



EVENTUATE SUCCESS

Grow your small business into a BIG brand!



TWENTY 20 TWO

PRICING GUIDE

A CREATIVE AGENCY Marketing. Design. Production.

Mance Multimedia, LLC

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COMPANY PRICING GUIDE

About Us

"We help small businesses build strong brands through consistent and cohesive marketing, design, and content production!"

Mance Multimedia, LLC is a "full-service" marketing and advertising agency. We specialize in three brand-centric areas to help you be seen, heard, and understood. This helps grow your business into a larger brand. Remember, the bigger your brand, its credibility, and recognition, the more effective it can be.

"The bigger your brand,
the more money
you can command!"



Some Insight Before Moving Forward

"The U.S. Small Business Administration recommends spending 7 to 8 percent of your gross revenue for marketing and advertising if you're doing less than \$5 million a year in sales and your net profit margin – after all expenses – is in the 10 percent to 12 percent range."

Scenario A: If you have an overall revenue of \$250,000/year, and you NET at least \$30,000 (12%) – your marketing budget can be \$25,000-\$30,000.

Scenario B: If your annual revenue is at least \$5,000,000/year, your ideal marketing budget should be between \$350,000 - \$400,000.

Source: <https://www.vendux.org/blog/the-start-up-dilemma-how-much-to-spend-on-sales-and-marketing>

Our (3) Key Areas of Focus:

Failing to plan is planning to fail! [Design is simply creative planning!](#)

1.

STRATEGIC CONSULTATION & PLANNING

We work with you to discover, design, and plan your strategic goals. We then build an effective plan.

Services include:

- Assessment & Consultation
- Discovery & Planning
- Identity Design
- Customer/Market Research
- Marketing Plans
- Campaigns

Our Impact: “The Shrimp & Grits Cookoff”

We helped rebrand an event from “tradeshow” to “fun night out for family” – speaking to a small town full of people who always said “there’s nothing to do (target audience).” The event yielded an 82% increase in NET profits, 1,718% increase in attendance, and forced the change from being an every-other-year event to an annual event – increasing annual revenue! **That’s Impact!**



Cogency is a direct path to success! Let's eventuate success!

2. CREATIVE DESIGN & PRODUCTION

We work with you to design and execute the deliverables of your plan.

Services include:

- Graphic Design
- Web Design
- Photography
- Video Production
- Copywriting



You can't just talk about it, you have to **invest** in execution and promotion of your brand!

3.

MEDIA BUYING PLANNING & MANAGEMENT

We offer turnkey production and acquisition of advertising, print and marketing materials. We help you plan and manage your events and campaign efforts, as well as host and support your online media – including your website and social presence.

Services include:

- Marketing collateral acquisition
- Advertisement/media buying
- Search engine optimization
- Website hosting & support
- 3rd Party printing and
- Public relations




WE MAKE YOUR BRAND **STAND OUT**

WWW.MANCEMULTIMEDIA.COM



Testimonial



Danny Best
26 mins · 🧑

Huge shout out to Michael Mance with Mance Multimedia for getting Anderson Metal Roofing's new signs made. He did a complete design faster than our original sign maker could make two font changes. He was prompt with every question I had, and there was limited back and forth as he listened to what I wanted and designed it perfectly. He got them to me two weeks sooner than the large printing company in Anderson quoted, came in 20% cheaper, and delivered them to me at my son's soccer game. I have not seen customer service and quality like this before in the printing world. I have ordered thousands of dollars of printing over the years and this was definitely my best experience. He will be doing all of my work from now on. If you need anything printed give him a call.

WE MAKE YOU STAND OUT



Hourly Rate(s)

\$143
/Per Hour

Corporate
Blended Rate

5% **Lower** Than Lowest Agency Average
29% **Lower** Than Highest Agency Average
43% **Lower** Than Big Market Agency Average

The average blended rate for a full-service agency in today's market is **\$150 an hour to \$200 an hour** in most markets. In the bigger markets, it runs closer to \$250 an hour.

