



MILKHAT MEDIA / SHAKOPEE MINNESOTA

SERVICES & PRICING

AI automation, websites, branding, social, and blog content for small businesses across the Twin Cities metro.

Every price in this document is complete.
Build cost, monthly cost, and setup fees are all stated.

No jargon. No ghosting.

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THE MENU

Five services, three tiers each. Every figure below is a real price, not a starting point. Scoped work is marked custom and always begins with a \$2,500 discovery that credits toward the build.

01

AI AUTOMATION

\$2,300 – custom

Phone coverage, then follow-up, then the whole operation

page 2

02

WEB DESIGN

\$1,999 – custom

A presence in two weeks, or a scoped platform

page 4

03

BRANDING

\$1,250 – \$4,500

A cleaner logo, or the strategy underneath it

page 6

04

SOCIAL

\$750 – \$2,150/mo

Instagram and TikTok, written from your own voice

page 8

05

BLOG

\$550 – \$2,100/mo

Website articles and LinkedIn, built to be cited

page 10

RUNNING MORE THAN ONE

Social and blog together take 10% off your combined monthly and 10% off your combined automation setup. Mix tiers freely — the discount does not require matching plans. Full terms and a worked example on page 12.

AI AUTOMATION

MilkHat Media builds AI automation in three packages: AI Receptionist at \$2,300 for phone coverage, AI Lead Engine at \$7,500 for the full lead-to-appointment system, and AI Operating System, custom-scoped for multi-location businesses.

MOST CLIENTS LAND HERE



AI RECEPTIONIST \$2,300 build

\$699/mo
4–5 weeks

For businesses losing money to unanswered calls. Every call answered, every caller captured.

WHAT YOU GET

- 24/7 AI phone answering with a custom greeting
- Knowledge base — hours, services, areas, pricing
- Lead identification, capture, and qualification
- Call routing, escalation, and human transfer
- Call summaries, transcripts, and outcome tracking
- Calendar booking, confirmations, and reminders
- Missed-call text-back recovery

500 voice minutes · 250 texts · 1 phone number · 1 calendar



AI LEAD ENGINE \$7,500 build

\$1,297/mo
8–10 weeks

For businesses where leads arrive and go cold. Nothing depends on someone remembering.

EVERYTHING AT LEFT PLUS

- Website AI answering questions and booking work
- Lead capture across phone, forms, chat, and email
- CRM automation — creation, scoring, pipeline movement
- Text sequences — new lead, recovery, re-nurture
- Email sequences — follow-up, no-response, reviews
- Re-nurture on estimates and dormant leads
- Review automation with negative-feedback alerts

1,000 voice minutes · 750 texts · 2 numbers · 3 integrations



AI OPERATING SYSTEM Custom

Scoped monthly
12–16 weeks

For multi-location businesses that want the whole operation running, not just the phone.

EVERYTHING AT LEFT SCOPED

- Marketing layer — SEO, AI-search, articles, social
- Sales agent — qualification, routing, follow-up, booking
- Service agent — FAQs, scheduling, status, escalation
- Operations agent — reporting, data entry, documents
- Voice across call flows, departments, locations
- Private knowledge base from your documentation
- Custom integrations — CRM, ERP, APIs, your systems

Discovery: \$2,500, required first step.
Credits toward your build.

HOW THE THREE TIERS COMPARE

	RECEPTIONIST	LEAD ENGINE	OPERATING SYSTEM
Build	\$2,300	\$7,500	Custom
Monthly	\$699	\$1,297	Scoped
Timeline	4–5 weeks	8–10 weeks	12–16 weeks
Voice minutes	500	1,000	Scoped
Texts	250	750	Scoped
Phone numbers	1	2	Multiple
24/7 call answering	✓	✓	✓
Booking & reminders	✓	✓	✓
Website AI	—	✓	✓
Follow-up sequences	—	✓	✓
CRM automation	—	✓	✓
Lead re-nurture	—	✓	✓
Review automation	—	✓	✓
SEO & content	—	—	✓
Internal ops agents	—	—	✓
Custom integrations	—	—	✓

Voice minutes beyond your monthly allowance bill at \$0.50 per minute. Texts bill at cost plus 20%.

