



Services & Rate Card

Marketing · Advertising · Agency Overflow



Valid: 2026 / 2027

Currency: South African Rand (ZAR)

VAT: Prices exclude VAT (15%) unless stated

Contact: info@unfolded.co.za

Website: www.unfolded.co.za

All rates are indicative. Final pricing is confirmed after a scope-of-work discussion. Monthly retainer services are subject to a minimum 3-month commitment. Once-off project rates may vary based on complexity, turnaround time, and third-party costs.

How to use this rate card

Once-off	A single delivery. No ongoing commitment. Ideal for projects with a clear start and end.
Monthly retainer	Recurring monthly fee. Minimum 3-month commitment. Discounts apply at 18 and 24 months.
Per hour	Billed on time spent. A detailed brief and estimate is provided before work begins.
POA	Price on Application. Scope varies too widely for a fixed rate, contact us for a quote.
From R...	Starting rate. Final price confirmed after briefing session.

Retainer discount schedule

Commitment period	Discount
up to 12 months	Standard rate
18 months	5% off monthly fee
24 months	10% off monthly fee
Agency white-label partner (annual)	15% off all services

Digital Assessment bundles

Tier	Depth	Price	Billing
Basic	Surface scan – website, GBP, basic SEO, social, mobile	R 1,500	Once-off
Snorkle	Technical SEO, keyword gaps, 3 competitors, reputation	R 3,500	Once-off
Diver	Full backlink, content, paid ads, local SEO, personas	R 6,500	Once-off
Submarine	AI visibility, dark web, 5 competitors, email, CRO + strategy call	R 12,500	Once-off

O1 – AGENCY WHITE LABELLING

All services in this pillar are delivered under your agency's brand with full NDA protection. Unfolded Designs acts as your silent production partner – your clients never know we exist. Ideal for agencies needing overflow capacity, specialist skills, or faster turnaround.

Strategy & Consulting

SERVICE

RATE (ZAR)

1. White-label digital strategy

R 8,500 – R 18,000

Full digital strategy decks – channel mix, budget allocation, 12-month roadmap – delivered under your brand.

Once-off per project

2. Brand audits & discovery

R 6,500 – R 12,000

Brand health assessment covering identity, tone, positioning, and competitive landscape.

Once-off per project

3. Competitor research reports

R 4,500 – R 9,000

In-depth competitor landscape: SEO, ads, social, positioning, and pricing intelligence.

Once-off per project

4. Digital presence assessments

R 1,500 – R 12,500

Your 4-tier Basic / Snorkle / Diver / Submarine reports, white-labelled with your branding.

Once-off per tier

5. Marketing roadmaps

R 7,500 – R 15,000

12-month digital marketing plan including channel strategy, content calendar framework, and KPIs.

Once-off per project

Creative Production

SERVICE

RATE (ZAR)

6. Graphic design overflow

R 450 – R 850 / hr

Social, print, and digital assets for overloaded in-house or agency teams. All files delivered in your brand.

Per hour or project

7. Copywriting & content

R 350 – R 650 / hr

Blog posts, web copy, ad scripts, social captions, and whitepapers produced under NDA.

Per hour or per word

8. Video & motion graphics

From R 6,500

Short-form social video, explainer animations, reels, and branded motion content.

Once-off per video

9. Photography art direction

R 3,500 – R 8,000 / day

Remote or on-site art direction for product, lifestyle, or corporate shoots on behalf of your agency.

Per shoot day

10. Presentation design

R 4,500 – R 12,000

Pitch decks, investor presentations, and business proposals – designed to close.

Once-off per project

Web & Tech Overflow

SERVICE

RATE (ZAR)

11. Website design & build

From R 12,000

Full WordPress / Webflow / Shopify builds delivered under your agency's brand and client account.

Once-off per site

12. Landing page production

R 4,500 – R 9,500

Campaign-specific high-converting landing pages. Fast turnaround: 5-10 business days.

Once-off per page

13. SEO delivery

R 4,500 – R 12,000 / mo

Full monthly SEO execution – technical fixes, content, link building – billed to your agency.

Monthly retainer

14. Paid media management

R 5,000 – R 15,000 / mo

Google & Meta Ads managed under your agency's or client's ad account. White-label reporting included.

Monthly retainer

15. Reporting & dashboards

R 1,800 – R 4,500 / mo

Monthly white-label performance reports and Looker Studio dashboards for your client base.

Monthly retainer

O2 – DIGITAL & PRINT MARKETING

End-to-end marketing services for businesses ready to grow their brand, generate leads, and build a consistent presence across digital and physical channels.

