



# Rate Card

Providing honest, competitive and easy to follow pricing for our digital products and services.

Locked in: 1 July 2024 to 30 June 2025



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# Unlocking the power of digital marketing

We understand that every client has unique needs, goals, and budgets, which is why we are pleased to present our comprehensive rate card. With a wide range of pricing options tailored to suit different requirements, we ensure that our services are accessible to businesses of all sizes.

## —• Introduction

For more information about our services, work, team and mission, visit [iddigital.com.au](http://iddigital.com.au)

### Project discovery

Defining requirements together

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The initial stage in the project lifecycle that focuses on understanding and defining the project's objectives, requirements, and constraints - a crucial foundation for successful project planning and execution.

During the discovery phase, project stakeholders, including the client and the project team, collaborate to gather essential information, align expectations, and clarify project scope.

### Fixed price projects

With clearly defined scope

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A fixed price project is a structured engagement where the scope of work, deliverables, and timeline are clearly defined from the outset.

This pricing option is ideal for clients who have a specific project in mind and require a predictable cost.

### Flexible price projects

For evolving scope

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A flexible price project, also known as a time and materials project, offers greater adaptability and customisation in terms of scope, deliverables, and timeline.

This pricing option suits clients who require more flexibility or have evolving project requirements. Once the project requirements become clear, the project can move to a fixed price project structure.

## Projects

Pricing for projects is on a per-project basis due to changing variables in size, features and integrations.

### Lite

Low monthly usage

30 hours per month

#### Commitment period

6 months	\$7.3k/month
12 months	\$7.1k/month
24 months	\$7k/month
48 months	\$6.5k/month

### Standard

Most popular option

60 hours per month

#### Commitment period

6 months	\$14k/month
12 months	\$13.5k/month
24 months	\$12.8k/month
48 months	\$11.8k/month

### Heavy

Dedicated team

120 hours per month

#### Commitment period

6 months	\$27k/month
12 months	\$25k/month
24 months	\$23.5k/month
48 months	\$21.8k/month

### All retainer features

Dedicated retainer manager.

Weekly work in progress meetings.

Can be used for strategy, design, research, search, social, code, testing & QA. No 3rd party costs.

Time usage reports bi-weekly.

Can upgrade and downgrade to initial commitment.

Quick responses to requests and far more cost effective.

## Retainers

Our retainer packages are designed for clients seeking ongoing support and strategic guidance.

<b>5 hours</b> <b>\$1.3k</b> <hr/> Save \$75 Expires in 6 months	<b>10 hours</b> <b>\$2.6k</b> <hr/> Save \$150 Expires in 6 months	<b>15 hours</b> <b>\$3.75k</b> <hr/> Save \$375 Expires in 6 months
<b>20 hours</b> <b>\$5k</b> <hr/> Save \$500 Expires in 6 months	<b>40 hours</b> <b>\$8.8k</b> <hr/> Save \$2,200 Expires in 6 months	<b>80 hours</b> <b>\$16k</b> <hr/> Save \$6,000 Expires in 6 months

- All time block features**
- Upfront payment removes hassles and allows for better pricing.
  - Work quoted in time and approved before proceeding.
  - Can be used for updates, artwork, strategy, design, research, search, social, code, testing & QA. No 3rd party costs.
  - Time usage reports bi-weekly.

# Time Blocks

When you require occasional support or smaller tasks.  
 The freedom to allocate our experts' time as needed.

### Performance Metrics ●

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Measurable metrics to assess the performance and success of the services provided.

### Response Time and Communication ●

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Expectations for response times to client & platform requests, issues and feedback.

### Reporting and Documentation ●

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Progress reports, status updates, and performance analysis & projects/platforms.

### Pricing

Depends on the number of inclusions required within your SLA.

Small business typically 10-15 hours per month.

Enterprise clients typically at 40-50 hours per month.

Time usage reports monthly

### Quality Assurance and Testing ●

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Quality standards / procedures that will be followed to ensure the delivery of high-quality digital.

### Confidentiality and Data Protection ●

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Complying with relevant data protection regulations and industry best practices.

### Change Management ●

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Handling change requests, while assessing the impact on project scope, timelines, and costs.

## Service Level Agreement

Providing exceptional services to our clients while maintaining transparency and accountability.