Our 5 Point FMB | Flip My Brand Framework

Mance Multimedia has identified 5 key fundamental areas to both build and grow a successful brand.



1.

Average Range
\$1.5K - \$6K+
for small businesses

Branding: A Recognizable Identity
Consultation, Design & Development

Identity design essentially **sets the tone of your brand**, and it can be used to evoke specific feelings in your audience. Your brand identity should be designed to communicate your company's overall message and promote your business goals.

These include, but are not limited to:

- Logo Design (Your brand isn't just your logo)
- Color Palettes and Font/Typography
- Your Messaging (Ex. Nike "Just Do It – empowers athletes")
- Your Value Proposition (Elevator Pitch/Why People Choose You)





Consultation: Thought Leadership Services

Individual Services

Service	Description	Pricing
Initial Consultation	First Call	\$0
Discovery (Working Meeting)	We learn in-depth all about your business, it's problems, and propose appropriate solutions.	\$2,002+
Consultation Call/Meet	Access for your ideas	\$ 143/Hour
Consultation Retainer	Routine consultation access	Request Quote
Research	N/A	Request Quote
Focus Group Facilitation	Facilitate focus group	\$143/Hour

*** Pricing does not include tax & processing

Our Impact: "The Glenn Davis Campaign"

After consultation, Mance Multimedia worked with the Davis Campaign to design and promote a distinct and recognizable message – with a look and feel to match. Services included video production, social media management, photography and advertisement design. Glenn Davis **won the special election with 68% of the vote**. One voter stated that "I was leaning towards another candidate, but his video changed my mind!"



2.

Starting At
\$143
/Per Hour

Design: Cohesive Touch Points

Use Graphic Design to Build Recognition

Customer touch points include **all the interactions a customer has with a business or brand** throughout the entire customer journey. In today's digital world, this can be your email signature, your social media page, and more. It's imperative to make sure these are all **cohesive and consist** with your newly designed identity.

Examples of customer touch points:

- Business Cards & Stationary
- Social Media and Email Signature Design
- Banners/Flyers/Brochures
- Billboards/Tradeshow Booths



Standard Touch Point Pricing

Design Service(s)	Price(s)	Timeline
Business Cards Design	\$143 - \$286	1-2 Hours
Social Media Page	\$143 - \$858	1-6 Hours
Flyer/Brochure	\$143 - \$572	1-4 Hours
Simple Logo Design	\$500 - \$1,430	3-10 Hours
Newsletter Design	\$1,144	Up to 8 Hours
Magazine	\$2,860 - \$5,720	20-40 Hours
Print Ad	\$715 - \$1,430	5-10 Hours
Not Listed? Request!	Quote	TBD



3.

Average Range
\$8K - \$19K+
 55-135 Hours/
 4-12 Month Process

Web Design

Web Design to Capture & Nurture Leads

Web design serves as the hub, or homebase, for your brand. It's what search engines use to direct traffic to you, and it should be filled with information your target **customer seeks/needs to understand and solve their problems** - which you provide! This is a key element into pulling them into your sales funnel and **convert them into customers**.

Effective Websites should have:

- A Clear Value Proposition/Call-To-Action
- Information To Help Prospect/Lead/Customer
- A Lead Generation Tool



Standard Website Pages

These are "template pages", which require the bulk of design labor hours. Additional pages are populated based on these templates. Example: a 10-60 page site may generally be 5-11 template pages repeated and populated with different content.

Design Service(s)	Description
Home Page	Shows your value, and captures attention
About Us Page	Details about you
Products/Services Page	Details about what you do/provide
Blog Page	News, articles and regularly updated info.
Pricing Page	Pricing/process details about specific services
Contact Us Page	Your primary call to action is done here
Landing Page (Promotion Specific)	A place designed to convert a sale
Portfolio Page	A place to showcase your work and customers
Store Page (Ecommerce)	Where you display your products for sale
Check-Out Page (Ecommerce)	Where you collect the money
Product Item Page (Ecommerce)	Pricing/process details for single product
Not Listed?	Request A Quote

4.