Social Media

SERVICE	RATE (ZAR)
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16. Social media management	R 4,500 – R 12,000 / mo
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Strategy, content creation, scheduling, community management, and monthly reporting across chosen platforms.	Monthly retainer
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17. Social media content creation	R 2,500 – R 7,500 / mo
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Static posts, carousels, reels, and stories. Delivered as content packs (10, 20, or 30 assets/month).	Monthly retainer
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18. Content marketing & blogging	R 1,200 – R 3,500 / article
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SEO-optimised blog posts (500–2,000 words), thought leadership articles, and long-form content.	Per article or retainer
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19. Email marketing campaigns	R 2,500 – R 6,000 / mo
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Design, copywriting, list management, automation setup, and performance reporting.	Monthly retainer
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20. Video production	From R 8,500
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Brand films, social videos, product demos, staff profiles, and client testimonials.	Once-off per video
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Paid Advertising

SERVICE	RATE (ZAR)
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21. Google Ads management	R 4,500 – R 12,000 / mo
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Search, Display, YouTube, and Performance Max campaigns. Includes strategy, setup, and optimisation.	Monthly retainer (+ad spend)
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22. Meta Ads (Facebook & Instagram)	R 3,500 – R 9,500 / mo
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Campaign strategy, creative production, audience targeting, A/B testing, and reporting.	Monthly retainer (+ad spend)
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23. LinkedIn Ads	R 4,000 – R 10,000 / mo
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B2B lead generation and brand awareness campaigns. Sponsored content, InMail, and lead gen forms.	Monthly retainer (+ad spend)
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24. TikTok Ads	R 3,500 – R 8,500 / mo
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Short-form video advertising. Creative strategy, audience setup, and campaign management.	Monthly retainer (+ad spend)
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25. Programmatic / display advertising**R 3,500 – R 8,000 / mo**

Retargeting and awareness campaigns across the web via Google Display Network and DSPs.

Monthly retainer (+ad spend)

Brand & Identity

SERVICE

RATE (ZAR)

26. Brand identity design**R 8,500 – R 22,000**

Logo design, colour palette, typography system, and full brand guidelines document.

Once-off

27. Brand refresh / rebranding**R 6,500 – R 16,000**

Evolving an existing brand – updated logo, refreshed visual system, new guidelines.

Once-off

28. Copywriting & messaging strategy**R 5,500 – R 12,000**

Brand voice guide, tagline development, key messages, and tone of voice framework.

Once-off

Print Marketing

SERVICE

RATE (ZAR)

29. Brochures & catalogues**R 3,500 – R 9,500**

Tri-fold, bi-fold, and multi-page catalogues. Design only or design + print management.

Once-off (design only)

30. Business stationery**R 2,500 – R 5,500**

Business cards, letterheads, comp slips, and envelope design. Print-ready files included.

Once-off

31. Flyers & posters**R 1,200 – R 3,500**

Event, promotional, and awareness print material. Single or double sided, A6 to A1.

Once-off per design

32. Banners & signage**R 2,500 – R 8,500**

Pull-up banners, shop front signage, outdoor boards, and vehicle wrap design.

Once-off per design

33. Exhibition & event material**R 8,500 – R 22,000**

Full event kit: backdrop, pull-ups, name badges, programmes, and branded collateral.

Once-off per event

34. Branded merchandise**POA**

Apparel, stationery, drinkware, and gift sets. Sourced, branded, and delivered.

Per order (MOQ applies)

35. Direct mail campaigns**POA**

Design, print management, and distribution coordination for physical mailers.

Per campaign

36. Packaging design**R 4,500 – R 14,000**

Product boxes, labels, bags, sleeves, and retail-ready packaging design.

Once-off

O3 – WEB & GOOGLE SERVICES

Technical web and Google ecosystem services to build, optimise, and grow your online presence. From full website builds to granular tracking setup – we make sure your digital infrastructure works.

Website Design & Development

SERVICE RATE (ZAR)

37. Website design & build (WordPress) R 12,000 – R 35,000

Custom WordPress theme design, plugin setup, CMS training, and launch. Up to 10 pages. Once-off

38. Website design & build (Webflow) R 14,000 – R 38,000

Webflow site with CMS collections, animations, and responsive design. Up to 10 pages. Once-off

39. Website design & build (Shopify) R 15,000 – R 45,000

E-commerce store setup: theme, products, payment gateway, shipping, and launch. Once-off

40. Landing page design R 4,500 – R 9,500

Single high-converting campaign page. Copywriting, design, and CTA optimisation. Once-off

41. Website redesign & refresh R 8,500 – R 22,000

Updating an existing site for modern UX, speed, and brand consistency. Once-off

42. Website maintenance & hosting R 850 – R 2,500 / mo

Monthly updates, plugin management, backups, security monitoring, and uptime alerts. Monthly retainer

43. Website speed optimisation R 3,500 – R 7,500

Core Web Vitals improvement, image compression, caching, and CDN setup. Once-off

44. Mobile responsiveness fixes R 2,500 – R 5,500

Audit and fix all breakpoints to ensure perfect display across mobile, tablet, and desktop. Once-off

45. Accessibility audits & fixes R 3,500 – R 8,500

WCAG 2.1 AA compliance audit, screen reader support, alt text, and colour contrast fixes. Once-off

SEO

SERVICE RATE (ZAR)

46. Technical SEO audit & fixes R 4,500 – R 9,500

Full crawl: broken links, indexing issues, schema, Core Web Vitals, and structured data. Once-off audit

47. On-page SEO optimisation R 3,500 – R 7,500

Meta tags, heading structure, keyword placement, internal linking, and image optimisation. Once-off or monthly

48. Local SEO

R 3,000 – R 6,500 / mo

GBP optimisation, local citation building, NAP consistency, and local ranking strategy.