WHICH ONE FITS

AI RECEPTIONIST

You are losing money to calls nobody answers. The work comes in by phone and the phone rings while you are on a job.

AI LEAD ENGINE

Calls get answered but leads still go cold. Estimates sit unopened and follow-up depends on somebody remembering.

AI OPERATING SYSTEM

Multiple locations or departments, and the bottleneck is the whole operation — not just the phone or the follow-up.

WEB DESIGN

A MilkHat Media website is \$1,999 for Skim, \$5,500 for 2%, or custom-scoped for Whole. Every build ships on a technical SEO foundation, with a report in your inbox every month.

MOST CLIENTS LAND HERE



SKIM

\$1,999

\$199/mo
2 weeks

A presence, not a lead-generation platform. Live in two weeks on the MilkHat Platform.

WHAT YOU GET

- Up to 5 pages — Home, About, Services, one supporting page, Contact
- Built on the MilkHat Platform, styled to your brand
- Mobile responsive, fast-loading, one homepage revision round
- Contact form with routing and click-to-call
- SSL, hosting, security, daily backups
- Technical SEO — titles, metas, image optimization, XML sitemap
- Analytics, Search Console, search engine submission
- Google Business Profile claim and setup
- Self-service editing for your text and photos
- Stock or AI-generated imagery

Monthly: hosting, security, updates, 1 change hour, traffic report



2%

\$5,500

\$299/mo
4 weeks

Built in Astro. Tuned for search, for AI answers, and for turning visitors into inquiries.

EVERYTHING AT LEFT PLUS

- Up to 12 pages — every service area and audience path built out
- Custom design with unlimited homepage revisions
- Custom conversion copywriting across the site
- Built in Astro — near-instant load, readable by AI
- AI-search (AIO/GEO) — schema, structured data, entity consistency
- Lead capture on every page, wired to your CRM and scheduling
- Blog, Learning Center, and FAQ framework ready to fill
- Trust and credibility module
- Local SEO buildout, built to add locations without a rebuild

Monthly: hosting, security, updates, 4 change hours, and a report covering traffic, keyword positions, conversions, and AI referrals



WHOLE

Custom

Scoped monthly
8–12 weeks

Not a fixed package. You choose the components and the scope is set from there.

EVERYTHING AT LEFT PLUS

- Multi-location, multi-state, and portal architecture
- Commerce — Stripe, cart, POS, recurring billing, invoicing
- Custom CRM on Supabase, wired to Gmail, Calendar, and Slack
- Lead generation — capture, follow-up, cold outbound
- Content — campaigns, newsletters, case studies, lead magnets
- AI Operating System for follow-ups, scheduling, and admin
- Custom integrations — APIs and the systems you already run
- 30-day post-launch stabilization

Discovery: \$2,500, required first step. Credits toward your build. Maintenance, hosting, and reporting scoped with the build.

HOW THE THREE TIERS COMPARE

	SKIM	2%	WHOLE
Build	\$1,999	\$5,500	Custom
Monthly	\$199	\$299	Scoped
Timeline	2 weeks	4 weeks	8–12 weeks
Pages	Up to 5	Up to 12	Unlimited
Platform	MilkHat Platform	Astro	Astro
Monthly changes	1 hr	4 hrs	Scoped
Monthly report	Traffic	Full	Scoped
Technical SEO	✓	✓	✓
AI-search (AIO/GEO)	—	✓	✓
Conversion copywriting	—	✓	✓
CRM integration	—	✓	✓ Custom option
Commerce & payments	—	—	✓
Automation & AI ops	—	—	✓

Change-request hours beyond your package are \$200 per hour. Your full \$1,999 Skim build credits toward 2% if you upgrade within 12 months. Whole discovery is \$2,500 and credits toward the build.

