START & BUILD.

Start where you are. Pick the next step. Build from there.

CLICK ANY SERVICE NAME FOR DETAILS / SCOPE BEFORE COMMITMENT

Brand & logo

Organize what you have. Improve what needs work.

Brand Kit Essentials — $55
Organized logo files, colors, fonts and brand guidance.

Logo Upgrade + Brand Kit — $99
Clean up an existing logo and build its brand kit.

New Logo Creation + Brand Kit — $149
An entry-level new logo with a practical brand kit.

Digital Locker™ — +$49
Organized file storage and handoff for an eligible brand package.
Optional add-on; third-party storage costs are separate.

Websites

Your home online, built around the next step.

Starter Website — $250
One responsive business page with a clear contact action.
Most popular

Business Website — $450
Up to five standard pages, services and an inquiry form.

E-Commerce Website — $650
An online storefront with up to ten initial products.

Custom Website — From $1,000
Specialized features or integrations, qualified and scoped first.

Assessment & identity

Find your starting point. Make your business clear.

Digital Presence Grade™ — $99
Review your digital presence and prioritize the next move.

Brand ID Page — $149
One clear public record of your business, offers and contact details.

Brand ID Web Base — $199
A fuller structured business foundation for people, search and AI.

AI & business foundations

Reliable information before automation.

AI-Ready Business Knowledge Base — From $149
Organize approved business facts, offers, FAQs and policies.

AI Knowledge Base Pro — From $299
A deeper knowledge source with support and qualification guidance.

AI Agent Instruction Pack — From $149
Define an agent's purpose, sources, approval rules and boundaries.

SOP Starter Pack — From $149
Document three repeatable business processes.

Complete Digital Base™ — From $1,299
A coordinated foundation combining the services your business needs.

Price guide: Fixed = approved scope. From = starting price, qualified first.
+ = eligible add-on. /week and /month = recurring services.

AI Consultation - scope & fee after review. Explore the consultation >

THE SIGNAL PILOT
Jackson, Mississippi / hello@thesignalpilot.com

Find my next step >

RUN & GROW.

Ongoing support, focused help and a clear way forward.

CLICK ANY SERVICE NAME FOR DETAILS / SCOPE BEFORE COMMITMENT

Social media

One-time setup and ongoing delivery are separate.

Social Media System Setup — **From $599 setup**
Build the publishing system, calendar, templates and handoff.
One-time setup; weekly content delivery is separate.

Social Media Management Essentials — **$150/week**
6 posts per week total: 3 per platform across 2 platforms.
$300 every two weeks.

Social Media Management Growth — **$250/week**
10 posts per week total across 3 platforms, including 2 short videos.
Billing cadence agreed before enrollment.

Care & automation

Support the website and workflows you already have.

Website Care — **$49/month**
Monthly basic checks and up to 30 minutes of minor edits.

AutoActions™ Inquiry Starter — **From $299 setup**
One inquiry form, one lead register and one owner alert channel.

Social media, clearly counted.
Each platform publication counts as one post, including adaptations. You supply photos and footage. Growth's 2 short videos are part of its 10-post total. Filming, ad spend, DM management and heavy AI video are excluded. Existing setup is reviewed; the $599 setup is not automatically required.

Focused services

Targeted help. Scope confirmed before work.

Digital Presence Deep Audit — **From $188**
A deeper review with evidence and prioritized recommendations.

Social Media Content Plan — **From $88**
Content themes, channel focus and a practical publishing plan.

Social Content Production Plan — **From $188**
Plan content formats, asset needs, approvals and production workflow.

Website Copy Pack — **From $149**
Clear copy for agreed website sections and customer actions.

Local Visibility Pack — **From $99**
Owner-approved local business information and visibility improvements.

FAQ & Policy Library — **From $88**
Organize approved answers and policies into one useful reference.

Offer & Pricing Catalog — **From $75**
A reusable catalog of your approved offers, prices and scope.

Customer Review Vault — **From $55**
Organize genuine reviews and their sources for approved reuse.

Before we begin. Domains, platform subscriptions, software, API fees and ad spend are separate unless included in writing. Agree deliverables, revision limits, delivery estimate and terms before work or billing. Online checkout is currently off.

Open service names for full inclusions and exclusions. Read service terms | Full offer & pricing catalog

BRANDED GAMES

The Signal Pilot / Service menu supplement / November 7, 2026

Branded Game

Starting at $1,500 setup

Existing mechanic, branded artwork, one mode and one revision round.

Original Mini-Game

Typically $2,500–$5,000 setup after scoping

One original mechanic, an agreed challenge set and two revision rounds.

Event / Campaign Game

Custom quote

A short challenge for a launch, holiday or event.

Optional game Care

$99/month

Agreed hosting limits, monitoring, applicable backups and defect fixes.

Optional game Managed

$199/month

Care plus up to one hour of small content updates per month.

USD. Monthly support is separate from setup. Final scope and terms are agreed

in a proposal. New mechanics, expansions and major artwork are separately scoped.

Managed allowance terms are agreed in the proposal.

Explore game packages, exclusions and inquiry details →

THE SIGNAL PILOT.

THE SERVICE MENU / NOVEMBER 25, 2026

Short-Form Video Production

PILOT PRICING / USD

Ad & Promo

$88 · 10 seconds

A punchy vertical spot for one offer, event, or show. One message, one clear call to action.

Expert Explainer

$138 · 20 seconds

A presenter-led answer to one common customer question, supported by a visual example or quick demo.

Product Launch Video

$188 · 30 seconds

A vertical reveal for one product: what dropped, why it matters, and where to buy.

Included with each video

One finished vertical video, captions, one revision, and an already approved presenter and voice. Basic product visuals can use client-supplied assets.

Extra length and custom options

Add $50 for each additional 10 seconds in the same video.

A separate standalone spot starts at $88.

New avatar setup, custom asset creation, and alternate cuts or formats are quoted separately.

We get your consent before using your likeness or cloning your voice.

Explore packages and inquire