



Inbound Marketing Services

Value-Based Flat-Fee Rates

8-bit Rex

a Creative Agency

WHAT IS VALUE-BASED PRICING?

In contrast to hourly-based pricing, value-based pricing determines the price of a product/service by estimating the value that the product/service will deliver to the consumer. Therefore, value-based pricing is determined by outputs (i.e. services rendered) whereas hourly-based pricing is determined by inputs (i.e. hours worked).

We believe that hourly-pricing disincentivizes agencies to work efficiently and hurts the client when performance is poor, as the client would be paying full-price for less-than-optimal service. Therefore, we chose to price our services on value instead of on an hourly rate. So, both client and agency get the value they deserve.

STRATEGY & BRAND

General Strategy	Price
Strategic Marketing Plan	\$2,400
Strategic Audit	\$4,800
Content Marketing Plan	\$3,600
Social Media Strategic Audit	\$4,800
Brand Strategy, Identity & Positioning	Price
Brand Identity 1. Analysis, Market Research & Environmental Scanning 2. Develop Buyer Persona, Unique Value Proposition & Messaging 3. Develop Visual Identity System 4. Formulate & Implement Strategic Marketing Plan 5. Evaluation & Control	\$14,400
Logo Design • Professionally Designed Logo • Style Guide PDF • All Files Types (AI, EPS, PDF, JPG & PNG)	\$2,400
Icon Design	\$480/ea.
PR	Price
Press Release	\$360
Press Release Distribution	\$120

WEBSITE

Web Design & Development	Pages		
	3-5	6-10	11-20
1. Sitemap, Wireframe & Mockup 2. Copywriting 3. Development	\$2,400	\$4,200	\$6,000
+ On-page SEO & Competitive Keyword Research	\$3,240	\$5,400	\$7,440
Content Update Requests			
Web Maintenance & Management Packages	1	5	Unlimited
• Ticket Support • Monitoring for updates & installation • Testing & debugging • Monthly Website Health & Security Report	\$600	\$960	\$1,800
Web Maintenance & Management Add-ons	Price		
Additional Content Update Request (single page)	\$240		
Additional Content Update Request	\$720		
New Content Page Build	\$600		
Website Training Session (1-hour in-person or virtual)	\$240		

WE BUILD Custom Wordpress sites and give you full access to your site. Hosting starts at \$20/month.

GRAPHIC DESIGN & CONTENT

Graphic Design, Motion Graphics & Video	Price
Sell Sheet/Flyer Design	\$480
Brochure Design - Simple (8.5x11" with basic folding)	\$480
Brochure Design - Complex (large format, complex folding)	\$1,080
Business Cards	\$360
Rack Card	\$480
Pitch Deck	\$960
Video - Full Day Shoot (8 hours) & Editing	\$1,800
Motion Graphics Animation (per 1 min)	\$1,080
Content Creation	Price
Topic Research	\$120
Blog Article (per 250 words)	\$120
Checklist Graphic	\$240
Infographic - Basic	\$360
Infographic - Complex	\$720
Lead-Generation PDF	\$1,800

INBOUND MARKETING FUNNEL



Search & Display Campaigns	Price		
Starter Campaign - 5 Keywords	\$1,680		
Intermediate Campaign - 10 Keywords	\$2,160		
Advanced Campaign - 20 Keywords	\$2,640		
SEO Campaigns	Price		
Starter Link Building Campaign - 5 Links	\$2,400		
Intermediate Link Building Campaign - 10 Links	\$3,600		
Advanced Link Building Campaign - 20 Links	\$4,800		
Starter SEO Campaign - 5 Links + 3-5 pages	\$3,600		
Intermediate SEO Campaign - 10 Links + 6-15 pages	\$7,200		
Advanced SEO Campaign - 20 Links + 16-25 pages	\$9,600		
Social Media Advertising	1 Ad	2 Ads	3 Ads
Starter Campaign (1 Ad-set)	\$480	\$960	\$1,440
Intermediate Campaign (2 Ad-sets)	\$960	\$1,920	\$2,880
Advanced Campaign (3 Ad-sets)	\$1,920	\$2,520	\$4,320

Lead Generation	Price
Landing Page	\$960
Call-to-Action Lead-flow	\$480
Pop-up or Fly-in Lead-flow	\$360
Form	\$480
E-Book Design & Copywriting	Price
Copywriting (per 250 words)	\$120
Cover + Basic Interior Design (1 layout template)	\$480
Cover + Moderate Interior Design (3 layout templates)	\$960
Cover + Complex Interior Design (unlimited layout templates)	\$1,440

Lead Nurturing	Price			
Audience Definition/Segmentation	\$480			
Lead Nurture Strategy	\$720			
Conversion Rate Optimization	\$960			
Email Campaigns	Emails			
	1	2	3	4
• Workflow Creation • Graphics, design & coding • Copywriting • 3 auto-responders • Monitoring & reporting	\$720	\$1,200	\$1,800	\$2,400
A/B testing • Workflow Creation • Graphics, design & coding • Copywriting • 3 auto-responders • Monitoring & reporting	\$960	\$1,440	\$2,160	\$2,880

Customer Satisfaction	Price			
Customer Satisfaction Survey	\$360			
Case Study	\$1,200			
Management & Monitoring	Platforms			
	1	2	3	4
Starter - 3 posts/5 tweets • Content calendar & scheduling • Identify & curate content • Graphics & copy for posts	\$1,440	\$2,280	\$2,880	\$3,240
Intermediate - 5 posts/7 tweets • Content calendar & scheduling • Identify & curate content • Graphics & copy for posts • Monitor mentions & interactions	\$2,400	\$4,200	\$5,640	\$6,720
Advanced - 10 posts/15 tweets • Content calendar & scheduling • Identify & curate content • Graphics & copy for posts • Monitor mentions & interactions • Basic Customer Service	\$3,600	\$6,000	\$7,800	\$9,000

AD SPEND & BIDDING are not included in price, but can be managed for a handling fee of 10% total monthly ad spend (calculated at the end of each month).