

# Last Call Collective

## Official Pricing & Service Model

### The Core Offer: "Build The Bar, Then Fill The Bar"

Most agencies sell "clicks" or "impressions." **You can't pay your staff with impressions.** We deal in **Revenue and Regulars.**

You wouldn't open your doors without stocking the shelves (Infrastructure). And you wouldn't open without telling anyone you're there (Activation).

**We handle both.** We renovate your digital presence so it actually works, then we run the systems that drive actual bodies through your door.

### Phase 1: The Foundation Setup

#### The Digital Renovation

**One-Time Investment: \$2,500**

*(Required for all new partners)*

Stop losing customers before they even walk in. Most bars have websites that don't work on phones and Google listings with the wrong hours. **You are leaking money every day.** We fix the plumbing once, so you're ready to receive traffic.

#### What We Build For You:

- **The "Mobile-First" Custom Website:**

- 80% of your customers are deciding where to go on their phone while standing on a sidewalk. We build a site designed for *speed* and *menus*, not flashy nonsense that takes forever to load.

- **Search Domination:** Built to rank when people type "Best drinks near me" or "Sports bar in [City]."

- **Professional Photography (No More iPhone Pics):**

- We come on-site and shoot 20-30 professional photos of your food, drinks, and venue.

- Your online vibe needs to match your real-life vibe.

- **The Digital Plumbing Fix:**

- **Google Cleanup:** We verify your profile, fix your categories, and make sure Google knows exactly who you are.

— **Listing Sync Across 50+ Platforms:** We force-update your info across Apple Maps, Yelp, TripAdvisor, and 50+ other sites so customers never show up to a locked door.

• **The List Builder System:**

— We set up the QR codes (coasters/table tents) and landing pages to turn random guests into a contact list you can actually use.

**THE "PARTNER" OFFER**

*For owners who are serious about growth.*

Setup Fee: ~~\$2,500~~ **\$1,500** (Save \$1,000)

**Requirement:** 6-Month Commitment to *The Call* tier.

# Phase 2: The Monthly Growth Engines

## 1. The Well (Infrastructure)

*"The Insurance Policy"*

*For the owner who wants to protect their reputation without doing the busy work.*

### Investment: \$449/mo

- **Reputation Defense:** We respond to ALL reviews (Google, Yelp, TripAdvisor) within 24 hours. We thank the fans and handle the complaints so you don't have to get into online arguments.
- **Active Search Signal:** Google hates silence. We post weekly updates to your profile to keep your ranking high.
- **Listing Maintenance:** We ensure your holiday hours and details are always correct everywhere.
- **Data Collection Management:** We host and manage the systems that collect customer phone numbers (your most valuable asset).

## 2. The Call (Revenue Engine) ★ MOST POPULAR

*"The 'Fill The Seats' Button"*

*This is the engine. It pays for itself by driving heads into beds and butts into seats.*

### Investment: \$1,149/mo

*(Includes EVERYTHING in The Well)*

- **The Birthday Machine:** A fully automated system that tracks customer birthdays and texts them 7 days in advance: *"Happy Birthday! Bring 4 friends and your first round is on us."* Result: You get large groups spending money; they get a deal.
- **Slow Night Blasts (6x/Month):** Tuesday looking dead? We send a text to your locals: *"Rainy day special: Half-off apps until 7pm."* We turn slow nights into busy ones on demand.
- **Missed Call Recovery:** If you miss a phone call at 6pm on a Friday, you just lost a table. Our system instantly texts them back: *"Sorry we missed you! Looking to book a table?"* Result: Saved reservation.
- **Social Media on Autopilot:** We post 3x a week so your page looks alive, and we syndicate stories to keep you top-of-mind.
- **Influencer Invites:** We identify 6 local foodies/influencers every month and invite them in to tag you.
- **Real ROI Reports:** We show you exactly how much revenue our texts generated. No guessing.

## 3. Top Shelf (Brand Empire)

*"The Household Name"*

*For the venue that wants to be the #1 spot in the city.*

## Investment: \$2,449/mo

*(Includes EVERYTHING in The Call)*

- **Monthly Content Shoots:** We come every single month to shoot fresh photo and video. Your feed will always look fresh.
- **Daily Social Management:** 5-7 posts a week. We reply to comments. We reply to DMs. We run your social media completely.
- **Aggressive Influencer Outreach:** We invite 10+ influencers every month to flood your feed with user-generated content.
- **VIP Access:** 24/7 direct text line to the agency owner.

## Terms & Guarantees

**Standard Terms:** Month-to-month. Cancel anytime with 30 days notice. You own everything we build (website, photos, data).

**Partner Terms:** 6-Month minimum in exchange for the discounted setup. Early cancellation just means paying the difference on the setup fee.