

## MARKETING &amp; CONTENT

# Client marketing.

## *Ready to get moving.*

Defined monthly services for one brand, market and language. Standard onboarding and reporting setup are included; the first month has the same service fee.

| OFFER                                | PRICE USD       | INCLUDED STARTING SCOPE                                                                                          |
|--------------------------------------|-----------------|------------------------------------------------------------------------------------------------------------------|
| Local SEO essentials                 | <b>\$350/mo</b> | One website / location; 4 page optimisations and 4 GBP posts monthly.                                            |
| SEO & AI search visibility + content | <b>\$500/mo</b> | Local SEO essentials + 2 articles up to 800 words; answer-focused page improvements within the 4-page allowance. |
| Google Ads management — Search       | <b>\$350/mo</b> | One account; up to 3 campaigns / 10 ad groups; ad spend up to \$5,000/month.                                     |
| Meta ads management                  | <b>\$400/mo</b> | One account; up to 2 campaigns / 4 ad sets / 8 active ads; spend up to \$5,000/month.                            |

### Local SEO

Start with keyword/page priorities, Google Business Profile and measurement review. Each month: optimise up to 4 existing pages (titles, headings, internal links and supplied content), create 4 GBP posts, check crawlability and answer clarity, and report work/results. These SEO foundations also support AI search; no separate setup charge.

### Google Ads: Search

New or existing eligible accounts. Initial build/restructure within the total 3-campaign / 10-ad-group limit, keyword research, ad copy, basic native lead tracking, weekly checks and monthly reporting are included.

Ad spend is paid directly by the agency/client and is not in our fee. The \$5,000 monthly spend limit applies separately to each managed account. Larger or more complex accounts receive a complete quote before starting.

### SEO & AI search visibility

Essentials plus 2 articles up to 800 words, one revision and CMS publishing. Within the 4-page allowance, improve answer structure, supporting sources and internal links. No duplicate SEO retainer or upload fee.

### Meta ads

Initial build within 2 campaigns / 4 ad sets / 8 active ads total. Use up to 8 supplied creative assets; include copy, simple resizing, targeting, basic native lead tracking, weekly checks and monthly reporting.

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# Retail ads.

## *A complete starting scope.*

Choose Search for keyword-led campaigns or Shopping / Performance Max for a product catalogue. Each is a separate scope, not a mandatory add-on.

| OFFER                                                                                                                                                                                                                                                           | PRICE USD       | INCLUDED STARTING SCOPE                                                                                                                                                                                                                                             |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Google Ads management — Shopping / PMax</b>                                                                                                                                                                                                                  | <b>\$500/mo</b> | One store/account/market; up to 100 products and 2 retail campaigns; spend up to \$5,000/month.                                                                                                                                                                     |
| <b>Included setup</b><br>Connect one eligible Merchant Center account and a supported native store feed, check up to 100 supplied products and configure up to 2 retail campaigns. Standard setup and account coordination are included.                        |                 | <b>Measurement and optimisation</b><br>Set up or verify a supported native purchase event and transaction value. Include weekly optimisation, budget checks and a monthly report. Existing working measurement is reused.                                           |
| <b>What you provide</b><br>An eligible store, accurate product data, shipping/return policies and account access. Supply approved images, logos and video if needed. Ad copy and simple asset resizing are included; new creative production is scoped upfront. |                 | <b>No surprise feed project</b><br>We check the feed before payment. Routine native mapping and supported configuration are included. Custom feeds, complex data repair, policy appeals or tracking rebuilds receive a complete quote before you choose to proceed. |

### Choose the campaign mix before payment

The \$500 monthly fee covers Shopping and/or retail Performance Max within the combined 2-campaign limit. Search campaigns are outside this allowance. If you need both, we quote the combined scope and reuse setup; there is no duplicate setup charge.

Monthly terms match our other marketing services. Advertising spend is separate. Platform approval and advertising results are not guaranteed. Ongoing purchases or new creative are disclosed before payment.

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# Content that is ready *for your approval.*

Recurring production for agencies with a clear brief. Initial brand familiarisation and ordinary template setup are included; there is no routine onboarding surcharge.

| OFFER                       | PRICE USD       | INCLUDED STARTING SCOPE                                                            |
|-----------------------------|-----------------|------------------------------------------------------------------------------------|
| Article production          | <b>\$300/mo</b> | 4 articles of up to 800 words for one brand; supported-CMS publishing included.    |
| Social content & publishing | <b>\$300/mo</b> | 8 template-based static posts, with captions and adaptations to 2 channels.        |
| Email campaign production   | <b>\$500/mo</b> | 4 campaigns in one existing platform using supplied copy and an existing template. |

## Articles

Approved briefs, basic research, writing, editing and one consolidated revision per article. Editable copy plus publishing on one supported CMS if requested at kickoff. General business topics in English; metadata and internal links included. Interviews, specialist or regulated-subject review and translation need a separate brief.

## Email

4 campaign builds from supplied copy/assets in an existing template. Includes brand adjustments, link/layout checks, agreed audience checks, one revision each and scheduling after approval. Agency supplies a permissioned list.

## Social

8 original template-based posts, adapted for 2 agreed channels: captions, static graphics from brand assets, scheduling and a monthly summary. One consolidated review. Community replies, video and paid ads are different services.

## A new creative direction

A custom coded email template is \$500 from supplied design. An original campaign creative kit is \$500. These are optional new deliverables; ordinary template adjustments remain included in production.

## Use the work you already have

We reuse accepted brand templates, account setup and tracking. You do not pay twice for the same implementation when combining services. Four emails means four campaigns, not full lifecycle strategy or automated flows.

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# Your monthly scope.

## *One clear responsibility.*

Your agency sets the client goals and approves publication. We plan the agreed channel work, make tactical recommendations and keep delivery visible.

### Inputs before we start

Share account/website access, target market, offers, approved assets, one approver and the tracking status. We check account eligibility and supported platform fit before accepting payment.

### Monthly billing

Monthly in advance. Email your account manager or [sales@pixelcrayons.com](mailto:sales@pixelcrayons.com) before the next billing date to cancel; we confirm receipt. The paid month continues. No multi-month minimum.

### Your approvals

We obtain approval before publication, activating campaigns or increasing the agreed spend. Routine optimisation follows the approved brief and budget. New creative shoots, landing pages and major rebuilds are quoted before work.

### Measurement included

Basic native tracking and reporting setup for the stated channel is included. Existing working tracking is reused. Custom data layers, server-side tagging, ecommerce measurement rebuilds and consent architecture need a separate scope.

### What is delivered

Service fees buy the listed outputs, not an estimated hour bank. Work we owe does not disappear at renewal. If approvals or inputs delay delivery, we agree a revised schedule; our nondelivery is corrected or credited.

### One contact and fair corrections

Named account manager, weekly updates and NDA/client protection. Corrections to our scope are included without extra fees or review-round deductions. New requirements need your approval before work.

### Example: SEO + Google Search

\$700/month for one eligible client, including standard onboarding for both services. First-month service fee: \$700. The client's advertising budget is paid separately. Shared hours are not required for the included work.

Routine delivery tools and account coordination are included in our fee. Your agency pays its own ad spend, hosting, domains and selected third-party subscriptions. We name required purchases, renewals and usage charges before payment. If a delivery issue cannot be resolved, refund the undelivered portion at agreed values. Search rankings, AI mentions/citations, lead volume and advertising returns are not guaranteed. AI-search work uses sound SEO and useful content; there is no guaranteed placement or special AI submission fee.