2026 Rate Sheet

Standard Starting Hourly Rate for All Work: €75

This rate card provides fully transparent, fixed-scope pricing for specialized marketing services, leveraging 20 years of expertise in design, automation, and strategy.

Day Rate

30-Minute Scoping Call required to align the 8-hour block with your highest priority.

Hours	Fixed-price	Deliverables (Scope Focus)
8 Hours	€600	**Capacity for rapid momentum on one key area.** This is a dedicated block of time designed for work that requires uninterrupted strategic thinking, technical implementation, or complex design work. Time can be spent on email marketing, graphic design, or a combination of both.

Ongoing, Monthly Email Support

Monthly Retainer Tier	Monthly Hours	Monthly Investment	Effective Hourly Rate	Deliverables (Scope Focus)
The Starter	5 Hours	€375	€75	Monthly monitoring of 1 automation OR creation, deployment, and monitoring of 1 newsletter.
Minimum Support	10 Hours	€750	€75	Monthly health check (deliverability/performance), refining 1 existing flow OR creation and deployment of 2 newsletters/ broadcast campaigns, and a monthly strategy check-in.
Active Support	15 Hours	€1,000	€66.67	**Everything in Minimum Support, plus:** Full support for 1 additional flow OR full support for 1 additional newsletter/broadcast campaign, dedicated A/B testing, and audience segmentation refinement.
Comprehensive Support	20 Hours	€1,250	€62.50	**Everything in Active Support, plus:** Full management of complex automation flows, deep integration review, and quarterly strategic planning.

One-time Email Support

One-time Email Projects	Estimated Hours	Fixed-price	Deliverables (Scope Focus)
Email Performance Audit	5 hours	€375	Full audit of 3 current email template including a review of design, copy, and performance with actionable insights.
1 Custom Drag-and-Drop Email Template	2 hours	€150	1 fully styled and responsive email template built in your ESP's drag-and-drop editor, tested across major clients, and documentation on how to use the template.
3 Custom Drag-and-Drop Email Templates	6 hours	€450	3 fully styled and responsive templates built in your ESP's drag-and-drop editor, tested across major clients, and documentation on how to use the templates.
5 Custom Drag-and-Drop Email Templates	12 hours	€900	5 fully styled and responsive templates built in your ESP's drag-and-drop editor, tested across major clients, and documentation on how to use the templates.
1 Custom HTML Email Template	5 hours	€375	1 fully custom HTML email template, tested for cross-client compatibility, and documentation on how to use the template.
3 Custom HTML Email Templates	10 hours	€750	3 fully custom HTML email templates, tested for cross-client compatibility, and documentation on how to use the templates.
5 Custom HTML Email Templates	15 hours	€1,125	5 fully custom HTML email templates, tested for cross-client compatibility, and documentation on how to use the templates.
ESP Migration or Setup	Varies	Schedule a Call	Deliverables defined after assessing data migration complexity and platform scope.

One-time Landing Page Support

One-time Web Projects	Estimated Hours	Fixed-price	Deliverables (Scope Focus)
The Concept	10 hours	€750	Full wireframe and mobile-responsive layout design (Figma) for 1 landing page, detailed copy template outline, and a final design asset ready for client/developer implementation.
The Conversion	15 Hours	€1,125	**Everything in The Concept, plus:** Full conversion-focused copywriting, comprehensive documentation (e.g., how the form connects to the ESP), and post-launch A/B test recommendations.
The Stack	20 Hours	€1,500	**Everything in The Conversion, plus:** Building the page in the client's supported CMS (e.g., WordPress/Shopify), full post-launch performance audit (30 days), and a 1-hour strategy review call.

Ongoing, Monthly Design Support

Monthly Retainer Tier	Monthly Hours	Monthly Investment	Effective Hourly Rate	Deliverables (Scope Focus)
Design Minimum	10 Hours	€750	€75	Production and execution of simple print materials (e.g., business cards, flyers) and light asset updates. Includes file preparation and a monthly design briefing.
Design Active	15 Hours	€1,000	€66.67	**Everything in Design Minimum, plus:** Production of complex, multi-page documents (e.g., detailed brochures, presentations) and strategic design support for marketing campaigns.
Design Comprehensive	20 Hours	€1,250	€62.50	**Everything in Design Active, plus:** Complex, large-scale design projects (e.g., annual reports, trade show exhibition materials) requiring advanced conceptual work, detailed file preparation, and vendor coordination.

One-time Design Support

One-time Design Projects	Estimated Hours	Fixed-price	Deliverables (Scope Focus)
Logo Design - Good	5 hours	€400	3 initial logo options, up to 2 rounds of revisions on the chosen option, final logo files (JPG, PNG, SVG).
Logo Design - Better	12 hours	€900	5 initial logo options, up to 3 rounds of revisions, and a comprehensive final logo file package (JPG, PNG, SVG, AI).
Logo Design - Best (Full Brand Identity)	20 hours	€1,500	Final Logo (5 initial logo options, up to 3 rounds of revisions, and a comprehensive final logo file package [JPG, PNG, SVG, AI]), one-page brand style sheet, and business card design file. Up to 3 revisions per deliverable.
Business Card Design	4 hours	€300	1 Double-sided business card design file, ready for printing. Includes 1 round of revisions.
Brochures or other Print Design	Varies	**Schedule a Call**	Deliverables defined after scope discussion.

Custom Monthly Retainer

Monthly Hours	Monthly Investment	Effective Hourly Rate	Deliverables (Scope Focus)
20+ Hours	Starting at €1,300	€62.50	A single, unified strategy blending execution and strategic consulting across ALL service areas, including: • Full email automation and campaign management • Graphic design services (for print, social, and web) • Conversion-focused landing page creation and optimization • Customer journey mapping • Messaging strategy The scope is customized entirely to your largest growth objective.