Monthly retainer

49. Link building

R 4,500 – R 12,000 / mo

Outreach-based backlink acquisition: guest posts, digital PR, and authority-building.

Monthly retainer

50. SEO content strategy

R 5,500 – R 11,000

Keyword research, topic cluster mapping, content calendar, and pillar page planning.

Once-off strategy

51. Monthly SEO reporting

R 1,500 – R 3,500 / mo

Keyword rankings, organic traffic, visibility trends, and action items – Looker Studio dashboard.

Monthly retainer

Google Services

SERVICE

RATE (ZAR)

52. Google Business Profile setup & management

R 1,500 setup + R 1,200 /mo

Claim, verify, fully optimise, and manage GBP – posts, Q&A, photos, and review responses.

Setup + monthly

53. Google Analytics 4 setup

R 2,500 – R 4,500

GA4 installation, property configuration, goals, events, and conversion tracking.

Once-off

54. Google Search Console setup

R 1,500 – R 2,500

Verification, sitemap submission, Core Web Vitals monitoring, and error resolution.

Once-off

55. Google Tag Manager setup

R 2,500 – R 4,500

GTM container, tag deployment, trigger and variable configuration. Includes documentation.

Once-off

56. Google Ads setup & management

R 3,500 setup + R 4,500 / mo

Full campaign build: keyword strategy, ad copy, extensions, bidding, and ongoing optimisation.

Setup + monthly

57. Google Shopping setup

R 3,500 – R 6,500

Merchant Center account, product feed, Shopping campaign, and approval troubleshooting.

Once-off setup

58. Google My Business review management

R 1,200 – R 2,500 / mo

Ongoing review monitoring, professional responses, and proactive review generation strategy.

Monthly retainer

59. Google Workspace setup

R 2,500 – R 6,500

Gmail, Drive, Meet, Docs, and Sheets setup for teams. User creation, migration, and training.

Once-off setup

Conversion & Analytics

SERVICE

RATE (ZAR)

60. Conversion rate optimisation (CRO)

R 6,500 – R 14,000

Heatmap analysis, A/B testing setup, UX improvements, and CTA optimisation to increase leads.

Once-off audit + fixes

61. Tracking & pixel setup

R 2,500 – R 5,500

Facebook Pixel, LinkedIn Insight Tag, TikTok Pixel, and conversion event configuration.

Once-off

62. Marketing dashboard & reporting

R 3,500 – R 7,500 setup + R 1,200 / mo

Custom Looker Studio dashboard pulling all channel data: SEO, ads, social, and web analytics.

Setup + monthly maintenance

63. Lead generation setup

R 4,500 – R 9,500

Form optimisation, CRM integration, lead magnet creation, and automated notification setup.

Once-off

64. Marketing automation

R 4,500 – R 12,000

Zapier / Make workflows, email sequences, CRM automations, and auto-responder setup.

Once-off setup

Terms & Conditions

Quotes & scope

All rates in this document are indicative. A formal quote is issued after a briefing session confirming scope, deliverables, and timelines. Quotes are valid for 30 days from date of issue.

Payment terms

A 50% deposit is required before work commences on all once-off projects. The balance is due on delivery or sign-off. Monthly retainers are invoiced on the 1st of each month and due within 7 days. Late payments attract interest at 2% per month.

Revisions

All once-off project rates include two rounds of revisions. Additional revisions are charged at R 450/hr. Monthly retainer services include unlimited reasonable revisions within scope.

Rush fees

Projects requiring delivery within 48 hours attract a 25% rush surcharge. Projects requiring delivery within 24 hours attract a 50% surcharge.

Third-party costs

Ad spend, stock imagery, software subscriptions, printing, and courier costs are not included in rates and are invoiced at cost or estimated separately.

Intellectual property

All intellectual property transfers to the client upon full and final payment. Unfolded Designs reserves the right to display completed work in its portfolio unless otherwise agreed in writing.

White-label NDA

All white-label services are governed by a mutual NDA signed before project commencement. We will never contact your clients directly or disclose our involvement.

Cancellation

Monthly retainers require 60 days written notice to cancel. Work completed up to the cancellation date is billable at the full retainer rate. Deposits on once-off projects are non-refundable once work has commenced.

Governing law

This rate card and all agreements arising from it are governed by the laws of the Republic of South Africa. Disputes are subject to the jurisdiction of the South Gauteng High Court.

Ready to get started?

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