

MAYO

SERVICES & PRICE GUIDE

SEPTEMBER 2020



Mayo Price Guide - WordPress Website Development

We're always transparent with our prices and very open to discussion depending on what your business needs

Basic Starter

\$1,999 + \$55p/month for 24months

Whats included:

- Website strategy workshop
- Website planning will include one homepage design and 3 custom design page to showcase your products, services and more (total of 4 pages)
- Website development includes UX strategy and user testing and copywriting services
- Mobile responsive design
- Access to premium plugins
- SEO optimisation
- Google Analytics
- SSL Certificate
- Ongoing support and website maintenance
- Monthly premium hosting for 24months
- Monthly training videos so you can maintain and update your own website
- Support calls quarterly with our team

Standard /Ecommerce

\$4,999 + \$75p/month for 24months

Whats included:

- Website strategy workshop
- Website planning will include one homepage design and up to 8 custom design page to showcase your products, services and more (total of 9 pages)
- **Full Ecommerce functionality**
- Website development includes UX strategy and user testing, copywriting services, **homepage product photography and design** (5 images max)
- Mobile responsive design
- SEO optimisation
- Google Analytics
- SSL Certificate
- Ongoing support and website maintenance
- Monthly premium hosting for 24months
- Monthly training videos so you can maintain and update your own website
- Support calls quarterly with our team
- **Social media content strategy plan including, design look and feel for primary assets 3 post templates.**

Premium Package

\$6,999 + \$145p/month for 24months

Whats included:

- Website strategy workshop
- Website planning will include one homepage design and a full e-commerce site including a fully **functioning blog section, a testimonials section, and any requested plugins** such as calendars, events etc.
- Website development includes UX strategy and user testing, copywriting services, **complete collection product photography with art direction** including homepage imagery
- Mobile responsive design
- SEO optimisation
- Google Analytics
- SSL Certificate
- Ongoing support and website maintenance
- Monthly premium hosting for 24months
- Monthly training videos so you can maintain and update your own website
- Support quarterly with our team, including **quarterly strategic check-ins** with our strategist to ensure your business is running well
- **Annual strategy workshop** to ensure your business and your vision is aligned
- **Complete social media service and social media strategic planning** including:
- **Media** (Facebook, Instagram) Content strategy, Design look and feel, Primary assets, Facebook (Profile picture, Cover photo) Instagram (Profile Picture) Sample posts 10 posts with plan and template for future posts.

Please use this pricing as guide as your specific project may cost more or less dependant on your individual requirements.
For a more detailed quote, drop us a line at hello@yo-mayo.com and we'll get back to you asap

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Mayo Price Guide - Shopify, Wix, Squarespace Website Development

Although we encourage all of our clients to go with an open source, super flexible platform like WordPress, we understand you may want your website developed on another platform - we can do that too!

Website development on a third party host

From \$1,500

Whats included:

- Website strategy workshop
- Website planning will include homepage design as per premium theme requirements and design of internal pages in-line with theme limitations.
- Website development includes UX strategy and user testing and copywriting services
- Mobile responsive design
- SEO optimisation

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Mayo Price Guide - Digital Asset Packages

We weren't kidding when we told you we do it all! If you don't need a website but need some help with your current site - we got you!

Branding package

From \$1,900

Brand Workshop Session: Strategy is at the core of our work. We'll sit with you to discuss your brand before beginning.

Logo Concepts & Refinements:

We will pull together our ideas for your logo and branding. You will receive 2 initial logo concepts for you to choose from and up to 3 revisions to make sure you are happy with the final result

Logo Variations: You will receive 2 variations for your logo to be used when your main logo is not suitable.

- Final logo files in multiple formats:
- Scalable, vector files: Y
- You will receive PDF for your finalised logo concept
- High resolution .JPG logo for printing purpose
- Screen resolution .JPG for screen purpose
- High resolution .PNG for transparent background

Mini Brand Guideline: logo and branding guideline to take the guesswork out of applying your colours, imagery and fonts consistently across all your promotional materials.

Social Media Set Up package

From \$2,500

Complete social media service and social media strategic planning including:

- Media (Facebook, Instagram)
- Content strategy
- Design look and feel
- Primary assets
- Facebook (Profile picture, Cover photo)
- Instagram (Profile Picture) Sample posts
- 10 posts with plan and template for future posts.
- Accompanying copy tailored for platform.

Please use this pricing as guide as your specific project may cost more or less dependant on your individual requirements.
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Mayo Price Guide - Digital Asset Packages continued

Copywriting Package

From \$950

- Strategy workshop to understand your brand tone and what you need to communicate
- Copywriting services for homepage and five other pages (total 6 pages)
- Across various mediums including websites, socials and email marketing

Product Photography Package

From \$2,500

- Strategy session and creative direction session
- 3x banner images for homepage including full creative direction
- Product photography for your collection (max 20 products)
- Transparent png files

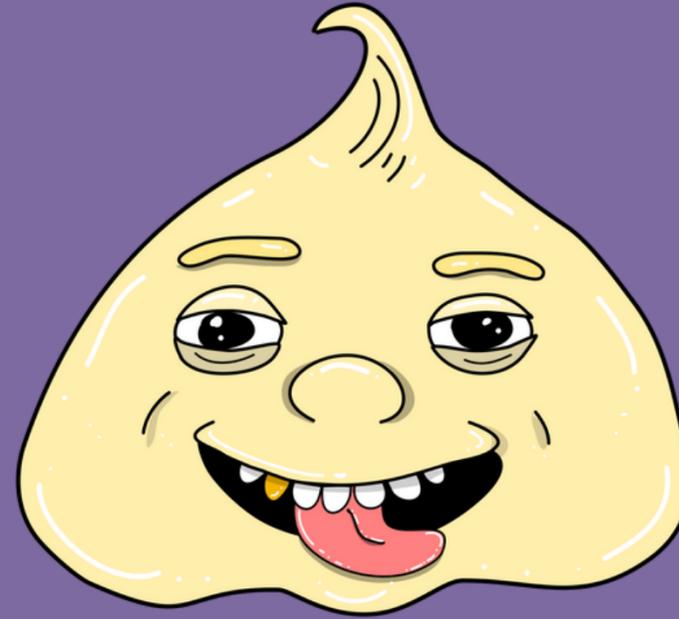
Social Ads (Facebook & Instagram) with art direction

*\$1000 upfront then \$500p/month
excl. budget*

**package discounted for existing clients*

- Strategy session to determine goals and approach for social campaigns
- Tailored Content Marketing strategy for your brand incorporating competitive market research, identification of high potential target audiences and recommended content testing approach
- Branded Content Strategy with art direction, concept development and creation of social content (6 x posts - for use on social channels)
- Test and Learning phase management with clearly defined outcomes to fuel first campaign. This includes creative adjustments to ensure audience is responding to messaging.
- Campaign launch with ongoing management including campaign monitoring, analytics and adjustments for maximum efficiency and return on your investment.

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Need a quote?

Wanna chat?

hello@yo-mayo.com