Average Range
\$950 - \$2.6K+

Video Storytelling

Strong Video Storytelling Is Remembered

Video Production Pricing

While convenient and efficient for the consumer, video marketing provides marketers with an attractive, versatile, and extremely shareable medium to reach their audiences. In fact, Diode Digital found that **online video is a 600% more effective** marketing tool than print and direct mail combined. People network, do business with, and refer those they **Like, Know and Trust!**



The (3) most effective forms of brand-building video are:

1. Company Story/Purpose - Why you do what you do **Builds "Like"**

Brands use company stories to give them personality - showing off the personalities that make up their team. This type of video shares the vision, mission – and most importantly the values of the brand.

2. The Explainer Video – Insight on products/services to **Builds "Know"**

If people don't know what you do, who's going to tell them? These videos are primarily promotional, as it highlights your product/service in a compelling way.

3. Customer Testimonial – Your customer impact **Builds "Trust"**

Building credibility is the main idea here, as people are more likely to listen to others talk about how awesome you are – opposed to you saying it.

Video can serve as a non-person salesperson, so you should intentionally use video to tell these effective stories.



Example

3 Hours Pre-Prod. = \$429

1 Half Day Prod. = \$572

1 Min. Final Edit = \$357

Price Total = \$1,358

Video Pre-Production & Production

Video production consists of 3 stages of production that add up to total the project cost:

Pre-Production: Planning, script-writing, coordination.

Production: Filming, lighting, sound recording.

Post-Production: Editing, coloring, motion graphics and audio.

Stage	Price(s)	Estimated Hours
Pre-Production (Hourly)	\$429 - \$1,143	3-10+ Hours
Production (Half-Day)	\$572	1-5 Hours
Production (Full-Day)	\$1,144	5-10 Hours
Event Coverage/Custom	Quote	Quote

*** Pricing does not include cost of equipment or location rentals, or travel if applicable.

Video Post Production Pricing

Post production standards estimate roughly 2-10 hours per 1 minute of finished video. Pre-production planning and the complexity of those plans determine this scale. Our target efficiency number is 2.5 hours per 1 minute of finished video (2/per hours for creation + 0.5/per hours for revisions) – when included with production.

Run-time	Price(s)	Timeline (with Revisions)
30 Sec – 1 Minute	\$357	1-2 Weeks
2 Minutes	\$715	1-4+ Week Process
5 Minutes	\$1,788+	1-4+ Week Process
10+ Minutes	\$7,150+	2-8+ Week Process
20-30 Minutes	Quote	Quote
30-60 Minutes	Quote	Quote
90 Minutes	Quote	Quote
90-120+ Minutes	Quote	Quote
Music Licensing	At-Cost	-

*** Pricing does not include tax & processing

5.

Average Range
\$350 - \$1,500

Photography: Branding Content

Photography Get & Builds Attention

Visuals get attention, and communicate ideas. You can use this to be relatable, show details of your process, or simply just grab attention.

[Pro Tip]: A great post caption helps!

Effective usages for photography content:

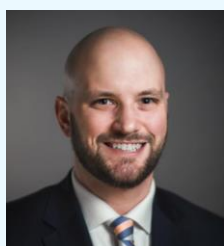
- Social Media Usage
- Digital/Print Communications/Advertising Assets
- Event Presentations (PowerPoints)
- Awards Recognitions



Common Photography Services

Stage	Base Fee	Deliverables
Corporate Headshot (Single)	\$250	1 Portrait
Corporate Headshot(s) (Session)	\$350	2-5 Looks
Corporate Headshot (Group Session)	\$350 + \$75/Person	1 Portrait Each
Branding Session	\$350 - \$1,001+	5-20+ Images
Retainer Photography Services	Request Quote	-
Event Coverage/Custom	\$143/Hour	20-400 Images

*** Pricing does not include tax & processing



"I needed a professional headshot as part of my teacher of the year application. My first thought was to reach out to Mance Multimedia, because I knew I wanted to work with good people who would provide quality service. The final product more than met my expectations. They were willing to work with my schedule, and I always felt like a valued customer. 10/10 would recommend! – **Adam Holland**

Media Management & Production Services

Pricing may vary, often decreasing, when paired with other services. For example: If you pay for a business card design, we reserve the right to waive printing mark-up pricing – providing you with additional savings.

