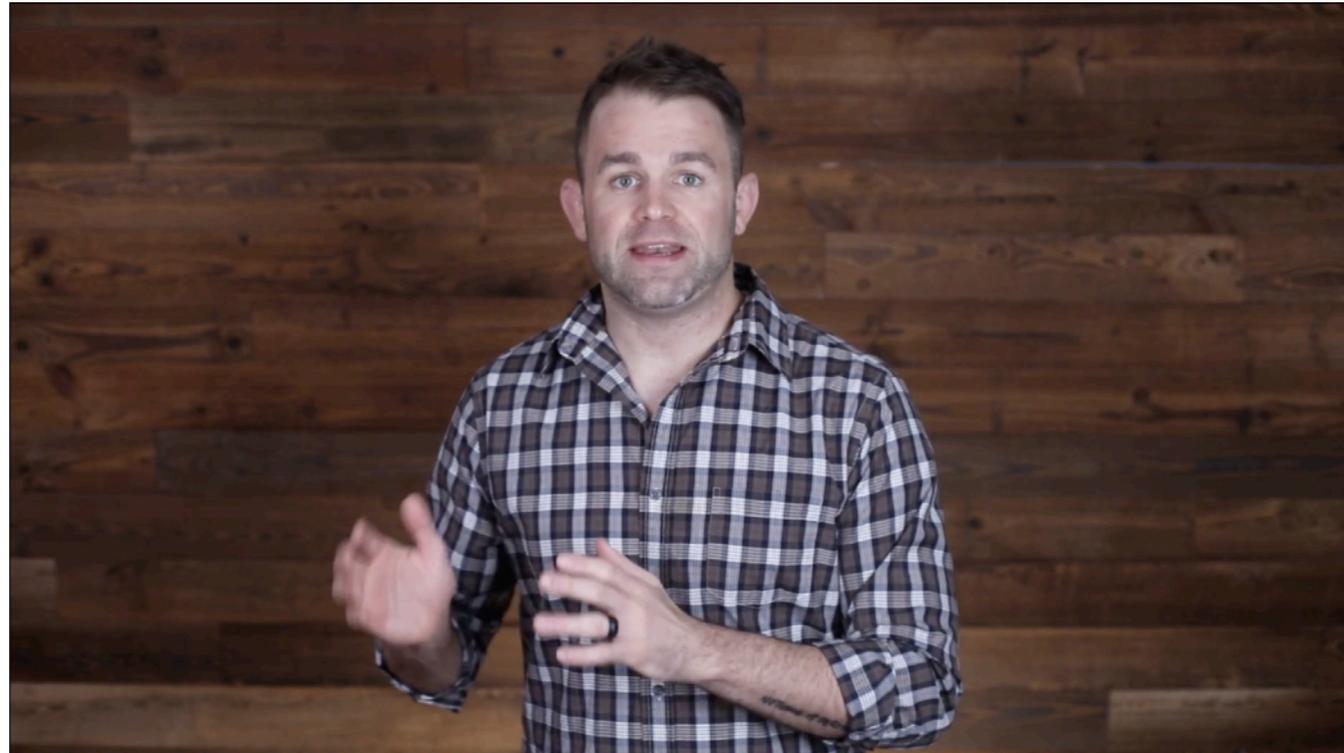
For the flex time, set this expectation with prospects that twenty percent of the total is the maximum number of points that can be used for non-focus, non-wish list items. If they need more points than what's allowed in the twenty percent, they will need to purchase additional points for that month to complete the non-focus project.

For the building and optimization time, having a maximum number of points available creates a "line" drawn through the prioritized wishlist of what will be done this month and what will be reviewed next month. Assuming your strategist and services team is properly scoring each individual item's points, this system makes it very hard to move out of scope each month.

In the event the prospect did purchase too small of a continuous improvement package, it simply means you'll be moving slowing down the wish list. Either the strategist or the client may start explaining pains of moving too slow, at which point the client can purchase additional points.



Upgrading into a larger package with allow the team to move faster. With more points available, monthly capacity increases and the services team can move quicker down the wishlist.



Because Growth-Driven Design is a new idea, it's not uncommon for a prospect to pick a smaller package to start. However, once they've gone through the improvement cycles a few times and seen the results, they might upgrade to a larger package to move faster.

For now, the key is to get started and set the right expectations around how long it will take to achieve their goals based on the package they pick.

HOW DO WE PACKAGE GDD WITH OUR OTHER SERVICES?

Now, you might be thinking, "Ok Luke, this makes sense. But, we don't just offer web design and optimization. How do we package GDD with our other services?" Great question!



