



Pricing Guide

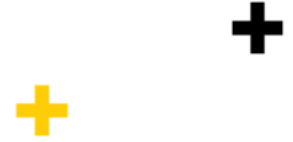
Financial Year 2023

Last updated: 22 Aug 2022



Why Us?

3 Approaches That Genuinely Set Us Apart



The forefront of marketing involves psychographic profiling. Similarly, our approach to Messaging embraces personality diversity in Audiences via the **PROCESS COMMUNICATION MODEL**.

Most companies focus on technical expertise articles to rank, attract and nurture their audiences. We harness the power of **BRAND STORYTELLING** for clear and sticky differentiation.



We have an ROI focus. We aim to unlock **AT LEAST 10x ROI** for all our clients. Here's how we helped unlock a 97-to-1 ROI for a vet and a >1,000x ROI for another client.






 Check these jaw-dropping stories out!!

Are we a good fit?

Seeking genuine partnerships

We are built for leaders that are serious and ready to invest in meaningful, organic, long-term growth.

We are a best fit for organisations that have:

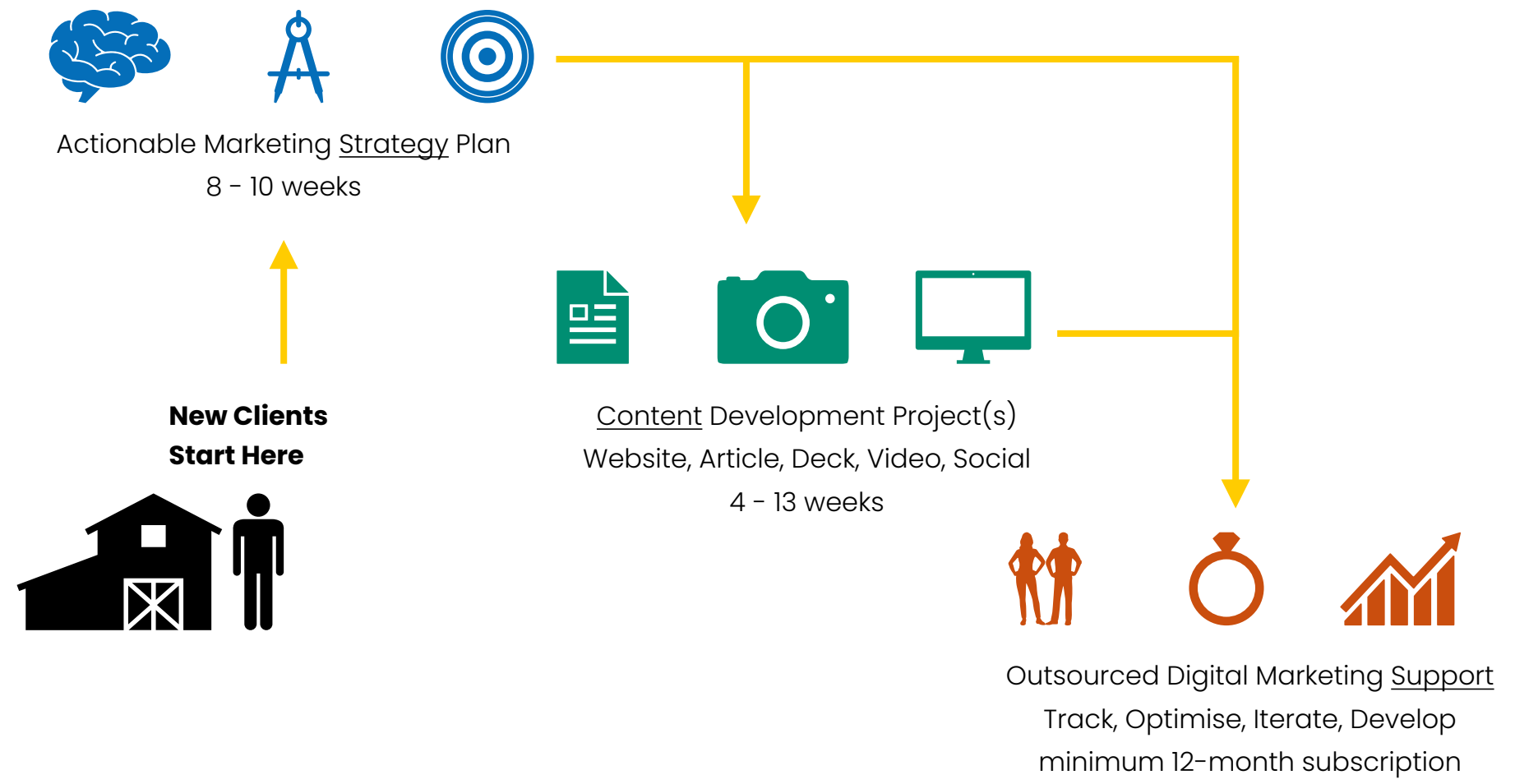
-  an appetite for growth >\$300k revenue /year
-  0 - 2 dedicated in-house marketing employees
-  \$1m - 30m annual turnover
-  a desire to put their customers first
-  a healthy distaste for quick-fix solutions