On cancellation: your domain, content, and imagery are yours in every tier. Skim runs on the MilkHat Platform, so the build does not transfer — we export your content and assets so you can move. 2% and Whole are standard Astro; the build transfers and hosting becomes your responsibility.

WHICH ONE FITS

SKIM

You need a credible presence fast and do not have a lead-generation problem yet. A starting point, not a platform.

2%

You want to be found and recommended — by Google and by ChatGPT. Built to rank, convert, and expand without a rebuild.

WHOLE

Commerce, portals, custom CRM, multi-state architecture. You pick the components and the scope is set from there.

BRANDING

MilkHat Media builds brand identity in three packages: Logo Refresh at \$1,250 for businesses that need to look more professional, Logo and Brand Identity at \$2,500 for a complete visual system, and Brand Foundation at \$4,500 for companies building the strategy underneath the design.

MOST CLIENTS LAND HERE



LOGO REFRESH

\$1,250

1–2 weeks

For businesses that already know who they are but need to look more professional.

WHAT YOU GET

- Discovery questionnaire
- 3–4 initial logo concepts
- Primary logo and alternate logo variation
- Icon or submark
- Color variations plus black and white versions
- 2 rounds of revisions
- PNG, JPG, SVG, and PDF files
- Basic color palette

Best for local businesses, contractors, service companies, and startups.



LOGO AND BRAND IDENTITY

\$2,500

2–3 weeks

For businesses launching a new website or making a professional upgrade.

EVERYTHING AT LEFT PLUS

- Brand discovery session
- 3–4 initial creative directions
- Secondary or alternate logo
- Complete color palette
- Typography system
- Logo usage guidelines
- Social profile images and email signature
- Basic brand style guide, up to 3 rounds of revisions

Complete web and print-ready asset package included.



BRAND FOUNDATION

\$4,500

3–4 weeks

For companies that want a serious foundation before investing in marketing, automation, and a new website.

EVERYTHING AT LEFT PLUS

- Brand discovery and positioning session
- Competitive review of 3–5 direct competitors
- Target audience discussion and brand positioning
- Value proposition refinement and messaging direction
- Tagline exploration
- 5–7 logo concepts and a full logo system
- Brand patterns and presentation template

Final web and print asset library included.

HOW THE THREE PACKAGES COMPARE

	LOGO REFRESH	BRAND IDENTITY	BRAND FOUNDATION
Price	\$1,250	\$2,500	\$4,500
Timeline	1-2 weeks	2-3 weeks	3-4 weeks
Logo concepts	3-4	3-4	5-7
Revision rounds	2	3	3
Primary logo	✓	✓	✓
Alternate logo	✓	✓	✓
Icon or submark	✓	✓	✓
Color palette	Basic	Complete	Complete
Typography system	—	✓	✓
Logo usage guidelines	—	✓	✓
Social profile images	—	✓	✓
Email signature	—	✓	✓
Brand style guide	—	Basic	Comprehensive
Brand positioning	—	—	✓
Competitive review	—	—	✓
Messaging and tagline	—	—	✓
Presentation template	—	—	✓

You take full ownership of all final approved assets in every package.

WHICH ONE FITS

LOGO REFRESH

The business works. The look does not match it. You need clean files and a professional mark, quickly.

LOGO AND BRAND IDENTITY

A new website or a real upgrade is coming, and you want one visual system behind everything you put out.

BRAND FOUNDATION

You are about to spend on marketing and want the positioning and messaging settled before the money goes out.

SOCIAL / Instagram and TikTok

Social content sourced from your own site and voice, built on formats the data says are working, and held for your approval before anything publishes. You post, or we post.

MOST CLIENTS LAND HERE



TOE DIP

\$750/mo

you post
\$975/mo we post
Setup: \$900 one time

Keeps you visible on one channel.

WHAT YOU GET

- 8 posts per month
- 2 short-form videos per month
- 1 platform
- Graphics, carousels, and product posts
- Written from your own site and voice
- Built for your customer, not your peers
- Trending format and hook research
- Weekly approval before anything publishes
- Additional video: \$175 each

8 posts and 2 videos a month on one platform. Roughly two pieces a week.