Again, your goal and the reason you're hired is to drive the best results possible and help your clients grow their businesses. To truly accomplish that, you need more than Growth-Driven Design.

EXAMPLE: MULTI-SERVICE RETAINER



In addition to Growth-Driven Design, you need marketing efforts and sales enablement. These three services give you the ability to build and optimize the entire customer journey from initial awareness to closing as a customer. Heck, you may even want to go further and include customer success services to help delight your client's customers.



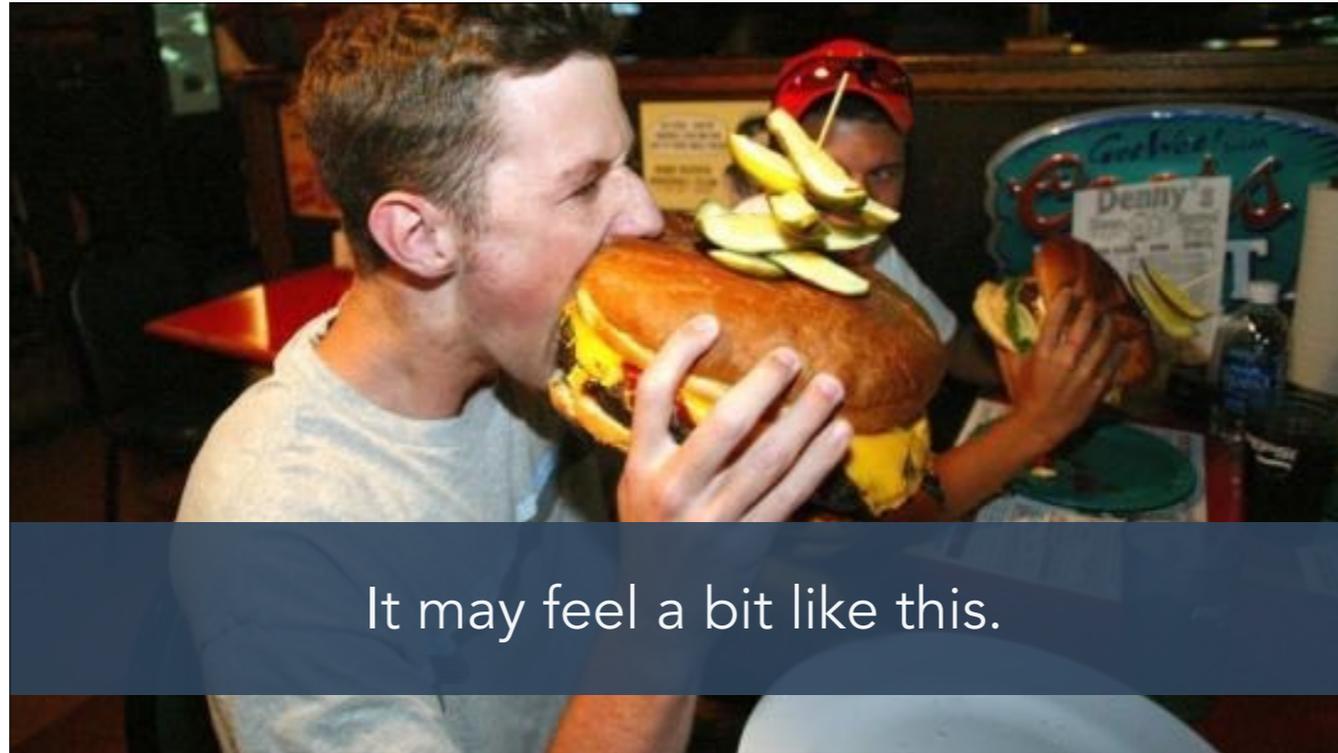
It's recommended to have all of these services under one retainer and to apply the Growth-Driven Design process to all of the services in your retainer. Each service will have its own wish list and point guardrails to protect from cannibalizing points from different services. One retainer. One process. Multiple services.

IN AN IDEAL WORLD

	Starter	Fast	Faster	Fastest
Growth-Driven Design	\$1500	\$3000 25 Points	\$5000 45 Points	\$8000 75 Points
Marketing	\$1500	\$3000 25 Points	\$5000 45 Points	\$8000 75 Points
Sales	\$1500	\$3000 25 Points	\$5000 45 Points	\$8000 75 Points
Customer Success	\$1500	\$3000 25 Points	\$5000 45 Points	\$8000 75 Points

Prices and points shown are per-month.

In an ideal world, a prospect would convert on your fastest retainer for all services. This allows you full speed and flexibility.