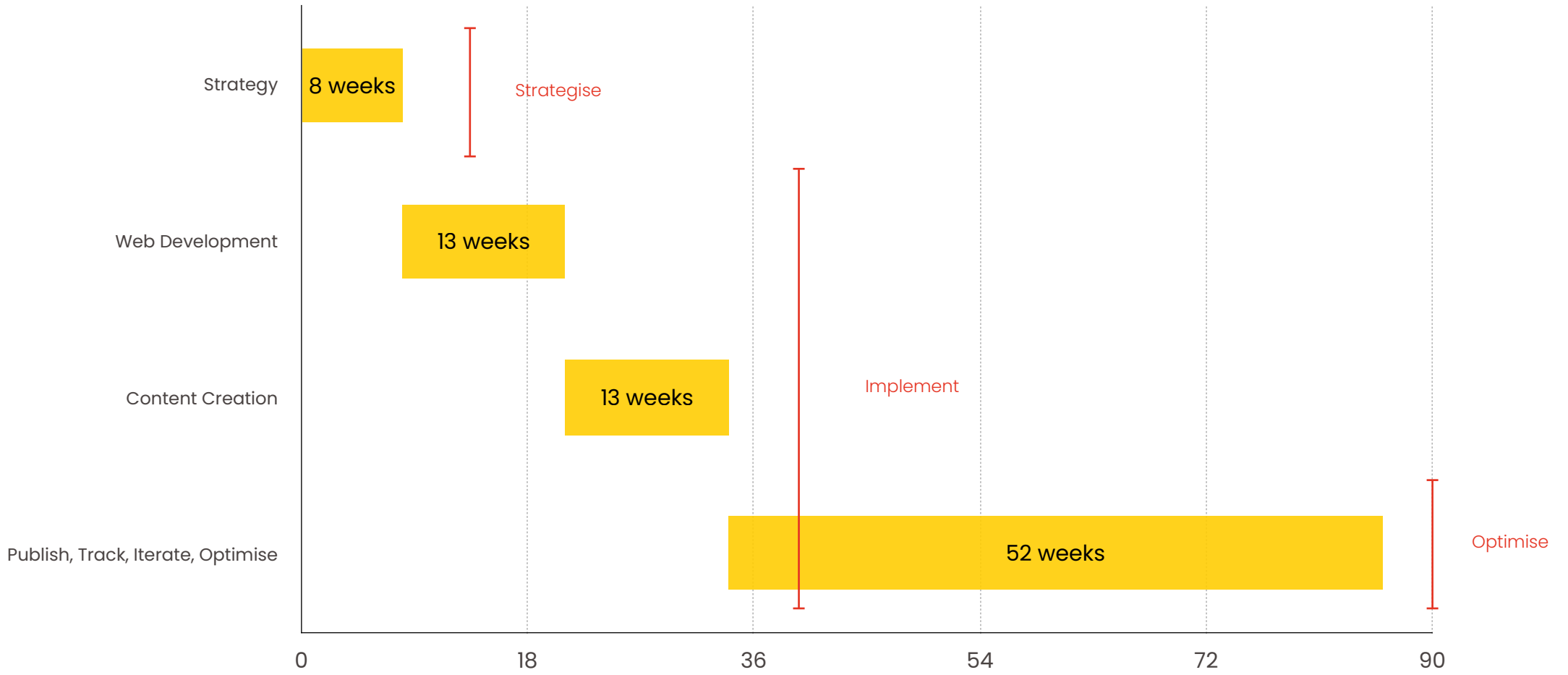


How New Clients Become Long Term Partners⁺

Values match + serious about long-term partnerships



Typical Rollout Timeline





CONSULTANCY

+ “Master the topic, the message, and the delivery.”

