REAL PRO STUDIOS, FOR DIANA AND DANILO BORGAS

From the market table to the second order.

Three phases, November to July, built from what you told us on October 27. And two ways to run it, Essentials and Premium, with the price of each.



Updated November 4, 2026. Your point of contact is Ray Santos.

You sell well in person. Online is where it stalls.

> *"The jump from in-person to online purchases, it's dismal."*

> *"There's no brand loyalty yet."*

Both from our call on October 27.

Danilo put the goal in one line: when someone thinks *functional foods*, they think Nature's Perfect Gift. Diana put the brand in another: science-informed natural products, formulated by a scientist. Everything below is aimed at those two sentences.

Forty-five minutes at the zoo.

Earlier this month you gave a talk on the science to staff at Roger Williams Park Zoo. By your count, everyone who came bought something, and their baskets were bigger than a typical market sale.

At a market you get a few minutes with each person, at most. Give people time to understand what's in the jar and they buy. So the plan puts your explaining everywhere: on camera, on the product pages, in email and back in front of a room.



Start at the table, where people already buy. Then make the second order easy online.

The markets already work. The plan turns each sale at your table into a customer who can find you, hear from you and reorder without waiting for the next market.

Taste

They try it at your table, the way they do now.

Scan

A QR card on the table: join the list, leave a review, reorder online.

Hear from you

A welcome email with how to use what they bought, and why you made it.

Reorder

A reminder when the jar runs low. Free delivery anywhere in Rhode Island does the rest.

What you already have.

500+

people who signed up at your markets and have never had an email from you. That list is the fastest place to start.

70

markets in the past year, give or take, and seven more coming in November and December.

A finished brand

Ray's labels, photography and brochure. The look is done, so the work goes into getting it seen.

Your website.



Your current site stays up while we work. In Phase 1 we fix what search engines and AI assistants read on it, so holiday traffic lands somewhere that works.

At the same time we design your new storefront from Ray's brochure: a site that tells the story, with video, built for search from the start. It launches in Phase 2. Shopify stays behind it for checkout, inventory and subscriptions, so your products and settings carry straight over.

We build on what you already have. Your Shopify store, products, photos, reviews and customer list all come with you, so nothing starts from scratch. The new part is how it looks and how it tells your story.

The build is the one separate cost in this plan.

Three phases, November to July.

Each phase runs three months and has its own milestones and its own numbers to watch. At the end of each one we sit down with you and Danilo and decide what the next one leans on.

Phase 1 / November 2026 to January 2027

Get found, and catch the holidays.

It starts when you sign. Start the week of November 9 and we aim to have your listing and the QR cards ready for Woonsocket on the 14th, so all seven holiday markets count toward it.



GET FOUND ON GOOGLE AND IN AI ANSWERS

- A Google listing set up as a delivery business, so no public address is needed. Products, photos and hours for market days.
- Search (SEO): product titles, descriptions and the behind-the-scenes product data search engines read, plus the same business name and details on every site that lists you.
- AI visibility: plain-language pages about you and your products so ChatGPT and other assistants can find you and name you when people ask.
- Product pages rewritten the way a scientist writes: what's in it, how it's traditionally used, what research looks at. Ready for ad review on Google and Meta.
- One review request to your list, with no discounts or gifts tied to it, and a review card at every market.

GET REMEMBERED

- In your Klaviyo: a welcome email, a refill reminder, a thank-you after each purchase and one holiday campaign to the 500.
- QR cards on the table at every market: join the list, leave a review, reorder online.
- Social from the start: a reel and two posts a week, plus stories, using your tasting clips and market photos until Ray's first shoot.

GET READY FOR SPRING

- Your science talk, on camera. Ray records it on a Wednesday. It becomes the long piece we cut into short ones in Phase 2.
- Google and Meta ad accounts set up and linked to Shopify, with purchase tracking. If you want to set a spend, an optional December search campaign for holiday gifts.
- Tracking in Shopify and Google Analytics for online orders, repeat customers, QR scans and email results. These become your starting numbers.
- A brief and design direction for the new storefront, built from Ray's brochure. The build starts once you approve the website quote.

BY THE END OF JANUARY

- ✓ Listing live and verified
- ✓ First reviews in
- ✓ Welcome, refill and holiday emails sent
- ✓ QR cards at all seven markets
- ✓ The talk recorded
- ✓ Starting numbers captured

WHAT WE MEASURE

- Reviews and rating
- Email list size
- Opens and clicks
- QR scans per market
- Online orders per month
- Repeat customers

We don't set targets before we have these numbers. The targets for Phases 2 and 3 come from them, and we set them with you.

Phase 2 / February to April 2027

Turn buyers into regulars online.

The holidays bring in new names. This phase gives them a better store to come back to, and a reason to.

> **How each option paces this phase.** Both get the storefront, subscriptions and the sampler; the difference is speed. **Essentials** takes one piece a month: subscriptions in February, the sampler in March, the storefront in April. **Premium** launches all of it together in February, plus your dashboard. Either way, your monthly price doesn't change from month to month; nothing is billed as a lump sum in February.