However, as much as your agency would love this engagement, for many clients this is too much, too quick. Getting them started with all of your services in the fastest package may feel a bit like trying to eat a huge, triple cheeseburger - taking on too much and not knowing where to start.

CREATE A CUSTOM PATH

	Starter	Fast	Faster	Fastest
Growth-Driven Design	\$1500	\$3000 25 Points	\$5000 45 Points	\$8000 75 Points
Marketing	\$1500	\$3000 25 Points	\$5000 45 Points	\$8000 75 Points
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Prices and points shown are per-month.

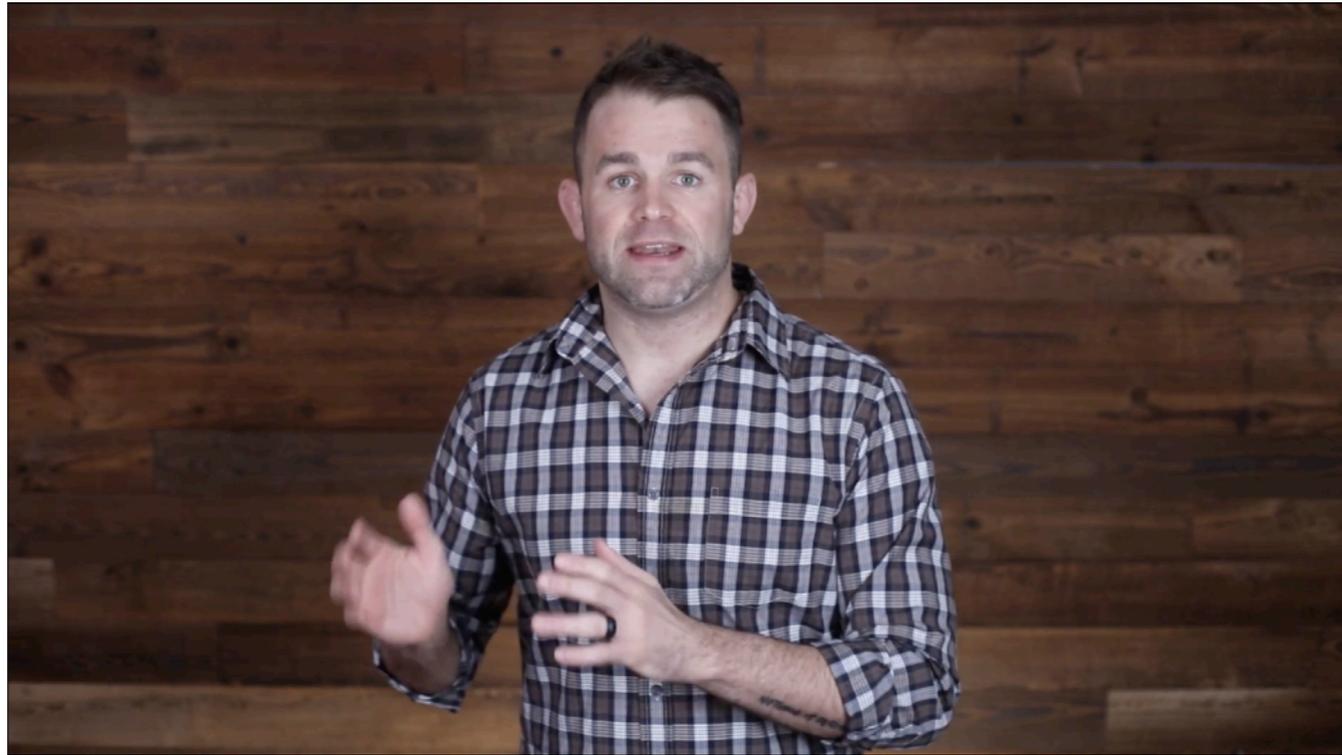
A more realistic, and common, approach is to develop a path that clients can move along as they grow with you. Get them started with a good-fit package based on what it will take to achieve their goals. If this does not fit within their budget, then set that expectation and reset realistic goals for their budget.

CREATE A CUSTOM PATH

	Starter	Fast	Faster	Fastest
Growth-Driven Design	\$1500	\$3000 25 Points	\$5000 45 Points	\$8000 75 Points
Marketing	\$1500	\$3000 25 Points	\$5000 45 Points	\$8000 75 Points
Sales	\$1500	\$3000 25 Points	\$5000 45 Points	\$8000 75 Points
Customer Success	\$1500	\$3000 25 Points	\$5000 45 Points	\$8000 75 Points

Prices and points shown are per-month.

