

SMART CHART

Your business is ready for growth, but you need an expert to guide the way.
 How do you find the right partner to match your project needs, and at what cost?

From independent contractors to agencies of all types, we know you've got plenty of options for a partner. Finding the perfect fit is no small task. We created this SmartChart to bring clarity to your options and provide insight that we hope guides your selection.

	FREELANCER	SMALL AGENCY	LARGE AGENCY
Average Hourly Rate	\$50-\$100/hr	\$125 - \$225/hr	\$250 - \$500/hr
Brand Identity	\$500 - \$2,500	\$2,500 - \$7,500	\$10,000+
Brand Strategy	\$3,000 - \$6,000	\$6,000 - \$10,000	\$10,000 - \$40,000+
Websites	\$2,500 - \$5,000	\$10,000 - \$50,000	\$50,000+
Search Engine Optimization	\$500 - \$1,000/mo	\$1,500 - \$7,500/mo	\$10,000+/mo
Pay-Per-Click	\$250 - \$500/mo	\$1,000 - \$4,500/mo	\$5,000+/mo
Marketing Strategy	\$3,000 - \$6,000	\$6,000 - \$10,000	\$10,000 - \$40,000+
Social Media	\$250 - \$1,000/mo	\$1,000 - \$2,500/mo	\$2,500+/mo
	PERFECT FOR: <ul style="list-style-type: none"> • Personal Projects • Small Startups 	PERFECT FOR: <ul style="list-style-type: none"> • Well-Funded Startups • Small to Medium Businesses 	PERFECT FOR: <ul style="list-style-type: none"> • Fortune 500 • Large Businesses

*This Smart Chart is meant to be a resource to assist you in your selection of an agency partner. Keep in mind that costs for each service can fluctuate beyond the suggested ranges, depending on the overall scope of the project and deliverables.

Learn more about our services at www.hmgcreative.com

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