



Services Overview

A look inside our work.

About Us

We are a husband and wife team specializing in short-form videos, social media strategy, and website development. We are HIGHLY experienced in working within the equine industry. We help businesses THRIVE online, allowing them to spend more time doing what they're passionate about and less time behind the computer screen!



Our Mission

We believe that our lives are WAY too short to spend on things that we don't enjoy! So our mission is to help businesses spend less time on the tasks that are holding them back from pursuing the passions that inspired them to start their business in the first place.

Testimonials

"Karsyn has really given me a lot of insight into social media with tips, being stuck with ideas on content, continuity. She is always there for inspiration or advice. I highly recommend working with her, she really cares and is on top of everything. And you don't have to wait days for a response, she is on it! Grateful to work with her!"

~ Tania Radu, Street Seen Media



Bethinab (Wix Support)

June 7, 2021 3:23 PM (UTC-04:00)

Hello Karsyn,

Thanks for reaching out to our Wix Customer Care Team. It was a pleasure speaking with you.

Had the chance to view each site on your account and I have to say your designing skills are impeccable.

"Working alongside Karsyn in the international management team at Equine Connection is a pleasure and a privilege. Karsyn's expertise in online marketing helped grow the business enormously in a short space of time. In addition, she has helped many of the people we trained around the world create an impactful online presence that is vital to running a successful business. In an industry that is largely experiential and hands-on, her skills in this area are both sort-after and necessary for businesses to thrive. Karsyn's social media marketing strategies are perfectly crafted for specific audiences, creating funnels to generate sales. She is also an approachable, knowledgable and innovative business coach. Thank you, Karsyn, for your contribution to the success of Equine Connection, and to my own business, Leading Edge Professional Development."

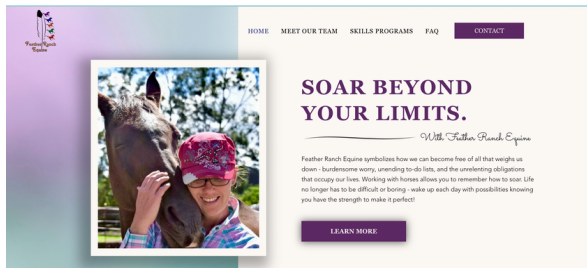
~ Jane Hemingway-Mohr, Leadership Edge Professional Development

"Whenever I needed information Karsyn has always answered the call. I am a huge need to understand the why of everything that I'm doing!! In saying that I question everything and Karsyn never hesitated to answer everything I asked even when I put her through the ringer!! I would recommend her to anyone as she is very knowledgeable, compassionate and understanding of all the different learning ways out there & can adapt to them as necessary! Thank you for all you do & continue to do to help others"

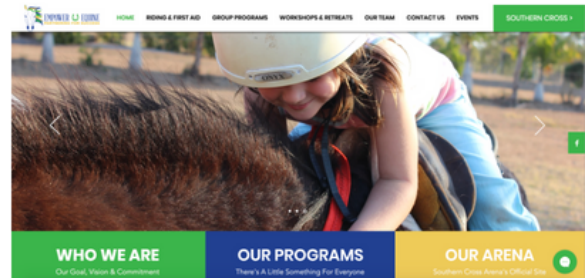
~ Rachael Dent-Flynn, FLAR Equine Experience.

OMG Karsyn! I LOVE IT!!! I will have time next week to go over it with you, but I really think you found our vibe! And I love that you know what we do already so you can fill in the info we need...that I don't even know we need!

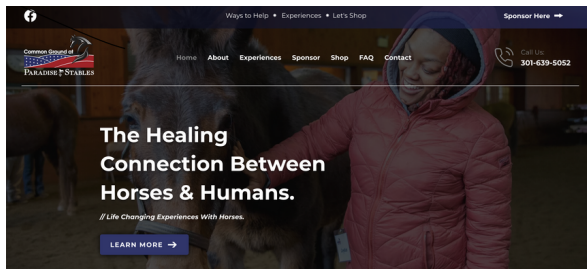
Previous Work



[Feather Ranch Equine - Click To View](#)



[EmpowerU Equine - Click To View](#)



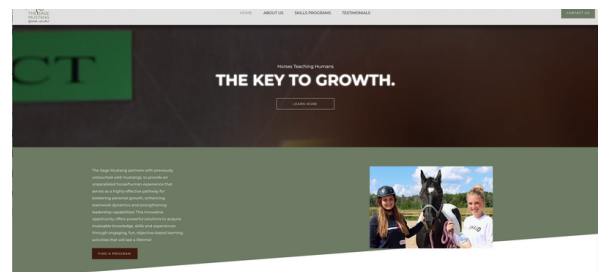
[Common Ground - Click To View](#)



[Whispering Mare - Click To View](#)



[Epona Experience - Click To View](#)



[The Sage Mustang- Click To View](#)

Our Services

All of our services require payment before beginning any work. Our packages require a 50% non-refundable deposit to hold your spot (the rest is to be paid upon completion of website) and has an expected turnaround of 6-8 weeks after information is submitted. Please feel free to contact us for more details!