Wherever they start, educate and inspire them about the path they can take to accelerate their growth. Explain what their world would look like if they upgraded in each area over time.



Productizing your services without losing the flexibility required to continuously deliver results is no easy task. What we've outlined in this video is a great starting point, but I'd encourage you to take these ideas and modify and adapt them for your specific types of clients and services.

PUTTING IT ALL TOGETHER
INTO A GDD QUOTE.

Putting it all together into a Growth-Driven Design quote.



There are two important considerations when you're building a Growth-Driven Design quote for a prospect: how to break up the initial quote and the length of the engagement.



PUTTING TOGETHER THE QUOTE

- Determine how to break up the initial quote.

UNSPLASH USER LINKEDIN SALES NAV

Let's dive into the first important consideration, how to break up the initial quote. There are four options for breaking up the initial Growth-Driven Design quote.

BREAKING UP THE INITIAL QUOTE



The first option is called the “flat rate” option, and it works well for smaller websites. By “smaller” website, we’re referring to sites that would cost under \$15,000 USD when quoted using traditional web design. Some example clients who may fit in this bucket include dentists, law firms, or a small non-profit.

With the flat rate option, the quote will offer a flat monthly rate over the course of the engagement. The client gets on a retainer from day one when the strategy kicks off. This option works well for small websites because the scope of the site is pretty easy to understand and you likely won’t need a large up-front budget for building the launch pad site.

EXAMPLE: **FLAT RATE**

- General manager at local dental office.
- Small website, under 15 pages.
- Static content



UNSPLASH USER JON TYSON

Let's look at a quick example. Imagine you're talking to a prospect who is a general manager at a local dentist office. Their website is pretty small, less than 15 pages, and the majority of pages have static, informational-based content.

EXAMPLE: **FLAT RATE**

- General manager at local dental office.
- Small website, under 15 pages.
- Static content.

Flat Rate Option:

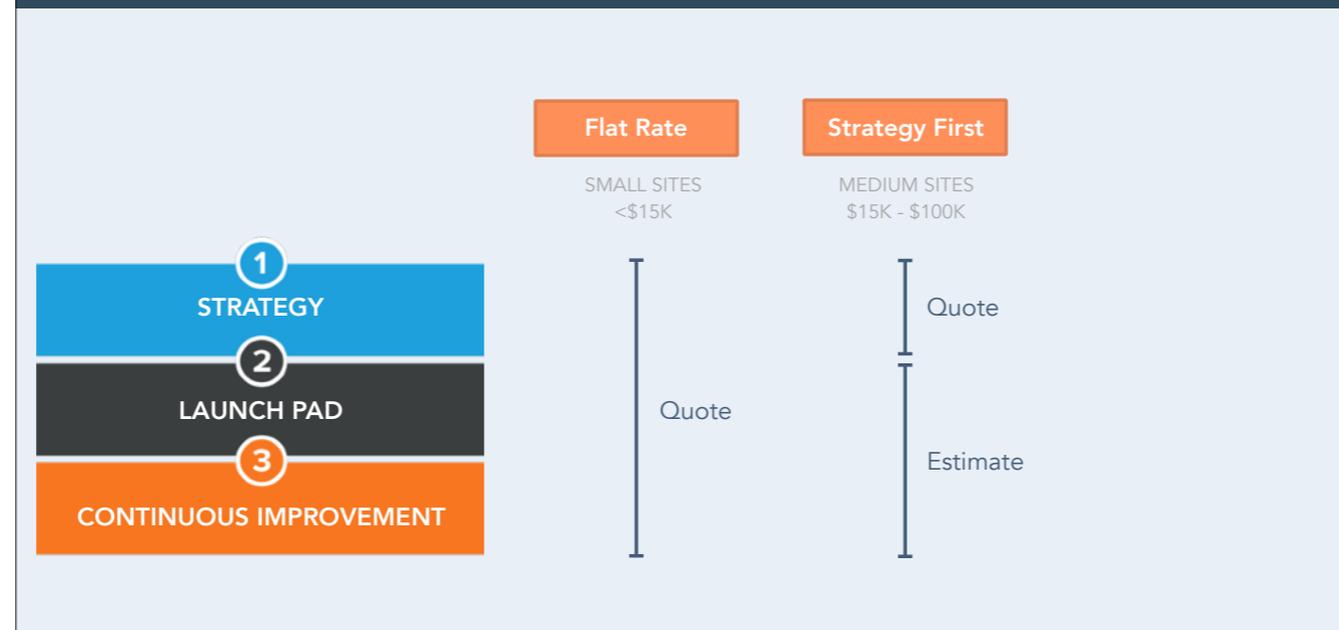
- \$3,000 per month.
- Six month engagement.
- Renewal talks at month four.