KICKSTART

\$1,200/mo

you post
\$1,500/mo we post
Setup: \$1,200 one time

Roughly five pieces a week. Most clients land here.

EVERYTHING AT LEFT PLUS

- 18 posts per month
- 4 short-form videos per month
- 2 platforms
- Competitor tracking — what works in your trade
- Monthly reporting
- Additional video: \$150 each

18 posts and 4 videos a month across two platforms. Roughly five pieces a week.



CHEAT CODE

\$1,800/mo

you post
\$2,150/mo we post
Setup: \$1,500 one time

Daily posting volume. The name people think of first.

EVERYTHING AT LEFT PLUS

- 32 posts per month
- 8 short-form videos per month
- Nine pieces a week across two platforms
- Additional video: \$125 each

32 posts and 8 videos a month across two platforms. Near-daily volume.

HOW THE SOCIAL TIERS COMPARE

	TOE DIP	KICKSTART	CHEAT CODE
Monthly, you post	\$750	\$1,200	\$1,800
Monthly, we post	\$975	\$1,500	\$2,150
Setup, one time	\$900	\$1,200	\$1,500
Posts per month	8	18	32
Videos per month	2	4	8
Platforms	1	2	2
Graphics and carousels	✓	✓	✓
Written from your voice	✓	✓	✓
Trending format research	✓	✓	✓
Weekly approval	✓	✓	✓
Competitor tracking	—	✓	✓
Monthly reporting	—	✓	✓
Additional video	\$175	\$150	\$125

Additional video beyond your plan is billed at your tier's rate.

WHICH ONE FITS

TOE DIP

You want to stop being invisible on one channel without committing to a posting schedule you cannot keep.

KICKSTART

You want reach across two platforms and roughly five pieces a week. This is where most clients land.

CHEAT CODE

You want to be the name people think of first. Nine pieces a week across two platforms, at near-daily volume.

BLOG / Website and LinkedIn

Articles written from your service pages, your reviews, and the jobs you post, with keyword targeting and internal links to your money pages. AI drafts, a human reviews every piece before it reaches you.

MOST CLIENTS LAND HERE



TOE DIP

\$550/mo

you post
\$700/mo we post
Setup: \$900 one time
Gets you publishing.

WHAT YOU GET

- 1 website article per month
- 2 LinkedIn posts per month
- Headlines written as hooks
- Written from your own site and voice
- Real-time trend scraping
- Keyword targeting and internal links
- Weekly approval

Three pieces a month: one website article and two LinkedIn posts.



KICKSTART

\$1,050/mo

you post
\$1,300/mo we post
Setup: \$1,200 one time
Makes it compound. Most clients land here.

EVERYTHING AT LEFT PLUS

- 2 website articles per month
- 4 LinkedIn posts per month
- 1 LinkedIn carousel per month
- Competitor content monitoring
- Schema markup on every article

Seven pieces a month: two articles, four posts, one carousel.



CHEAT CODE

\$1,750/mo

you post
\$2,100/mo we post
Setup: \$1,500 one time
Adds the measurement of who is citing you.

EVERYTHING AT LEFT PLUS

- 4 website articles per month
- 8 LinkedIn posts per month
- 2 LinkedIn carousels per month
- AI citation tracking — ChatGPT, Gemini, Perplexity

Fourteen pieces a month: four articles, eight posts, two carousels.

HOW THE BLOG TIERS COMPARE

	TOE DIP	KICKSTART	CHEAT CODE
Monthly, you post	\$550	\$1,050	\$1,750
Monthly, we post	\$700	\$1,300	\$2,100
Setup, one time	\$900	\$1,200	\$1,500
Website articles / month	1	2	4
LinkedIn posts / month	2	4	8
LinkedIn carousels / month	—	1	2
Headlines written as hooks	✓	✓	✓
Written from your voice	✓	✓	✓
Real-time trend scraping	✓	✓	✓
Keyword targeting	✓	✓	✓
Weekly approval	✓	✓	✓
Competitor monitoring	—	✓	✓
Schema markup	—	✓	✓
AI citation tracking	—	—	✓

Blog content publishes to your website and LinkedIn.