Printing & Promotional Item Acquisition

A

Retail

18%

Management Rate

B

Wholesale

0x-2.5x

Management Rate

20% Higher Than Lowest Agency Avg.
10% Lower Than Highest Agency Avg.

BONUS SAVINGS

We have access to wholesale printing! Many advertising agencies and design firm's management rate print projects that they purchase and manage the production of are typically **15% to 20%** above cost. This percentage may or may not always, as some services are "at-cost" when other services are purchased.



Breakdown |

Scenario	Pricing	Example
Retail Cost(s)	18% Management	\$10 Shirt + \$1.80 Mgt = \$11.80 Price
Wholesale Cost(s)	Keystone (2x to 2.5x Cost)	\$5 Shirt + \$5 Mgt = \$10 Price

*** Pricing does not include shipping, handling, tax & processing

Media Buying Services (Ads & Sponsorships)

25%
Management
Rate

Secure & Purchase
Advertising For You

66% Higher Than Lowest Agency Avg.
50% Lower Than Highest Agency Avg.

Typical management fees run between 15% and 50%, usually depending on campaign budget. Most media companies are in the middle around 25% to 35%. **Agencies typically range from 15% to 30%**

Budgeting backwards is a great way to plan for advertising costs. If you know you want to spend no more than \$100, then your available spend budget is actually \$75 – which provides a \$25 Management margin.

Examples

Ad Type	Ad Spend	Our Fee	Total Spend
Newspaper Ad	\$375	\$125	\$500
Facebook Ad	\$75	\$25	\$100
Event Sponsorship	\$750	\$250	\$1,000

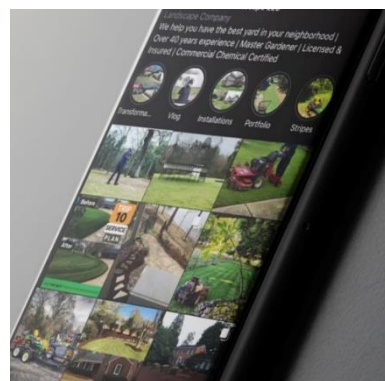
*** Pricing does not include shipping, handling, tax & processing

Media Support & Brand Management

\$300+
/Month

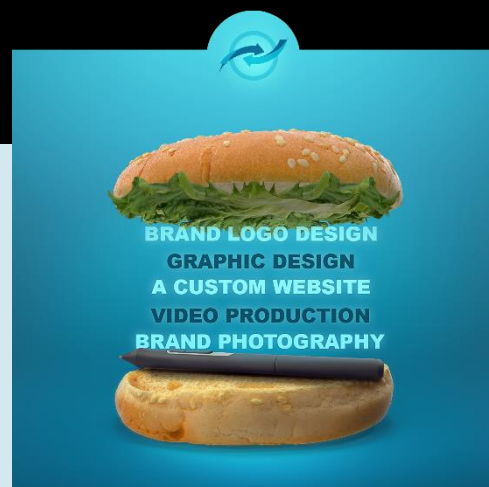
Including
Web Hosting &
Social Media

From hosting your website on our servers, to managing your social media, email, and website content – we support your brand!