UNSPLASH USER JON TYSON



Using the “flat rate” option, the quote would be simple: \$3,000 per month for the next six months. The focus in month one is completing the strategy stage, month two is building the launch pad site, and months three through six are focused on the continuous improvement stage. You’ll also set the expectation that the website should continuously evolve to drive growth, and you’ll evaluate renewing the improvement efforts in month four.

BREAKING UP THE INITIAL QUOTE



The second, and the most commonly used, option is the “strategy first” option. This option works well for medium-sized websites that when quoted using traditional web design fall between \$15,000 - \$100,000 USD. Some example clients who may fit in this bucket include multi-location manufacturing company, later-stage software as a service (SaaS) company, or an international telecom company.

The strategy first approach can also can be a great approach for any prospects who had high “flex scores” during the launch pad scoping step.

The “strategy first” option is exactly what it sounds like - no matter what the scenario, the first step for all clients is to buy and complete the strategy stage.



What comes out of the strategy work will help inform what is best to build during the launch pad and continuous improvement stages. It is still recommended to give them an rough estimate range of cost for the launch pad and continuous improvement stage to set their frame of mind, but set the expectation that the scope and prices will change based on what's found in the strategy stage.

In your quote, you will want to outline the outcomes strategy stage, the process being used to achieve those outcomes, and the specific deliverables the company can expect.

After the strategy stage completes, the estimate ranges for the launch pad and continuous improvement stages can be refined and finalized into a formal quote.

EXAMPLE: STRATEGY FIRST

- Mid-sized manufacturing firm.
- Never focused on digital marketing and their website.
- Don't understand their audience.
- Medium sized website with product catalog, knowledge base, and interior pages.

UNSPLASH USER CRYSTAL KWOK



Here is a simple example of the “strategy first” option. Imagine you’re talking to a mid-sized manufacturing firm with offices across the country.

Digital marketing and their website have never been a focus, however, with a slow-down in leads, revenue, and a change in management, they’re now ready to invest. They don’t have a great understanding of their audience and are not really sure what their users would find valuable on the website. Their current website is a fairly good size with a product catalog, large knowledge base, and quite a few interior pages, but it looks like it was built in the 90’s.

EXAMPLE: STRATEGY FIRST

- Mid-sized manufacturing firm.
- Never focused on digital marketing and their website.
- Don't understand their audience.
- Medium sized website with product catalog, knowledge base, and interior pages.

Strategy First:

- \$3,000 to complete strategy
- Estimated \$10,000 - \$13,000 launch pad
- Estimated \$4,000/month continuous improvement