WHICH ONE FITS

TOE DIP

You are not publishing at all and need to start. One article and two LinkedIn posts a month, written from your voice.

KICKSTART

You want the library to compound, with schema on every article so search engines can read the structure.

CHEAT CODE

Your goal is being the source ChatGPT and Perplexity name. Cheat Code adds the measurement of whether that is happening.

COMBINING SERVICES

RUNNING BOTH

Social and blog run on the same content engine, so running both costs less than running them separately. Tiers do not have to match — pair a Cheat Code social plan with a Toe Dip blog plan if that is what the business needs.

10%

COMBINED MONTHLY

Applied to the sum of your social and blog monthly rates, at whichever posting option you choose.

10%

AUTOMATION SETUP

Applied to the sum of both setup fees. Mix tiers freely — the discount does not require matching plans.

25%

THREE-MONTH PROPOSAL

Autograph a three-month proposal and we take 25% off your automation setup instead of 10%. The 30-day cancellation resumes once the term ends.

A WORKED EXAMPLE

Kickstart social and Kickstart blog, both we-post, on a three-month proposal.

Social Kickstart, we post	\$1,500 / mo
Blog Kickstart, we post	\$1,300 / mo
Combined monthly	\$2,800 / mo
Combined monthly, less 10%	\$2,520 / mo
Automation setup, both tiers at \$1,200	\$2,400 one time
Setup, less 25% on a three-month term	\$1,800 one time

Saves \$280 every month and \$600 at setup against booking separately.

OTHER COMMON PAIRINGS

BOTH TOE DIP

YOU POST

\$1,170 / mo

\$1,300 before the discount
\$1,620 setup after 10% off

CHEAT CODE SOCIAL AND TOE DIP BLOG

WE POST

\$2,565 / mo

\$2,850 before the discount
\$2,160 setup after 10% off

BOTH CHEAT CODE

WE POST

\$3,825 / mo

\$4,250 before the discount
\$2,700 setup after 10% off

NEXT STEP

THE MILK RUN

A free workflow audit. We map where the calls, the leads, and the hours are leaking, then tell you which of these five services actually fixes it — and which ones you do not need yet.



Chat over cold milk.

BOOK A CALL

Chat with Michael

EMAIL

go@milkhathmedia.ai

PHONE

(952) 479-0497

MilkHat Media · Shakopee, MN 55379
milkhathmedia.ai

Pricing current as of August 2026 and subject to change on scoped work.

WHO WE ARE



WHY THE NAME?

A milk hat is a hat for a bottle of milk, which is an unreasonable object, and that is the point. Small businesses get sold a lot of reasonable-sounding marketing that does nothing, so the name is a reminder to be plain about what actually works. Plus it is the purple cow theory — when something stands out in a crowd, like a purple cow in a pasture of cows, you remember it.



WHO RUNS MILKHAT MEDIA?

Michael McIntosh is a creative by nature, with a degree in Music Composition and more than 12 years of experience in the technology industry. He founded MilkHat Media with a simple goal: create great digital work while giving clients a thoughtful, personal experience along the way.

He has built a small, agile team of professionals who care about the details and take pride in their craft. There is a little Gen X in the DNA of the company, too. We drank from the hose, rode bikes without helmets, rubbed dirt on it and grew up watching MTV. We learned to figure things out, adapt, and get things done.



Michael McIntosh, founder

Michael has found that the same skills he developed as an award-winning composer translate surprisingly well to the digital world. Whether composing a symphonic work or building a digital experience, the fundamentals are similar: thoughtful craftsmanship, creative expression, attention to detail, and quality execution.

MILKHAT MEDIA

AI automation, websites, branding, social, and blog content for small businesses across the Twin Cities metro. Based in Shakopee, Minnesota.