market mainframe

Pricing Guide For Key Services

For All Services:

1. Map out the project, as best as possible, being sure to note any potential complications or additions.

2. Take note of the client's budget, if they have given it to you. Consider the amount of value that your work will bring to their business.

3. Estimate how many work hours any virtual assistants or other service providers will need to spend to complete the job. Speak to them to get a solid estimate of their work time, or even a flat price they will charge you.

4. Estimate how many work hours you will need to spend on the project. Be sure to include time spent driving, meeting with the client, working with your team, etc.

5. Estimate any hard costs that may be associated with, like purchasing a software tool or server space, etc.

6. Multiply the work hours estimate by the cost per hour of each contractor. For your own time, come up with a number that you feel comfortable making. Total up all costs, and get your final costs number.

7. Add at least 50% to the costs number - we sometimes double it. It is far too easy to underestimate costs and work time, even if you have a lot of experience. This is your new costs number.

8. Make sure that the value number you came up with in #2 is high enough relative to the costs number that it would make sense to work on the project.

9. The final quote should be less than the client's budget, and higher than your costs number. If there is no such number, the project is probably not worth doing.

For various service types, here are things to consider, and typical prices we charge:

Web Design

Potential Costs To Consider:

1. Server space to host the demo website on.

2. Domain costs.

3. Any theme licensing costs for the base Wordpress theme you will use, if applicable.

4. Any plugins that may need to be purchased to meet the clients specifications, and the work involved in installing and configuring them.

5. Work hours for a virtual assistant to build out the demo, and input the content, create the design, and make changes based on the client's feedback.

6. Work hours for a developer to assist with more advanced functions or advanced css, or someone with special knowledge of an advanced plugin.

7. Work hours for moving the site to a live server, and configuring DNS records, and handling any potential issues that could arise during the move.

8. Travel costs to meet with the client.

Typical Prices:

Websites vary widely, and so do our prices, but a basic website with nice design, but not a lot of advanced functionality is usually around $1,000-2,500, with more advanced websites with a lot of content, advanced design, ecommerce or more advanced functions coming in around $2,500-5,000. Larger websites with a lot of advanced work or special development can range from $5,000-10,000.

Basic Website: $1,000 - $2,500

Advanced Website: $2,500 - $5,000

Highly Technical Website: $5,000 - $10,000+

SEO

Potential Costs To Consider:

1. Purchasing domains for private blog network.

2. Purchasing hosting for private blog network.

3. Sourcing content for private blog network.

4. Building out private blog network websites (putting everything together).

5. Creating/editing citations

6. Time spent mapping out a proper plan, and managing everything.

7. Travel time for meeting a client.

8. Time spent creating reports

Typical Prices:

We typically start SEO at $500/month for the most basic service, and go up from there. For large companies with a lot of competition, $2,000-$3,000 a month is reasonable. It depends primarily on the value you are providing them, which is why we try to work with clients with a large average customer value - those for whom one new customer is worth hundreds or even thousands of dollars. Contractors, Chiropractors, Dentists, and Lawyers all fall in this range.

Small Client, or Entry-Level - $500-$1,000/month

Competitive Niche or Larger Client - $1,000-$2,000

Highly-Competitive Niche/High-Customer Value Client - $2,000+/month

Facebook Advertising

Potential Costs To Consider:

1. Time spent mapping out a proper plan, and managing everything

2. Setting up a landing page

3. Configuring autoresponder and email marketing

4. Adding and configuring pixels and conversions/audiences

5. Costs for phone tracking and other tracking and reporting systems

6. Image costs for ads

7. Ad spend (if ad spend is included in the customer costs

8. Time spent reviewing results and making changes to ads and audiences

9. Travel time for meeting a client.

10. Time spent creating reports

Typical Prices:

This service, more than any other is largely dependent on the client's budget, since a lot of it will be ad spend. We typically start Facebook ads at $500-$1,000/month for the most basic service, with 40-50% of that being ad spend. As the budget increases, we will typically increase the percentage of ad spend as well, always ensuring that we are covering our own costs, including our own time spent managing and mapping everything out.

Make sure the client is aware of how the budget affects their leads, and if they are getting good results, encourage them to scale up.

Entry Level client - $500/month

Working Ads With Good Conversions - $1,000-$2,000/month or more, if they have the budget, and can handle the influx of new business