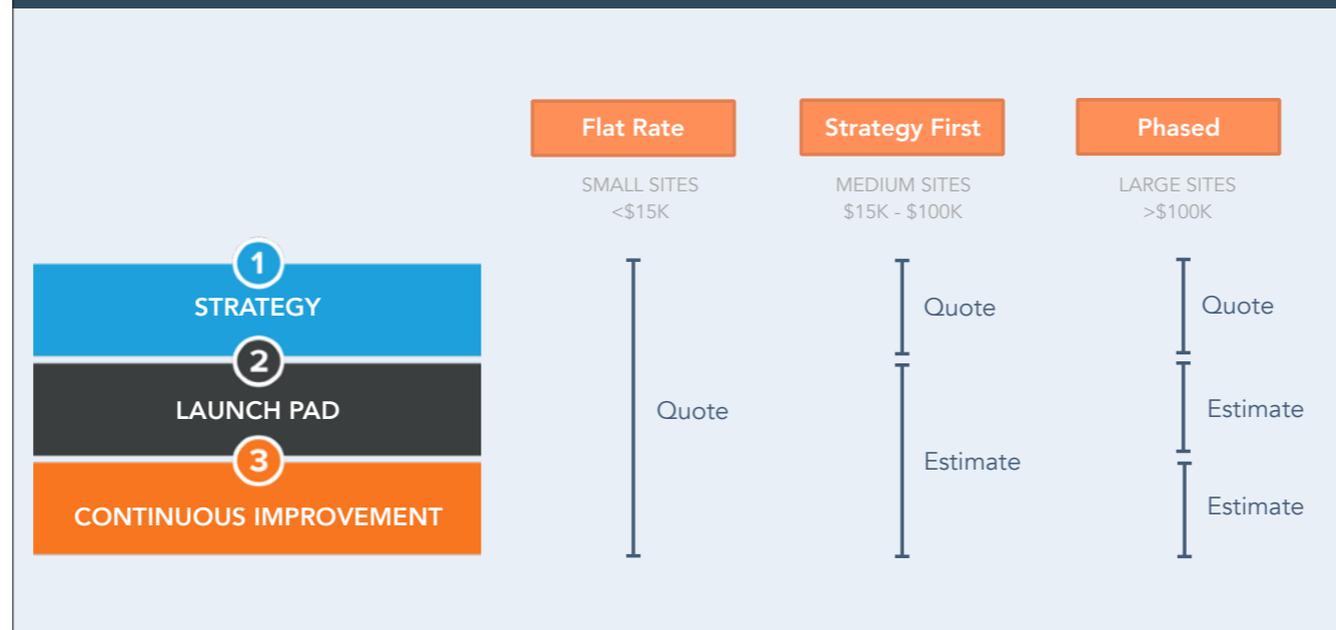
UNSPLASH USER CRYSTAL KWOK



You decide to start with "strategy first" because the client is so unclear about their audience, their current site is extremely dated, and they aren't sure what they want on their site. The initial quote is to sell them the strategy stage for \$3,000 USD and has an outline of the outcomes, process, and deliverables they can expect when buying the strategy stage first.

Additionally, you "plant seeds" by explaining the outcomes, process, and offer an estimated price for the future stages. Based on your sales conversations, the price estimates you include in the initial quote are "Stage two - Launch Pad website for an estimated \$10,000 - \$13,000 USD" and then "Stage Three - Continuous Improvement for an estimated \$4,000/month".

BREAKING UP THE INITIAL QUOTE



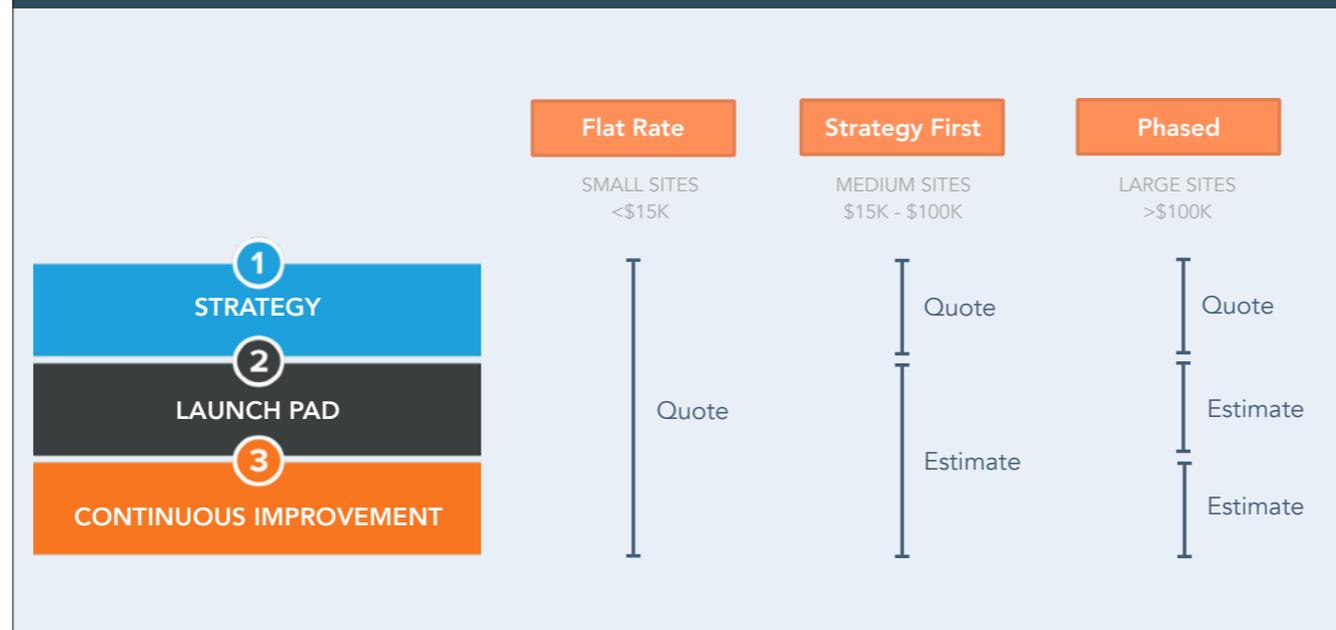
The third option is the “Phased” option. This option works well for large websites that when quoted using traditional web design would be over \$100,000 USD. These types of websites have many different and distinct sections, complex functionality, or multiple languages. As a sales rep, if you see a website with many website sections built on sub-domains, this may be a candidate for the “phased” option.

