

The LI/LX Service Menu

17 production service types, turnaround times, complexity levels, and what each includes.



VISUAL & WEB

Visual and web production.

Service	What it includes	Turnaround	Complexity
Social Media Graphic	Feed posts, stories, covers for all platforms	Same day to 1 day	Simple to Standard
Ad Creative	Meta, Google, LinkedIn, all sizes and variants	1 to 2 days	Standard
Presentation Deck	Sales decks, proposals, pitch decks	1 to 3 days	Standard to Advanced
PDF Lead Magnet	Guides, checklists, ebooks, worksheets	1 to 2 days	Standard
Flyer and Print	Flyers, posters, brochures	Same day to 1 day	Simple
Website Update	Copy, images, section edits	Same day to 1 day	Simple
Landing Page Build	Full page builds with forms and integrations	1 to 3 days	Standard to Advanced
Blog Upload & Format	CMS publishing with SEO optimization	Same day	Simple
SEO Implementation	Meta, schema, on-page optimization	1 to 2 days	Standard

CONTENT & TECHNICAL

Content and technical production.

Service	What it includes	Turnaround	Complexity
Email Campaign Asset	Headers, templates, full campaigns	1 to 2 days	Standard
Reporting Support	Monthly reports, dashboards, data exports	1 to 2 days	Standard
Client Deliverable	Proposals, SOWs, formatted documents	Same day to 1 day	Simple to Standard
CRM and Form Setup	HubSpot, GoHighLevel, pipelines, sequences	1 to 2 days	Standard
Automation Workflow	Zapier, Make, multi-platform automations	1 to 3 days	Standard to Advanced
Video and Animation	Social video, motion graphics, explainers	1 to 3 days	Standard to Advanced
Admin and Operations	Research, data entry, scheduling, list building	Same day to 1 day	Simple
Custom Request	Scoped individually	Varies	Varies

SUBMITTING

How to submit a request.

Option 1: Smart Brief Builder

Choose your service type and fill in the structured form. Takes 3 to 5 minutes.

Option 2: AI Production Assistant

Describe what you need in plain language. The AI builds the brief for you.

Complexity guide

- **Simple:** single deliverable, clear brief, same day to next day.
- **Standard:** multiple deliverables or moderate customization, 1 to 2 days.
- **Advanced:** complex work, technical requirements, multiple tools, 2 to 5 days.

Plan capacity guide

Plan	Capacity
Starter Desk	10 to 15 tasks per month
Growth Desk	20 to 30 tasks per month
Agency Desk	40 to 60 tasks per month across multiple client workspaces
Squad plans	60+ tasks per month

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