**Text

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**PRICE LIST**

Dear customers.

Below we present the price list of Sleek, digital agency, Maša Tomažič, s.p.

Since these are digital marketing services and website creation, we often encounter many wishes, requests and questions, so it is very difficult to set the exact price of each project in advance.

In order to avoid misunderstandings, we ask you to send us an inquiry setting out specific requests and wishes by e-mail (info@sleek.si), and we will prepare an offer for you individually.

# Price list by hourly item

|  |  |  |
| --- | --- | --- |
| 1 hour of work in the field of website development | Regular requirement | 55,00€ |
| Exceptional request | 95,00€ |
| 1 hour of work in the preparation of marketing content | Regular requirement | 45,00€ |
| Exceptional request | 90,00€ |
| 1 hour of work in preparation SEO content | Regular requirement | 55,00€ |
| Exceptional request | 95,00€ |
| 1 hour of phone support | An hour *(charged 15min or after the actual duration of the conversation)* | from 45,00€ |

# Web Optimization Price List

|  |  |
| --- | --- |
| Competition analysis | 320,00€ |
| Web page analysis | 170,00€ |
| Preparation of one optimized content about 400 words in length (in Slovenian) | 25,00€ |
| Preparation of one optimized content about 800 words in length (in Slovenian) | 45,00€ |
| Preparation of one optimized content about 1200 words in length (in Slovenian) | 60,00€ |
| Preparation one optimized content about 400 words (in Croatian) | 47,00€ |
| Preparation one optimized content about 800 words in length (in Croatian) | 65,00€ |
| Preparation of one optimized content about 1200 words (in Croatian) | 80,00€ |
| Preparation of one optimized content about 400 words in length (in English) | 47,00€ |
| Preparation of one optimized content about 800 words in length (in English) | 65,00€ |
| Preparation of one optimized content of about 1200 words (in English) | 80,00€ |

|  |  |  |
| --- | --- | --- |
| Package S | Package M | Package L |
| Basic research of keyword phrases  Prepare 2 contents with up to 800 words per month  Basic statistics | Keyword phrase research  Prepare 4 contents with up to 800 words per month  Basic statistics | Keyword phrase research  Prepare 8 contents with up to 800 words per month  Monthly statistics and detailed analyses |
|  |  |  |
|  |  |  |
| 250,00€/month | 430,00€/month | 950,00€/month |

# MANAGING SOCIAL NETWORKS

## FACEBOOK AND INSTAGRAM

### Creating a strategy to operate on Facebook and Instagram social networks

|  |  |
| --- | --- |
| First consultation (1 hour) | 80,00€ |
| Additional consultation (1 hour) | 120,00€ |
| Competition analysis | from 380,00€ |
| Preparation of the strategy | from 750,00€ |
| Expert advice | 120,00€ / hour |

### Managing a Facebook page and Instagram profile

|  |  |  |  |
| --- | --- | --- | --- |
| Package S | Package M | Package L | Package XL |
| 170,00€/month | 450,00€/month | 680,00€/month | 1850,00€/month |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Monthly managing Facebook and Instagram profile** | Package S | Package M | Package L | Package XL |
| **Establish a business profile** | No | Yes | Yes | Yes |
| **Editorial calendar** | No | Yes | Yes | Yes |
| **no posts per week/profile in working hours** | 1 | 2 | 3-6 | 5-15 |
| **posts per week/out-of-hours profile** | / | / | / | / |
| **Urgent posts** | No | No | No | No |
| **Instastory or FB Story of the Week** | 1 | 2 | 3-6 | 5-15 |
| **Platform-customized animated visual/gif/week** | / | / | 2 | 5 |
| **Reply to posts and messages** | No | No | Yes | Yes |
| **Active networking and communication with trackers** | No | No | No | Yes |
| **Personalized campaign/formatted visuals that are not animated** | No | Yes (1 month) | Yes  ( 2 months) | Yes  (up to 4 months) |
| **Analyst** | No | Yes (Basic) | Yes (Advanced) | Yes (Advanced) |
| **Notification of statistics** | No | Yes (monthly) | Yes (2x monthly) | Yes (weekly) |
| **(video meeting up to 30min)\*** **\*** | If necessary, but not more than 1x per month | If necessary, but not more than 2x a month | If necessary, but not more than 3x a month | If necessary, but not more than 1x weekly |
| **Phone support** | No | Yes\*It is charged according to the price list. | Yes\*It is charged according to the price list. | Yes  \*Is charged according to the price list. |

\*The offer does not cover ad payments.   
 \*\* Execution via video link.   
 Basic analytics only covers basic parameters (accomplished people, interactions with publication, likes on the page).