THE NEW STOREFRONT

- A custom site with Shopify behind it for checkout, payments, inventory and subscriptions. Video on the page and the story from Ray's brochure. Built for search and AI visibility from the start.
- Subscriptions on your core products, set up in Shopify and promoted in email and at markets.

YOUR DASHBOARD

- One private page for you: orders, repeat customers, subscriptions, email results, reviews and QR scans. It reads from the tools you already use, and inventory stays in Shopify. Built first in the phase.

BRINGING NEW PEOPLE IN

- A small sampler set as the first step for new customers. The Taste campaign points to it through email, social and paid ads on Google and Meta.
- Education content every month. Ray shoots one Wednesday a month and cuts the talk and the shoot into short pieces. We plan the topics and write the captions, and the pieces go into your weekly reel and posts, into email and onto the site.

IN FRONT OF A ROOM

- Your zoo talk as an offer to Rhode Island employers for their wellness programs, starting with a talk on supporting your body through allergy season, timed for spring and for your new histamine-response syrup. We find the rooms and write the follow-up email. You give the talk.

BY THE END OF APRIL

- ✓ Storefront live
- ✓ Subscriptions live
- ✓ Your dashboard live
- ✓ The Taste campaign running
- ✓ First talks given

WHAT WE MEASURE

- Online orders per month
- Subscriptions
- Sampler buyers who come back for full size
- Cost per new customer on paid tests
- Talk attendees who buy

Phase 3 / May to July 2027

Loyalty, and the next rooms.

By now there are real numbers to work from. This phase rewards the people who keep coming back and takes your talk to more rooms.



MORE ROOMS

— More talks, booked from what the first ones showed us about who buys and what they reorder.

A REASON TO COME BACK

— Store credit on the third order. A thank-you for coming back, with no discount codes.
— Summer markets that feed the list and the reorder, every one of them.
— More of whatever the Phase 2 numbers say is working.

BY THE END OF JULY

- ✓ Talks booked through the summer
- ✓ Store credit live
- ✓ Ray's question, answered: how many orders before someone sticks?

WHAT WE MEASURE

- — Repeat-purchase rate
- — Revenue per customer
- — Talk attendees who buy

Two ways to run it: Essentials or Premium.

Both run the same three phases and both get you ready for the holidays: your Google listing, QR cards at all seven markets starting with Woonsocket on November 14, and a holiday email to your list of more than 500. The difference is how much we do each month, and how fast Phase 2 lands.

	Essentials	Premium
Monthly price	**[Essentials price]** a month	**[Premium price]** a month
Email	One email a month to your whole list.	One every two weeks, written for each part of your list: shoppers, subscribers, employers and gift buyers.
Social	One post a month.	A reel and two posts a week, plus stories. Ray films, and we plan, write and post. You answer your own messages.
Check-ins	Once a month, 30 minutes to an hour.	Every other week.
Your numbers	A one-page report each month.	Your live dashboard, built in February.
Phase 2 February to April	One piece a month: subscriptions in February, the sampler in March, the storefront in April.	All of it launched together in February: the storefront, subscriptions, your dashboard and the Taste campaign. March and April, all of it running.
Website care	Included: hosting, updates, backups, security and fixes. Product and seasonal changes go through revisions.	The same.
Revisions	Up to two hours a month, done within a week.	First in line, done within two business days.

How you pay. One price each month, the same every month, for the six months. Phase 2's pace never changes the monthly price. The storefront is the one separate cost, a one-time build Ray quotes on its own. Ad spend goes straight from you to Google and Meta.

Only in Premium: five things Essentials leaves out

Paid ads, managed

Google and Meta, starting with a December campaign for holiday gift searches, then the spring sampler. Checked every week, reported every month. The ad spend is yours.

Emails that sell on their own

Abandoned-cart emails, refill reminders and review requests, set up once and sent automatically.

A corporate gifting campaign

For the holidays and again for Valentine's Day, aimed at employers and gift buyers. You brought up gifting yourself.

The talk booking kit

A one-page talk offer, a "book a talk" page and a pitch email to employers' wellness programs. We write it; you or Ray send it. We don't attend or present, and we can't promise bookings.

A strategy sit-down every quarter

In person, to look at where things stand and plan the next three months.

What the same work goes for, if you bought it piece by piece.

Published market rates for small businesses, each set near the low to middle of its range. Sources below, read November 2, 2026, with links on the web version. Both options come in well under the $39,500 six-month total.

