



Rate card and scope of work

Flat-fee pricing, scoped by the work, not the ad budget.

PRICING

AUDIT / STRATEGY

£350 one-off

Review of the existing account, up to two platforms. Written report on what is working, what is wasting money and tracking gaps, plus recommended structure, audiences, creative direction and budget split. One 45 minute call, delivered in five working days.

QUICK CAMPAIGN

£400 + ad spend

Up to 14 days live, one platform, one objective. Prospecting only. Up to three ad variations. One summary report at the end. No weekly updates, deck or call.

SINGLE CAMPAIGN

most popular

£750 + ad spend

Up to 6 weeks live, one platform. Full build including retargeting. Weekly written updates throughout, end of campaign report, deck and a wrap call.

MONTHLY MANAGEMENT

£900 /mo + ad spend

One platform, multiple campaigns running at once. Continuous optimisation and creative rotation. Monthly report and call. Three month minimum.

SCOPE

Every engagement includes

- Campaign strategy and audience targeting
- Campaign build and launch
- In-platform management and optimisation
- Ongoing optimisation and creative rotation
- Ad copy
- Reporting in the digisog format

Not included, or an add-on

- **Conversion tracking setup:** pixel, GA, tags, data layer. I advise; the client or their developer builds it.
- **Creative production:** graphics and video. Client-supplied or a separate add-on. Ad copy is included.
- **Ad account setup:** Business Manager, ad accounts and billing. The client provides access to an existing account.
- Landing page or website builds
- Organic social and community management

ADD-ONS

- **Additional platform** +£300 on a single campaign, or +£300/mo on monthly management. A second platform is a second build, not the same ads switched on elsewhere.
- **Weekly reporting on monthly management** +£150/mo
- **Mid-campaign report on a quick campaign** +£100
- **Creative production** quoted per project
- YouTube sits inside Google Ads, so Search plus YouTube counts as one platform.

STANDING TERMS

- All fees are flat. digisog never charges a percentage of ad spend.
- Ad spend is always the client's, paid direct to the platform, separate from the fee.
- Retainers run on a three-month minimum.
- Projects are invoiced 50% on booking and 50% on delivery. Retainers are invoiced monthly in advance.
- The fee is set by scope, never by the size of the ad budget.
- Minimum ad budget of £500 per campaign. Below that, paid media rarely gathers enough data to optimise and the fee is poor value.
- digisog is not VAT registered, so no VAT is charged.
- The client is responsible for working conversion tracking being in place. I advise on what is needed but do not build it.