### Individual activities on Facebook and Instagram social networks

|  |  |  |
| --- | --- | --- |
| Prepare a single post (post or story) with graphics | Regular requirement | 36,00€ |
| Exceptional request | 96,00€ |
| Prepare a single text publication | Regular requirement | 23,00€ |
| Exceptional request | 55,00€ |
| 1 hour of work | Regular requirement | 55,00€ |
| Exceptional request | 96,00€ |
| Personalized analytics\*\*\*\* | After the hour | from 75,00€ / hour |
| Additional Appointment | After the hour | from 55,00€ / hour |
| Additional (telephone or video) consultations | It will be charged 15min or after the actual duration of the | 11.25€ per 15 minutes |

## LINKEDIN

### Creating a strategy for working on LinkedIn social network

|  |  |
| --- | --- |
| First consultation (1 hour) | 80,00€ |
| Additional consultation (1 hour) | 120,00€ |
| Competition analysis | from 380,00€ onwards |
| Preparation of the strategy | from 750,00€ onwards |
| Expert advice | 120,00€ / hour |

### Managing LinkedIn pages

|  |  |  |  |
| --- | --- | --- | --- |
| Package S | Package M | Package L | Package XL |
| 20 0,00€/month | 45 0,00€/month | 6 50,00€/month | 15 50,00€/month |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Monthly LinkedI n page management** | Package S | Package M | Package L | Package XL |
| **Page Setting Up** | Yes | Yes | Yes | Yes |
| **Editorial calendar** | No | Yes | Yes | Yes |
| **No. posts per week/profile in working hours** | 1 | 2 | 3-5 | 5-15 |
| **posts per week/out-of-hours profile** | / | / | / | / |
| **Platform-customized animated visual/gif/week** | / | / | 2 | 5 |
| **Reply to posts and messages** | No | No | Yes | Yes |
| **Active networking and communication with trackers** | No | No | No | Yes |
| **Analyst** | No | Yes (Basic) | Yes (Advanced) | Yes (Advanced) |
| **Notification of statistics** | No | Yes (monthly) | Yes (2x monthly) | Yes (1x weekly) |
| **(video meeting up to 30min)\*** **\*** | If necessary, but not more than 1x per month | If necessary, but not more than 2x a month | If necessary, but not more than 3x a month | If necessary, but notmore than 1x weekly |
| **Analyst** | No | Yes (Basic) | Yes (Advanced) | Yes (Advanced) |

### Individual activities on LinkedIn social network

|  |  |  |
| --- | --- | --- |
| Prepare a single post with a graphic during working hours | Regular requirement | 36,00€ |
| Exceptional request | 96,00€ |
| Prepare a single text publication | Regular requirement | 23,00€ |
| Exceptional request | 55,00€ |
| 1 hour of work | Regular requirement | 55,00€ |
| Exceptional request | 96,00€ |
| Personalized analytics\*\*\*\* | An hour | from 75,00€ / hour |
| Additional Appointment | An hour | from 55,00€ / hour |
| Additional (telephone or video) consultations | It will be charged 15min or after the actual duration of the | 11.25€ per 15 minutes |

# ADVERTISING

## Meta Ads

|  |  |
| --- | --- |
| First consultation (1 hour) | 80,00€ |
| Additional consultation (1 hour) | 120,00€ |
| Competition analysis | from 380,00€ onwards |
| Preparation of the strategy | from 750,00€ onwards |
| Expert advice | 120,00€ / hour |

### Advertising packages

|  |  |  |
| --- | --- | --- |
| Package S | Package M | Package L |
| Up to 4 campaigns/ month | Up to 7 campaigns/ month | Up to 15 campaigns/ month |
| Ads on Facebook and Instagram | Ads on Facebook and Instagram | Ads on Facebook and Instagram |
| Preparing content and visuals | Preparing content and visuals | Preparing content and visuals |
|  | Lead Generation | Lead Generation |
| 550€ / month | 790€ / month | 1300€ / month |

### Individual Meta Ads Activities

|  |  |
| --- | --- |
| Preparation of 1 campaign | 175,00€ |
| Campaign moderation + preparing a basic report | 150 € / month |

|  |  |  |
| --- | --- | --- |
| Prepare an individual ad (post or story) with graphics during business hours | Regular requirement | 36,00€ |
| Exceptional request | 96,00€ |
| Prepare a single text ad | Regular requirement | 23,00€ |
| Exceptional request | 55,00€ |
| 1 hour of work | Regular requirement | 60,00€ |
| Exceptional request | 100,00€ |
| Personalized analytics\*\*\*\* | An hour | from 75,00€ / hour |
| Additional Appointment | An hour | from 55,00€ / hour |
| Additional (telephone or video) consultations | It will be charged 15min or after the actual duration of the | 11.25€ per 15 minutes |

