Digital marketing price list -- example structure

A package structure you can put your own numbers into.

> *Prices are deliberately left blank. What a package should cost depends on your market, your costs and your positioning -- a number copied from a template is a number you cannot defend. Use the retainer calculator in the spreadsheet to work out your own floor.*

Package structure

Foundation -- Entry tier

Best for: Small businesses with one main channel and no in-house marketer

Commitment: 3-month minimum

- Measurement setup and one reporting dashboard
- One channel managed (search or paid)
- Monthly written report
- Quarterly strategy call

Your monthly price

Growth -- Core tier -- most clients

Best for: Established businesses running two or three channels that need coordination

Commitment: 6-month initial term

- Everything in Foundation
- Two to three channels managed
- Landing page and conversion improvements
- Content production to an agreed monthly quantity
- Monthly report plus a 30-minute review call

Your monthly price

Scale -- Senior tier

Best for: Businesses with an internal team who need senior direction and specialist delivery

Commitment: 6 to 12-month term

- Everything in Growth
- Quarterly strategy and roadmap ownership
- Experimentation programme with a documented test log
- Named senior lead and agreed response times
- Fortnightly working sessions

Your monthly price

Choosing a pricing model

Model	Best for	What to watch out for
Monthly retainer	Ongoing channel management where work continues indefinitely	Scope creeps quietly. Define a monthly hour or deliverable ceiling.
Fixed-price project	Defined pieces of work with a clear finish line, such as a site migration or audit	You carry the overrun risk. Price the discovery separately.
Day rate	Advisory, training or overflow capacity	Rewards slow work. Poor fit for long engagements.
Performance-based	Mature accounts where you control most of the levers	You rarely control conversion quality, pricing or sales follow-up.

Pricing mistakes to avoid

- Pricing from your costs rather than the value of the outcome.
- Publishing an hourly rate, which invites clients to buy hours instead of results.
- Offering unlimited anything.
- Bundling ad spend into your fee, which makes your margin look like their media budget.
- Discounting the first month instead of reducing scope, which anchors the lower price permanently.
- Having no written ceiling on a retainer, so profitable months subsidise unprofitable ones.