

Agency Comparison Chart

Included
 Services provided at additional cost
 Not provided
 Provided by agencies

Service	Average Price per Service in Australia	CLP Advertising & Photography Services	Social Media Agency	SEO Agency	Content Marketing Agency	Digital Marketing Agency
Monthly Package	AUD \$13,124 minimum per month	AUD \$4,500 + GST per month	AUD \$500 - \$7,700 per month	AUD \$500 - \$5,000 per month	AUD \$1,000 - \$3,000 per month	AUD \$1,000 - \$3,000 per month
Travel (400km travel included)	AUD \$700 - \$1200 per 400km	✔	✘	✘	✘	✘
Google Business Profile Management						
Profile Optimisation & Set Up	AUD \$200 - \$500 per month	✔	✘	✔	✔	✔
Management and Updates	AUD \$125 - \$400 per month	✔	✘	✘	✘	✔
Review and Reputation Management	AUD \$300 - \$600 per month	✔	✘	✘	✘	✔
Local SEO Optimisation	AUD \$500 - \$2,000 per month	✔	✘	✔	✔	✔
Insights and Analytics Monitoring	AUD \$200 - \$500 per month	✔	✘	✘	✔	✔
Content	AUD \$199 - \$400 per month	✔	✔	✘	✔	✔
Photography						
Social Media Photography	\$300 - \$500 per photoshoot	✔	✘	✘	✘	✘
Portrait Photography	\$150 - \$400 per photoshoot	✔	✘	✘	✘	✘
Product Photography	\$100 - \$300 per product	✔	✘	✘	✘	✘
Event Photography	\$150 - \$500 per hour	✔	✘	✘	✘	✘
Videography	\$200 - \$600 per hour	✔	✘	✘	✘	✘
Social Media Management						
Social Media Strategy	\$1,000 - \$5,000 per strategy	✔	✔	✘	✘	✔
Content Creation	\$500 - \$3,000 per month	✔	✔	✘	✔	✔
Community Management	\$1,000 - \$4,000 per month	✔	✔	✘	✘	✘
Social Media Paid Ads (retargetting)	\$500 - \$10,000+ per campaign	✔	✔	✘	✘	✔
SEO Services						
Competitor Analysis	\$1,000 - \$3,000 per analysis	✔	✘	✔	✔	✔
Keyword Research	\$200 - \$1,000 per project	✔	✘	✔	✔	✔
On-page SEO	\$500 - \$3,000 per project	✔	✘	✔	✔	✔
Off-page SEO	\$500 - \$5,000 per month	✔	✘	✔	✔	✔
Technical SEO	\$1,000 - \$5,000 per project	✔ (only included if you have a CLP Site)		✔	✘	✔
SEO Audits	\$500 - \$3,000 per audit	✔	✘	✔	✘	✔
Additional Services						
Website Design	\$2,000 - \$15,000+ per website	✔ (SEO Content Management Included)	✘	✘	✘	✔
Branding	\$2,000 - \$10,000+ per branding package	✔	✔	✘	✘	✘
Blogging	\$100 - \$500 per blog post	✔	✔	✔	✔	✔
Email Marketing	\$500 - \$3,000 per month	✔	✔	✔	✔	✔
Analytics & Reporting	\$200 - \$1,000 per month	✔	✔	✔	✔	✔
Training & Workshops	\$500 - \$3,000 per session	✔ (Co-working for all marketing topics)		✔(Social Media Best Practices)	✔(SEO Techniques)	✔
Event Marketing						
Trade Shows & Exhibitions	\$2,000 - \$20,000+ per event	✔	✘	✘	✘	✘
Product Launches	\$5,000 - \$50,000+ per launch	✔	✘	✘	✘	✘
Community events	Small: \$2,000 - \$5,000 per event Medium: \$5,000 - \$20,000 per event Large: \$20,000 - \$50,000+ per event	✔	✘	✘	✘	✘