THE WORK	WHAT THIS USUALLY COSTS	ESSENTIALS	PREMIUM
Built once			
Your custom dashboard [1]	~~$14,000~~	A monthly report	**Included**
Klaviyo set up: welcome, refill, thank-you, holiday [2]	~~$2,500~~	Included	**Included**
Six product pages rewritten [3]	~~$900~~	Included	**Included**
Subscriptions set up in Shopify [4]	~~$800~~	Included	**Included**
Google listing set up [5]	~~$300~~	Included	**Included**
Built once, total	**~~$18,500~~**	**All but dashboard**	**Included**
Every month			
Google listing, search and AI visibility [5]	~~$500 a month~~	Included	**Included**
Email campaigns [2]	~~$800 a month~~	One a month	**Included**
Paid ads on Google and Meta, managed (ad spend separate) [6]	~~$1,000 a month~~	Not included	**Included**
Social media management [7]	~~$1,200 a month~~	One post a month	**Included**
Every month, total	**~~$3,500 a month~~**	**Less, and no ads**	**Included**
The first six months, bought piece by piece	**~~$39,500~~**	**Well under this**	**Well under this**
Your new storefront [8]	$10,000 to $25,000 from a firm	A one-time build, quoted on its own	**The same build**

Or one hire. A marketing coordinator in Providence starts at about $4,500 a month in salary, or about $6,400 with benefits [9]. And one person in that role doesn't usually build a store, a dashboard and ad campaigns as well.

1. RapidDev, custom e-commerce analytics dashboard $13,000 to $25,000 (July 2026); Clutch, custom software $10,000 to $49,999 (Sept 2026); Monocubed, customer portals from $15,000 (May 2026).
2. Project Cost Estimator, Klaviyo agency setup $1,500 to $5,000, management $500 to $3,000 a month (May 2026); AI Advantage Agency (May 2026).
3. Talo, $25 to $250 per product description (Sept 2025); NEWMEDIA, $25 to $300 and up (Aug 2026).
4. CartCoders, Shopify subscription setup $300 to $800 basic, $800 to $2,500 mid-level (Dec 2025).
5. Colorado Web Impressions, setup $250 to $750, management $300 to $1,200 a month (Apr 2026); SlashPost, setup $300 to $500, managed $300 to $1,500 a month (Sept 2026).
6. OuterBox, $500 to $2,000 a month at $1,000 to $5,000 in spend (Sept 2026); WebFX, 10% to 20% of spend or $1,000 to $3,000 a month (2026).
7. HeyOrca survey of about 100 agencies, 49% charge $1,000 to $2,499 a month (Oct 2026); WebFX, $500 to $5,000 a month (Feb 2026).
8. OuterBox, $5,000 to $25,000 and up for a small online store (May 2026); WebFX, $10,000 to $50,000 and up (2026); Clutch, most web design projects under $10,000 (Sept 2026).
9. Robert Half 2027 Salary Guide, Providence marketing coordinator, $53,550 entry level; BLS, wages are 70% of employer cost (June 2026).

Here's the full list, in Premium.

Essentials is this list with less in it: one email and one post a month, a monthly report instead of the dashboard, and none of the five Premium extras.

The same in both options. Six months to start, with a plan for what comes next in month five. The same storefront build (February with Premium, April with Essentials) and the same website care. Move up to Premium at any check-in; everything we've built stays yours.

- A Google listing, set up and kept current
- Search and AI visibility, worked on every month
- Your website hosted, updated and looked after
- Product pages rewritten the way a scientist writes
- Klaviyo: welcome, refill, thank-you and holiday emails, then a send every other week
- QR and review cards for every market
- Google and Meta ads, set up and managed
- Social: a reel and two posts a week, plus stories
- Monthly education content, filmed and edited by Ray
- Your science talk recorded, then offered to employers
- Subscriptions and the sampler, set up and promoted
- Your custom dashboard
- A check-in every other week, and a review at the end of each phase

Revisions are part of the plan

Message Ray. Essentials covers up to two hours a month, done within a week. On Premium you're first in line, and it's done within two business days.

One monthly price

[Essentials price] a month for Essentials, [Premium price] a month for Premium. The storefront is quoted on its own.

How we work together.

Ray	is your point of contact. Everything goes through him, so there's one person to call.
Wednesdays	are for shoots, recordings and meetings. Ray holds them for you, and he'll coach you on camera.
Your notes	come back all at once for each piece, in one place. We make the changes. Something you want different later? Send it then too.
Your approval	comes first. Nothing goes out under your name until you've said yes to it.
Check-ins	with Ray happen once a month on Essentials and every other week on Premium: what's moving, and anything you need from us.
A review each phase	with you and Danilo, about an hour: what moved and what didn't. Then we decide where the next phase leans. Once the dashboard is live, the numbers take ten minutes to read.

Thank you for the questionnaire. Three small things left.

A look at your Shopify billing

A screenshot of Settings, then Billing. You listed a lot of apps, and some may be charging you for the same job. This tells us which ones to keep.

A shared folder for your media

The market photos, older product shots and the tasting-reaction clips from your phone. Those clips are good, and we'd like to use them during the holiday markets.

Access to your accounts

Shopify, Klaviyo, your Google account and your domain. We'll walk through each one with you on Friday.

Next: Friday, November 6, at 3.

Look over both options with Danilo before Friday. On Friday we answer every question, and you tell us which one fits. If it feels right, we start the week of November 9, in time for Woonsocket.

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