TIER 1: Website Design on WIX

Website Tier 1

Qty

Item

\$3,000



\$3,000

What's Included:

- 5-Page Custom Desktop Website Design
- 5-Page Custom Mobile Website Design
- Home Page
- Contact Page
- About Us Page
- FAQ Page
- Offered Services Page (all services listed on one page with 1-2 paragraphs each)
- Set Up Site To Rank On Google
- Basic SEO (naming images/videos, meta descriptions, google titles, H1 header format)
- Google Analytics Set Up
- 1 Round Of Grammatical Changes After Completion
- Embed Contact Forms
- Personalized Website & CMS Training
- Backend Website Set Up
- Privacy Policy + Privacy Settings Set Up (you'll provide the privacy policy)
- BONUS: Checklist for How to Promote & Market Your Biz once website is built and how to continue to optimize it

*PLEASE NOTE: You will be given an in-depth questionnaire in which you will be prompted and guided through the process of writing your own content. I can optimize the content, but you will need to provide the majority of the written content.

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TIER 2: Website Design on WIX

Website Tier 2

Qty

Item

\$4,500



\$4,500

What's Included:

- 7 Page Custom Desktop Website Design
- 7 Page Custom Mobile Website Design
- Home Page
- Contact Page
- About Us/Meet The Team Page
- FAQ Page
- Up to 3 Target Market Pages (FULL PAGES with videos, photos, and more! - 2-3 scrolls per page)
- Set Up Site To Rank On Google
- Basic SEO (naming images/videos, meta descriptions, google titles, H1 header format)
- Google Analytics Set Up
- 1 Round Of Grammatical Changes After Completion
- Embed Contact Forms throughout Site
- Embed Newsletter Subscription Form + Welcome Email Set Up
- Embed Apps
- Personalized Website & CMS Training
- Backend Website Set Up
- Privacy Policy + Privacy Settings Set Up (you'll provide the privacy policy)

- BONUS: Checklist for How to Promote & Market Your Biz once website is built and how to continue to optimize it
- BONUS: Equine Connection Social Media Email Bundle

*PLEASE NOTE: You will be given an in-depth questionnaire in which you will be prompted and guided through the process of writing your own content. I can optimize the content, but you will need to provide the most of of the written content.

Our Services

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TIER 3: Sprint Website + Business Sprint Package

Tier 3: Website + Business Sprint	Qty	Item	\$4,397	<input type="checkbox"/>	\$4,397
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You'll get everything you need in this package to support you on your journey ONLINE and if you're looking to get organizations right away! **(Save \$775!)**

Tier 1 Website Build: Everything included in the Tier 1 Website Build **(Valued at \$3,000)**

Business Accelerator: Online Course + LIVE Support to Help You Get an Organization in 13 Weeks **(Valued at \$1,397)**

Social Media Pre-Designed Posts for Organizations Specifically: 13 Weeks Of Social Media Posts that you can post on ANY platform. All you have to do is schedule the posts and sit back and let your social media run, while you dive deep into the Accelerator Course! This offer will include 3 weekly posts about your programs - designed to attract organizations - hashtags and even 3 emails (1 per month) to send out to your list! **(Valued at \$147)**

Swipe Files Package: Over 487 pieces of already crafted content for you to just copy and paste to your social media and other marketing platforms! **(Valued at \$97)**

Social Media Bundle: This super affordable 30-Day Social Media Bundle will provide you with EVERYTHING you need to be successful with your business on social media! This bundle includes everything for beginners to advanced marketers in this industry - and includes everything from: Social Media Templates, Facebook Ad Tutorials (literally learn how to set up your ads account and run an ad from start to finish!), Facebook Ad Templates for verbiage, a 30-day content calendar, your very own customized lead tracker, how to sell successfully in Facebook Groups, and so much more! **(Valued at \$127)**

TikTok & Reels Workshop: Our TikTok & Reels Workshop covers topics such as what short-form video is, how to use it, strategizing posts, editing videos, using hashtags, captions and trends, reading analytics and more! This workshop is designed to help get you started with creating your own videos AND in front of your target audience. **(Valued at \$107)**

1:1 Ask Me Anything Strategy Session: This is a 1.5-Hour private coaching call where you can ask me anything about getting your online business ready to go. We can go over anything from the very basics of social media, to strategy, to so much more! **(Valued at \$297)**

TOTAL VALUE: \$5,172

Next Steps to Get Started

If you are interested in any of our services or have any questions at all, please don't hesitate to reach out via email at skutersocial@gmail.com or give Karsyn a message in workplace.

The next steps will look like:

- 1) Paying your invoice (just the deposit)
- 2) Filling out an in-depth questionnaire
- 3) Sending over images/videos
- 4) Sit back and relax!