We call it the “phased” option because websites of this size are often broken into different phases to tackle the large site in manageable chunks versus one horrific undertaking.



Some example clients who may fit into this category include a multi-national enterprise business, a publicly-traded software company, or an international telecom company with localized content in ten countries.

BREAKING UP THE INITIAL QUOTE



In the "phased" approach, you'll take it one step at a time. The initial quote will only include the completion of the strategy stage, with an estimate price range, for example \$100,000 - \$130,000 USD, for the launch pad website and another estimate price range for continuous improvement. After the strategy stage is complete, the initial estimate for the launch pad will be revised and updated based on the learnings in the strategy stage.

The second quote will now be for completing the launch pad website with an estimated range for continuous improvement. Once the launch pad is complete, you'll then review the estimated price for continuous improvement and update it based on any remaining work and plans for continuous improvement.

EXAMPLE: PHASED

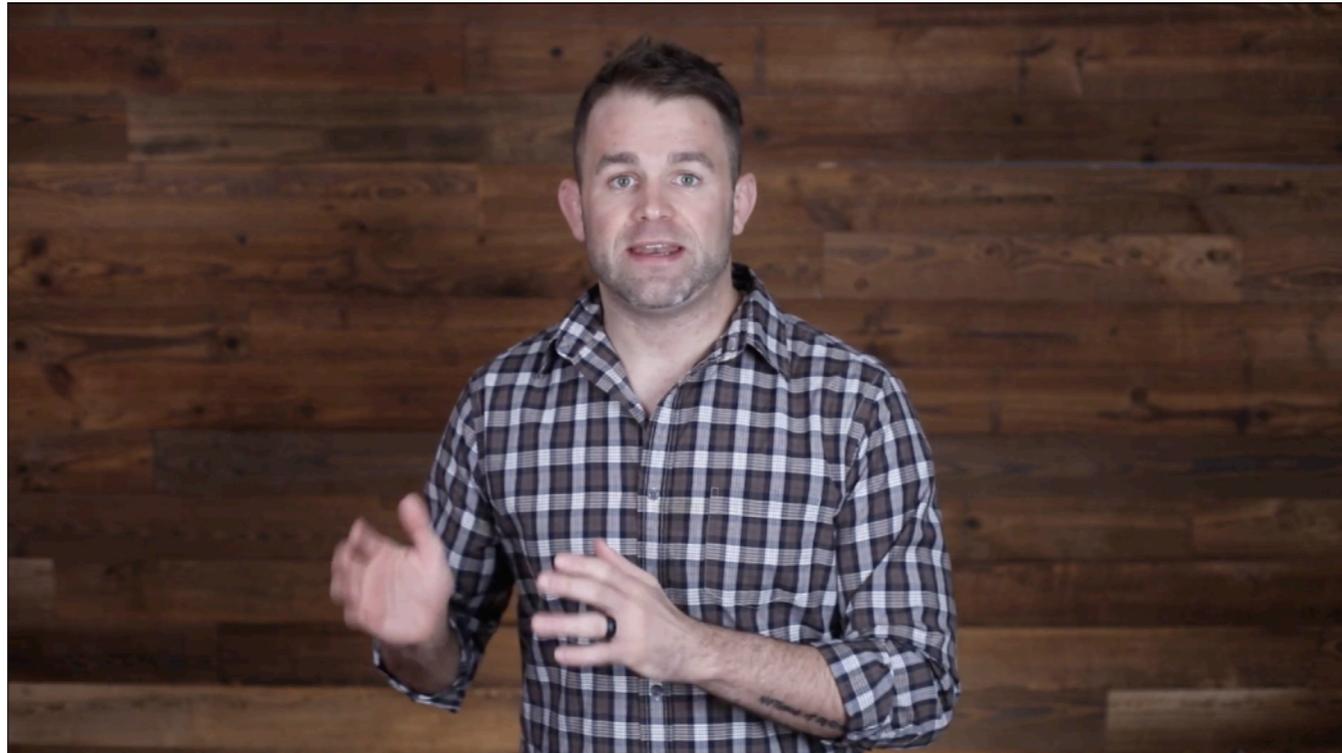
- Large global ERP software company
- Huge website with seven large sections
 - Primary core site, support and documentation, commerce, careers, and three localized sub-domains



UNSPLASH USER PATRICK TOMASSO

Here's an example of the "phased" quoting option. Imagine you're talking to a large global enterprise software company. Their website consists of seven large sections: the primary core site, a large support and documentation section, a commerce section, a large careers section, and three localized sub-domains for different countries.

