

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	✓				
Google Street View Updates	\$500 - \$1,000 per update					
Virtual Tours	\$1,000 - \$3,000 per tour	✓				
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 (retargeting)	\$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	✓				