NEW! Flip My Brand Packages

We understand that businesses have limited and varying budget sizes, which can make it difficult to control costs for different sized businesses. The FMB | Flip My Brand Framework focuses on being seen, heard, and understood – utilizing the 5 key areas that build a brand. We have packaged those key areas with 3, all-inclusive, options:




A The Basic BOOTSTRAP Small Budgets/ Start-Ups	B Take Me To The NEXT LEVEL Small Businesses/ Campaigns	C Scale My ENTERPRISE Medium/ Large Brands
Includes Brand Identity Limited Discovery + Limited Brand/Logo Graphic Design Graphic Design Max 10 Additional Hours of Support Graphic Design Web Design Limited Website Video Production (1) 30 Sec - 2 Min Video Photography Content Limited Corporate Headshots + Limited Branding Session *Associated costs not included	Includes Brand Identity Limited Discovery + Limited Brand/Logo Graphic Design Graphic Design Max 20 Additional Hours of Support Graphic Design Web Design 5-12 Custom Website Video Production (1-2) 30 Sec - 2 Min Video Photography Content Limited Corporate Headshots + Limited Branding Session *Associated costs not included	Includes Brand Identity Limited Discovery + Limited Brand/Logo Graphic Design Graphic Design Max 30 Additional Hours of Support Graphic Design Web Design 1-3 Page Website Video Production (2-3) 30 Sec - 2 Min Video Photography Content Corporate Headshots + Branding Session *Associated costs not included
Rounded \$10,000 \$10,177 w/ Tax	Rounded \$22,000 \$22,052 w/ Tax	Rounded \$42,000 \$41,509 w/ Tax

Transparency Notice: Associated costs, add-on services, and support services may increase the final price. These services, such as printing of business cards, advertising opportunities, or website hosting can be sourced by the customer - or acquired by Mance Multimedia, LLC on your brand's behalf. See previous pricing pages for rates and percentages.

Our Credibility & Value

What Makes Us Different?

We provide quality that is expected from larger agencies, with generally lower pricing and quicker turnarounds. Our corporate [experience with high-level strategies and systems](#), combined with our network of experienced creatives through diverse projects and campaigns presents a unique sweet spot to the benefit of small businesses - [who are typically underserved by agencies](#) – and often get inconsistency with freelancers.

**Danny Best**
16 reviews · 3 photos
★★★★★ a year ago
Quick responses, better prices, and fresher designs than the other local advertising companies I usually deal with. You can go wrong with this company. I started with signs, and when it's time he will be doing my shirts and business cards. Do your self a favor and don't look further than Mance multimedia.

Is This You? (Description Of Our Typical Clients)

Our typical customer is primarily the established small business, who is looking to grow and maintain their brand, but is too busy operating their business to focus on marketing and advertising. They would rather do what they do best, opposed to essentially going back to school to learn how to market & advertise effectively. They understand the value and impact of it, but it's neither their skill nor passion. These businesses often have annual revenues between \$100,000 and \$750,000+. They are typically 1st and 2nd generation family businesses looking to scale their efforts to be more cohesive and consistent, they are established minority-owned businesses looking to grow their credibility and brand awareness, and they are non-profit organizations that need cohesive support to maintain their visibility and value to the public. [Some have tried to use agencies but feel like they've been made to wait or are less of a priority due to their business or budget size.](#) These businesses come to us for individual projects and campaigns and/or for their entire brand.

Certifications, Awards, Distinctions & Associations

- Certified in Non-Profit Organization Management
- Certified in Content Marketing
- Certified in Proposal Writing
- Certified in How To Make The Right Video
- SC Minority Business Accelerator Graduated

Our Team | Structured To Serve You



Michael | Owner
President/CEO



Ashley | Operations
Creative Partner



Greg | Director
Creative Partner



Christine | Liaison
Marketing Partner



Larandas | Creative
Photo/Video Partner



Joel | Designer
Web Partner

President/
Chief Creative

Vice President/
Operations Director

Creative Director/
Project Manager (s)

1099 Creative
Partners

FT/FTE
Assistants/ Liasons

Who We've Worked With



What's Next? Book A Consultation

If you have a marketing & advertising project to complete, you want to establish a brand, or start a campaign, we are here to help. We have a simple process. Please contact us, and provided answers to the folowing:

1. What are you trying to accomplish, and why?
2. What is your desired timeline?
3. What is your budget?

We look forward to assisting you with eventuating your success!



**For Small & Minority Businesses
Who Can't Afford To "Do-It-Yourself"**

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