Because of the size of the site, you recommend to the prospect to tackle it in a number of phases and that each phase will be quoted separately.



Working with your strategist, you map out a rough roadmap on how to break the website into phases using the “launch and expand” launch pad approach. After it’s broken apart, the strategist works with the services team to estimate a range of effort required for each phase. Lastly, you build some buffer into the services team’s efforts and expand the range by 5%.

EXAMPLE: PHASED

- Large global ERP software company
- Huge website with seven large sections
 - Primary core site, support and documentation, commerce, careers, and three localized sub-domains

Phased:

- \$5,000 strategy - complete first.
- Estimated: \$40,000 - \$55,000 launch pad
- Estimated: \$7,000 - \$8,000/ month for continuous improvement

UNSPASH USER PATRICK TOMASSO



The initial quote is for \$5,000 to complete the strategy stage. Then to give the prospect an idea of the entire engagement, you include the estimate ranges from your services team.

They've estimated around \$40,000 - \$55,000 for the launch pad (phase one) and afterward between \$7,000 - \$8,000 per month for continuous improvement where the remaining phases will be completed in the "establish" theme. Once the phases are complete, your team will shift focus to other areas of the website performance roadmap for the remaining length of the engagement.

You explain to the prospect that once the strategy is complete, you can provide the next quote, which will include a final price for the launch pad and an updated roadmap and estimates for continuous improvement.



These are the three common ways to break up the quote based on common prospect scenarios. Keep in mind these are simply ideas to consider and you should work with your services team to determine how to break up quotes for each specific prospect.



PUTTING TOGETHER THE QUOTE

- Determine how to break up the initial quote.
- Set the engagement length.

UNSPLASH USER LINKEDIN SALES NAV

The second important consideration when building a Growth-Driven Design quote for a prospect is setting the engagement length.



Just like inbound marketing, building a peak-performing website that accelerates growth for all parts of the business is a marathon, not a sprint. For this reason, it's very difficult to gain any real learnings and create any real traction with short engagements.

There are two common Growth-Driven Design engagement lengths - six months and twelve months.

SETTING THE **ENGAGEMENT LENGTH**

SIX MONTHS

- When the prospect is not sure about GDD or has anxiety about a website commitment.
- Small and medium sized websites, not large websites.
- Set the right expectations on what can be accomplished.

Because GDD is new and probably different to what the prospect has always done for their website, it's natural for them, or others in their organization, to have a little underlying anxiety about entering into a long engagement. The six month option is a great solution because six months is likely the timeframe they've used to build websites in the past using traditional web design.

The six month option works well for both small and medium sized websites, but it is not a great option for large websites — websites that would cost over \$100,000 using traditional web design.

With all that being said, it's important that you set the right expectations on what realistically can be accomplished in a six month time period. Typically, a six month engagement will give you enough time to properly execute the strategy stage, build the launch pad, and have a few months of continuous improvement.

Make sure they understand that to build a peak-performing website that helps the entire company grow, it will be a marathon, not a sprint. The first six months is simply the starting point in a longer journey. It's not uncommon for a prospect to start with a smaller retainer at a smaller length, then upgrade once they understand the GDD process, build out the wish list with amazing ideas, and start seeing traction.

SETTING THE **ENGAGEMENT LENGTH**

SIX MONTHS

- When the prospect is not sure about GDD or has anxiety about a website commitment.
- Small and medium sized websites, not large websites.
- Set the right expectations on what can be accomplished.

TWELVE MONTHS

- Fully bought into GDD.
- Lots of big website ideas.
- Using the website with multiple departments in the company.
- Recommended for large websites.
- Offer both six and twelve months, but incentivize the longer commitment.

The second common option is to pitch a twelve-month-long engagement. The twelve-month engagement is great for prospects who are fully bought in and excited for Growth-Driven Design, have lots of big ideas for items to build onto the website, and who plan on using the website with multiple departments in the company.

The twelve-month engagement works well for all sized websites and is the recommended option for any large websites, sites that traditional cost more than \$100,000 when using traditional web design.

It's also possible to offer the prospect the choice between the six or twelve month options and build in incentives, such as bonus services or more points per month, to encourage the prospect to choose the longer term commitment. Lastly, after the initial engagement is complete, it's also possible to offer quarterly renewals.



Developing the perfect mix of packaging and pricing for Growth-Driven Design services will take some time. The training and additional resources in this lesson will help you develop your initial offering, however, keep in mind it doesn't stop here. As you sell and service your initial handful of GDD clients, this will adapt and evolve over time. The key is simply to get started - Let's go!

THANK YOU.

HubSpot Academy