## LinkedIn Ads

|  |  |
| --- | --- |
| First consultation (1 hour) | 80,00€ |
| Additional consultation (1 hour) | 120,00€ |
| Competition analysis | from 380,00€ |
| Preparation of the strategy | from 750,00€ |
| Expert advice | 120,00€ / hour |

|  |  |  |
| --- | --- | --- |
| **Package S** | **Package M** | **Package L** |
| Up to 4 campaigns/ month | Up to 9 campaigns/ month | Up to 15 campaigns/ month |
| Ads on Facebook and Instagram | Ads on Facebook and Instagram | Ads on Facebook and Instagram |
| Preparing content and visuals | Preparing content and visuals | Preparing content and visuals |
|  | Lead Generation | Lead Generation |
| 650€ / month | 890€ / month | 1400€ / month |

### Individual LinkedIn Ads activities

|  |  |
| --- | --- |
| Preparation of 1 campaign | 200,00€ |
| Campaign moderation + preparing a basic report | 150 € / month |
| Search leads with the help of LinkedIn Sales Manager | From 550 € / month |
| Preparing and sending InMail messages | From 550 € / month |

|  |  |  |
| --- | --- | --- |
| Prepare an ad with graphics during business hours | Regular requirement | 36,00€ |
| Extraordinary request | 96,00€ |
| Prepare a single text ad | Regular requirement | 23,00€ |
| Extraordinary request | 55,00€ |
| 1 hour of work | Regular requirement | 60,00€ |
| Extraordinary request | 100,00€ |
| Personalized analytics\*\*\*\* | An hour | from 75,00€ / hour |
| Additional Appointment | An hour | from 55,00€ / hour |
| Additional (telephone or video) consultations | It will be charged 15min or after the actual duration of the | 11.25€ per 15 minutes |

# Google Advertising

|  |  |
| --- | --- |
| Preparation of 1 search campaign | 190,00€ |
| Preparation of 1 display campaign | 190,00€ |
| Preparing search + display campaign | 290,00€ |
| Preparing a Youtube campaign | 120,00€ |
| Campaign moderation + preparing a basic report | From 150 € / month |

# E-mail marketing

|  |  |  |
| --- | --- | --- |
| **S package** | **M package** | **L Package** |
| 250,00€/month | 480,00€/month | 690,00€/month |
|  |  |  |
|  | **Preparation** | **Preparation** |
|  | Preparation of a monthly advertising strategy | Competition analysis |
|  |  | Preparation of a monthly advertising strategy |
| **Messages** | **Messages** | **Messages** |
| Making Sales Effective Email Messages (4/Month) | Making Sales Effective Email Messages (8/Month) | Making Sales Effective Email Messages (12/Month) |
| Preparing Image Material for Email Marketing | Preparing Image Material for Email Marketing | Preparing Image Material for Email Marketing |
| Text preparation for Email messages | Text preparation for Email messages | Text preparation for Email messages |
| **Analyst** | **Analyst** | **Analyst** |
| No | Yes (Basic) | Yes |

# Price list for website and store production

|  |  |
| --- | --- |
| **Simple website up to**  20 subpages, basic design, slider, contact form, privacy policy preparation, cookies | from 590,00€ |
| **Advanced websites up** to 40 subpages, advanced design, slider, contact form, privacy policy preparation, cookies | from 1240,00€ |
| **Complex website up to** 60 subpages, advanced design, slider, contact form, privacy policy preparation, cookies | from 2500,00€ |
| **Simple online store** up to 20 subpages, basic design, slider, contact form, privacy policy preparation, cookies, simple design of all associated subpages – product, basket, completion of purchase, entry of up to 150 simple products, possibility of variable product. | From 1400,00€ |
| **Complex online store** up to 50 subpages, design, slider, contact form, preparation of privacy policies, cookies, production of all associated subpages – product, basket, completion of purchase, entry of up to 250 products, possibility of personalization of products by the customer, possibility of variable product. | From 3550,00€ |

\* Since the options and desires are really high, we can't give you the exact prices for just the same website or [online store as you want, so we ask you](mailto:info@sleek.si) to send an inquiry to info@sleek.si

# Website and web shop maintenance packages

|  |  |  |
| --- | --- | --- |
| **Package S** | **Package M** | **Maket L** |
| 55,00 € / month | 90,00 € / month | 150,00 € / month |
| * Updating plugins and themes * Up to 2 hours of work on the site / month | * Updating plugins and themes * Up to 3 hours of work on the site / month | * Updating plugins and themes * Up to 5 hours of work on the site / month |

\*Other works are charged according to the hourly rate.