

# HOW WE CHARGE

## MEDIA SERVICES

Unlike 'ship it and forget it' media such as print or TV, online media are actively managed.

## SET UP FOR AN INITIAL CAMPAIGN

Developing a **campaign strategy** requires client briefings, audience research and budgeting. Then we develop the **content**, with multiple testable variants and visuals.

Last, we **set up** the campaigns in the optimal format for each of the media, work with our client's web teams to set up the tracking pixels in Google Tag Manager (or directly on the site) and goals in Google Analytics, and create a proprietary reporting dashboard for the client. This process takes 23-29 hours/\$195 per hour.

## WHY THE PRICE RANGE?

- 1 Some clients have full webmaster support, ready visual assets and a robust understanding of customer personae and need states. Some don't.
- 2 Some campaigns are simple. Some aren't.

## MONTHLY MANAGEMENT

Includes ongoing analysis of the performance of each campaign, adjusting budgets as needed to increase performance and lower cost per response. Monthly fees range from \$1000-\$1500 per medium managed. SEO link-building starts at \$1500 per month.

## OUT-OF-POCKET MEDIA MARKUP

We mark up our out-of-pocket media purchases 15% to cover financial risk, administration, and to scale the extra time in proportion to the media activity.

## CREATIVE COSTS

Facebook and Linked In copy costs are included in the set-up fee. Video, audio, and photography are estimated separately. Stock photography search and purchase is provided at cost plus 15% markup. Other design, SEO content development, and Email campaigns are estimated on a per-project basis.

\*Do Display Ads Influence Search? Attribution and Dynamics in Online Advertising, Feb 9, 2013 Harvard Business School