Steve Jobs





Marketing Strategy

A good marketing strategy puts its audience first, matches the tactics to the goals and evolves organically with the business. Most importantly, the plan must be simple and actionable.

We help our clients:

- Evaluate and consolidate its current digital approach
- Translate business goals into marketing goals
- Clearly position against competitors
- Evaluate content assets performance
- Consolidate brand messages
- Deploy the right tactics
- **Generate lots of content ideas**

4520

Marketing Strategies
Starting From





Outsourced CMO

The best brands track and optimise their content to ensure it is working as it should. While much of this can be done in-house, Catalyst Content can help keep your brands marketing activities on track and moving consistently with the plan you've created.

We help our clients:

- Review, edit & optimise content to ensure brand message consistency and efficacy
- Monthly strategy meetings to:
 - Review performance of digital assets (stories)
 - Plan, strategise and optimise on-going marketing activities

1500

Monthly CMO Support
Starting From





IMPLEMENTATION = CONTENT

“Content builds relationships. Relationships are built on trust. Trust drives revenue.”

Andrew Davis



Website Development

We build Wordpress websites.

For most businesses we customise template designed builds. This offers powerful features and design confidence.

For premium brands we offer a fully bespoke design and develop service. This allows for an involved process with a pixel perfect outcome.

Websites come with FREE 1-year hosting on our servers and 12 months x 1-hour FREE maintenance, backup and support.

| | Small 3-5 pages | Medium 6-10 pages | Large 11 - 20 pages |
|--|--------------------|----------------------|------------------------|
| Refresh Rework the design of your website while maintaining 90% of the content | 3500 | 5000 | 7500 |
| New Website Develop a beautiful, functional website that's optimised for your audience. | n/a | 7500 | 12000 |
| Ecommerce Develop an online store that's optimised for your audience and syncs with your other technologies. | n/a | 11000 | 15000 |



Website Maintenance

We only maintain and support websites that we build and host.

New and newly migrated Websites come with FREE 1-year hosting on our servers and 12 months x 1-hour FREE maintenance, backup and support.

Hosting depends on website size, but generally costs \$10 upwards.

| | Small | Medium | Large |
|---|-------------|-----------|---------|
| Maintenance Management of the Wordpress Site, DNS, Server, Analytics Data, Search Data, Theme, Licenses | Yes | Yes | Yes |
| Insurance Automated Backups Redundancy Backups Software Updates | Half Yearly | Quarterly | Monthly |
| Support Response Times / Resolve Times (days) | 7 / 7 | 5 / 5 | 2 / 2 |
| Fast Track Premium (for urgent work) | 3x | 2x | 1.5x |
| Annual Investment (AUD, excl GST) | 1620 | 1980 | 2160 |



Search Engine Optimisation (SEO)

Google seeks to deliver relevant content from credible websites.

We help businesses rank better on Google using the following strategies:

Technical Optimisations - http fixes, speed optimisation

On Page SEO - relevant content creation (articles, metadata, alt descriptions), interlinking and optimisation.

Off Page SEO - white and grey-hat link-building and disavow list management.

It takes ~3 months to start having an effect.

| | Small | Medium | Large |
|--|-------|--------|-------|
| SEO Setup Site audit, keyword and competitor research, channels setup, home page optimisation | 1250 | 2500 | 5000 |
| Monthly Optimisations Metadata, article writing, page-by-page optimisations, link building, disavow list monitoring and management | 1250 | 2500 | 5000 |



Brand Stories – Articles + Posts

The best companies regularly engage and nurture their audiences by sharing stories.

We create 3 main types of brand stories:

Expertise stories to help attract, nurture and delight audiences. Consists of information and industry knowledge.

Ingredients stories to help differentiate the brand and nurture audiences. About the organisation's uniqueness.

Transformation stories to nurture and convince audiences closer to the purchase decision. Case studies.

| | Small 6 stories | Medium 13 stories | Large 26 stories |
|--|--------------------|----------------------|---------------------|
| Articles We interview subject matter experts to bulk-develop content. | 4500 | 8800 | 15000 |
| Social Posts We write and edit social posts. Graphic development is a separate cost. | 675 | 1365 | 2340 |



Digital Ads

Ads can be a tool to drive brand awareness, website visits, followership, lead generation and remarketing.

