# Virtual Marketing Director Tailors Cost for Small Business Growth

*September 03, 2025*

September 03, 2025 -
The Virtual Marketing Directors, based in Indianapolis, have announced an updated pricing plan offering comprehensive digital marketing services to small businesses at an affordable cost. The company introduced a pricing model that merges "big agency" expertise with "small agency" pricing. This approach aims to make digital marketing more accessible and less financially demanding for small businesses, without the need to hire a full-time marketing team.

David McArdle, speaking for The Virtual Marketing Directors, says, "Our new pricing model is all about the 3Ps: Simple Pricing, Simple Process, and Simple Promise. We've set up our services so small business owners can get high-quality marketing without the usual hefty price tag."

The Virtual Marketing Directors differentiate themselves by providing a range of services such as AI-powered content creation, StoryBrand Marketing, website design and development, sales funnel creation, and tailor-made search engine optimization strategies. These services are designed to address the diverse needs of businesses seeking to enhance their online visibility.

The new virtual marketing director pricing offers three clear options: Starter, Growth, and Premium. The Starter plan costs $599 per month and includes necessities such as managing up to 10 web pages, creating monthly blog posts, and handling social media. The Growth plan, at $1199 per month, builds on the starter services and adds features like a dedicated video editor and strategic quarterly meetings. The Premium plan, at $1599 per month, provides the most extensive tools, including unlimited web pages and opportunities for digital ad campaigns.

"These plans give businesses options for flexibility and growth," McArdle adds. "We want to make professional marketing accessible to small businesses without sacrificing quality or results. We simplify the marketing process by doing all the heavy lifting, freeing business owners to focus on what they do best."

To learn more about the new pricing or about Virtual Marketing Director's services, schedule a discovery call. This free 15-minute conversation allows potential clients to outline their business goals and consider tailored solutions that fit their needs. This step helps businesses make informed choices about the best marketing strategies before settling on a plan.

This model is particularly helpful for small businesses that need expert marketing direction but cannot justify or support the cost of an in-house team. "Our clients can count on ongoing support and a commitment to building their online presence," McArdle states, highlighting the company's dedication to lasting partnerships.

The Virtual Marketing Director's model is more cost-effective compared to hiring a full-time marketing director. With industry figures showing an annual cost of $113,000 to $242,500 for a full-time director, Virtual Marketing Directors offer pricing without compromising service quality.

Additionally, the company focuses on client education through a plethora of learning resources, including the Ultimate SEO Guide, complimentary crash courses, and numerous informative articles. Readers are encouraged to check out this article on LinkedIn for insights into global digital marketing trends, which compares Virtual Marketing Director's pricing to other marketing director options.

The Virtual Marketing Directors were named one of the top web developers in Indianapolis by Expertise.com and acknowledged as a leading company in various marketing categories by SelectedFirms.co As the Virtual Marketing Directors continue to adjust to changes in digital marketing, they remain focused on offering exceptional service.

###

For more information about The Virtual Marketing Directors, contact the company here:The Virtual Marketing DirectorsDavid McArdle812-350-3872david@virtualmarketingdirectors.com75 N Main St, Zionsville, IN

46077, United States

## The Virtual Marketing Directors

*We are a digital marketing agency in Indianapolis that simplifies digital marketing for small businesses by offering a comprehensive suite of managed solutions.*

Website: https://www.virtualmarketingdirectors.com

Email: david@virtualmarketingdirectors.com

Phone: 812-350-3872

