

# rate Card packages



## cardboard box

starting from  
**£265**

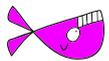
This package is a starter package for teacher training providers that includes basic social media marketing and web hosting. This package includes two social media platforms, Twitter and Facebook. It includes page sign up and design along with basic page promotion.



## little fish

starting from  
**£395**

This package is for teacher training providers that want to use social media marketing tools to expand their customer base by 10% or more, website hosting and support. This package includes three social media platforms, page sign up and design along with basic page promotion, creation and management of all events marketing (digital campaign, management and content/graphic creation.



## big fish

starting from  
**£565**

This package is for teacher training providers that want to use social media marketing tools to expand their customer base by 15% or more, website hosting, training and support. This package includes four social media platforms, page sign up and design along with basic page promotion creation and

management of all events marketing (digital campaign, management and content/graphic creation. This package also includes one year's worth of printed material, not limited to flyers, printed promotional material, business cards, pens, trainee ceremony goodies and roller banners.

## additional services

graphic design

illustration/  
concept art

website design  
& editing

web development  
& coding

social media  
& seo

ppc/ad word  
consultancy

copywriting  
& editing

admin & project  
management

photography

videography  
filming & editing

consultancy

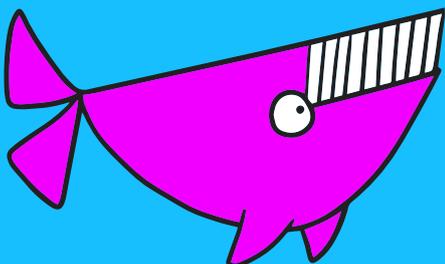
# now for the formal stuff...

**INVOICING** – For most projects, we invoice on the first day of the month for the work that will happen during that month. Our standard payment terms are 14 days. There are some exceptions, for example for short term projects, training courses, web projects or project that span several weeks or months (with a deposit and specific payment schedule – generally 60%/20%/20%) and for clients with a poor credit record (where we require payment upfront).

**COSTINGS** – Prices are based on a 0–6 month contract. For projects requiring a 6–12 month retainer there is a 5% reduction on hourly/day rate.

Our average monthly retainer to cover consultancy, project management and basic design work is £3,000 however this is dependent upon the project and scope of work required as a minimum each month.

Each January, we benchmark our day rates against industry averages for agencies, in order to remain competitive: <https://bit.ly/2ICJYtZ>



bigpinkfish