

1. Paid Advertising			
Service	Description	Deliverables	Investment
Paid Social Campaign	Targeted advertising on one social platform to drive awareness or conversions.	1 campaign, 3–5 assets (static + video), refreshed monthly. Includes all campaign build, management and reporting	£1,100/month + £1,100 setup fee.
			Recommended ad spend: £500/month minimum.
PPC (Google Ads)	Search campaign management to capture high-intent leads via Google.	1 search campaign setup, optimisation, and reporting.	£650/month + £650 setup fee.
			Recommended ad spend: £300/month minimum.
2. Organic Social Media			
Full Social Management	End-to-end organic strategy, content creation, scheduling, and community management.	2–3 platforms (cadence dependent).	£2,200/month + £550–£1,100 setup fee.
Content Support	Ongoing social content creation and support for internal teams.	Cadence dependent.	£1,100/month.
3. Creative Asset Production			
Video Creation	High-quality social media video content aligned with your strategy.	8–12 edited videos.	£825 (one-off).
Static Asset Creation	Custom-designed static posts for campaigns or social content.	8–12 static graphics.	£550 (one-off).
4. Brand & Website Development			
Brand Development	Creation of your full brand identity and positioning.	Logo, colour palette, tone of voice, and brand guidelines.	£1,500–£2,000 (one-off).
Website Build (Standard)	7-page responsive website with standard features and basic SEO setup.	Design, build, and launch (no bespoke settings).	£1,500–£2,000 (one-off).
5. Consulting & Auditing			
Audit of Practice	A full review of how your digital marketing is currently performing and what to do differently.	Comprehensive audit and actionable recommendations.	£1,100 (one-off).
💡 All prices exclude VAT. Ad spend is billed separately where applicable.	💡 All prices are dependent on client's needs and expected deliverables		