



RATE CARD · 2026

SHABEL MARKETING

Everything we do, and what it costs.

01 SOCIAL MEDIA & WHATSAPP

Content calendar & strategy	\$120–180 /mo
Posting & community engagement	\$200–350 /mo
Paid social ads — Meta, TikTok, LinkedIn	15% of spend
WhatsApp Business setup — catalogue, auto-replies, lists	\$120–250
WhatsApp broadcasts & campaigns	\$150–300 /mo

Monthly social prices are per platform. Paid social carries a \$150 monthly minimum.

02 SEARCH & LOCAL

Google Ads setup — one-off	\$180–350
Google Ads management	15% of spend
Website SEO audit	\$150–350
Monthly SEO — fixes, content, links	\$300–700 /mo
Google Business Profile & local listings	\$90 then \$60/mo

Ads management carries a \$200 monthly minimum so small budgets still get real attention.

03 WEBSITES

One-page site	\$250–500
Business site, up to 5 pages	\$600–1,200
Online store	from \$1,200

50% deposit to start, balance on delivery.

Ad spend goes straight to Google, Meta or TikTok and sits outside our fee.

04 DESIGN & VIDEO

Social media graphics	\$12–25 each
Ad banners — static or animated	\$35–70 each
Short-form video editing — Reels, TikToks	\$70–150 each
Logo & brand essentials	\$250–600
Full brand identity kit	\$600–1,200

05 WORDS & EMAIL

Blog articles, 750–1,000 words	\$60–120 each
Website or ad copywriting	\$90–200 /page
Email newsletter setup	\$120–250
Email campaign management	\$180–400 /mo

06 MONTHLY PACKAGES 3-MONTH MINIMUM

Starter **\$350** /mo

One platform posted and managed, two SEO articles, one newsletter, a plain monthly report.

Growth **\$750** /mo

Two platforms, monthly SEO, Google Ads managed, WhatsApp broadcasts, a call every month.

Full Service **\$1,400+** /mo

Everything above plus email marketing, all content produced, and one team running the lot.

Pay three months up front and take 10% off the retainer.

Custom scopes welcome — tell us the goal and we will price it honestly.

Let's build something that grows.

SHABEL MARKETING · VALID FROM JANUARY 2026