### Budget ●

Creative & low cost

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30 hours / month      \$7.1k

We use your existing assets [photos, videos, copy, website] to create on-brand campaigns and posts that target your market.

3-5 image/video posts

### Standard ●

Organised

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60 hours / month      \$13.5k

We carefully plan out your goals and create campaigns that are pushed out to your target market. A full day of planned shooting at your location captures content suitable for the month.

1 day video/photoshoot  
7-10 image/video posts

### Big Impact ●

Content abundance

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120 hours / month      \$24k

We work with your team to develop highly targeted and shareable scheduled content, 2 days of planned video/photo shoots, commentary responses, and campaign management.

3 days photo/video shoot  
15-20 image/video posts

### All social plans include

Dedicated social manager.

Weekly 'work in progress' meetings.

Optimised setup of your TikTok, Facebook and Instagram accounts.

Time usage reports bi-weekly.

Graphic design, video/photo editing and management.

Can upgrade and downgrade to initial commitment.

## Social & Ads

Allow your business to tap into the interests and behaviours of your market through social media.



### Budget

Slower results



30 hours / month      \$7.1k

We refine your website for performance, keyword discovery and placement, and produce 2 x relevant/timely articles/copy that keeps your site fresh and informative.

Ongoing performance improvement  
2 x original copy creation & upload  
Schema code injection

### Standard

Consistent growth



60 hours / month      \$13.5k

All areas of performance are catered for including keyword planning, size/speed optimisation, URL structure, title tags and structure. 6 x relevant/timely articles/copy schema/OG code.

Performance/competitor boost  
6 x original copy creation & upload  
Schema/v code injection

### Big Impact

Fast results



120 hours / month      \$24k

All the features of the other plans plus off site search optimisation in social media, Google Maps, 12 x relevant/timely articles/copy, fresh campaigns monthly including creative and code.

On site and off-site search updates  
12 x original copy creation & upload  
Schema/OG code injection

### All search plans include

Dedicated search manager.

Weekly 'work in progress' meetings.

Unique / targeted articles with trending keywords & conversion links.

Time usage reports bi-weekly.

Correct setup of analytics, event tracking and user monitoring.

Can upgrade and downgrade to initial commitment.

## Search

Be found on search engines such as Google and gain better conversions through tracking and site updates.

< 2,500 subscribers •  
\$59 / month

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Unlimited campaigns

< 5,000 subscribers •  
\$119 / month

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Unlimited campaigns

< 15,000 subscribers •  
\$249 / month

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Unlimited campaigns

< 25,000 subscribers •  
\$359 / month

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Unlimited campaigns

< 50,000 subscribers •  
\$549 / month

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Unlimited campaigns

50,000+ subscribers •  
\$POA

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Unlimited campaigns

### All broadcast plans include

Unlimited user access, permissions and roles with 2FA.

Core email features including drag-and-drop editor, forms, templates.

Advanced email features including automated emails, transactional emails, dynamic content, custom fields.

Help & support: phone and email.

Integration access via API.

## Email Broadcast

Providing exceptional services to our clients while maintaining transparency and accountability.

**PAYG**  
Low volume



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Starting at 2.5c per SMS

**Subscription**  
Consistent volume



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Starting at 2c per SMS

**Lock-in Rate**  
High volume



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As low as 1c per SMS

**Upload & Send**  
\$999 once off



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A platform you can upload your CSV, create a personalised SMS and send it out. Includes a progress bar and email confirmation once done.

**Data Integration**  
Per end point



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Integrate your own data into the 'Upload & Send' platform. Over 50 platforms ready to go. Choose your data, create your SMS and send it!

**SMS Automation**  
\$POA



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Create SMS actions/triggers based on user or company behaviour. Personalised SMS keeps your client informed and provides conversion opportunity.

**All broadcast plans include**

Low and high volume SMS sending using an Aussie SMS provider.

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Your own custom from name.

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Fixed price fees to keep track of spend, SMS reporting and more.

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Flexible and custom work available.

## SMS Broadcast

Providing exceptional services to our clients while maintaining transparency and accountability.



**ID Digital Agency**

03 9500 9998

[iddigital.com.au](http://iddigital.com.au)