We create, run and manage:

LinkedIn Ads – best for B2B businesses targeting decision makers.

Facebook Ads – great for B2C businesses.

Google Ads – ideal for brands whose customers search on Google before making a purchase decision.

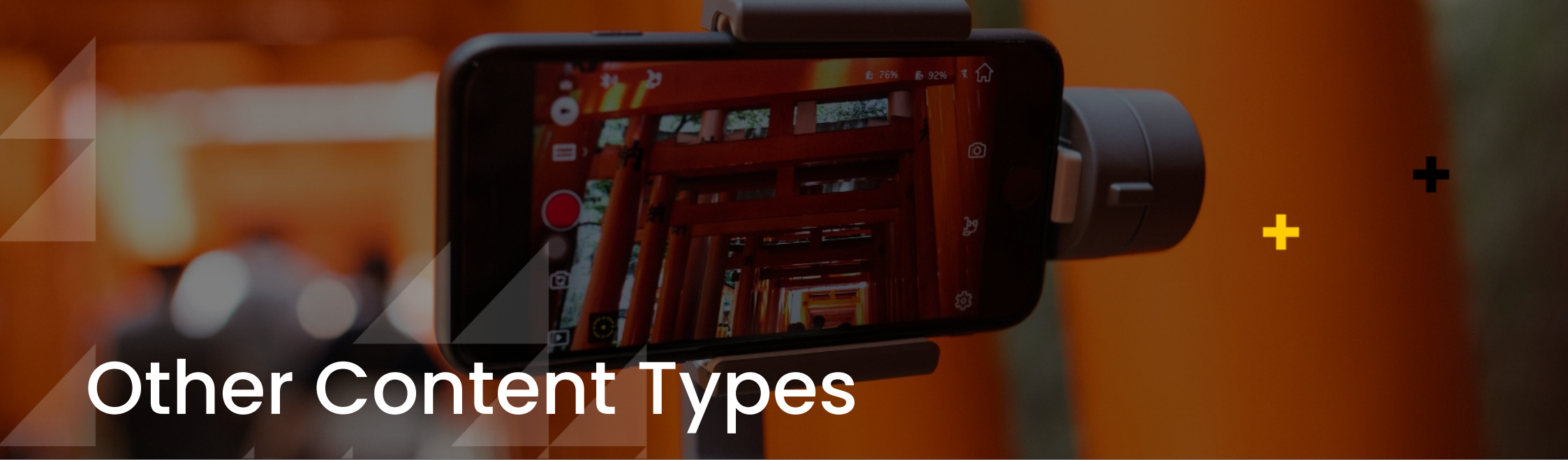
We recommend engaging consultancy services prior to running ads.

| | Setup Starting From | Per Ad Starting From | Monthly Per Ad |
|---|------------------------|-------------------------|-------------------|
| Ad Platform Setup⁺ We create your social page and the relevant Business Manager accounts, 2 campaign groups. | 1100 | | |
| Ad Creation* We write and design ads to engage your audiences. We then setup targeting, budgeting and bidding strategies appropriate for your campaign. | | 750 | |
| Management We track, optimise and iterate your ads, reporting at regular intervals for improvement. | | | 600 |

⁺ minimum 3 months "Management" thereafter

*minimum order = 2





Other Content Types

| | Video | Email Marketing Platform Setup | CRM Platform Setup | Logos, Graphics & Templates |
|----------------------|--------------------------------------|---|---|--------------------------------|
| Starting From | 1500 | 810 | 1080 | 300 |
| Variables | Shoot Time Complexity Graphics | Platform Choice List Size Data Cleanliness Integrations Number of Templates Journeys | List Size Data Cleanliness Integrations | Complexity Timeline |





MARKETING SUPPORT

+ “Marketing is no longer about the stuff that you make, but about the stories you tell.”

Seth Godin



Outsourced CMO / Marketing Support+

Affordable partnership options for growing businesses

Guaranteed on-demand strategic consultancy and content development as required, with an expert that knows your brand. No minimum commitment. 2-month notice for cancellation.

| Outsourced services | Starting From | Best for |
|---|---------------|---|
| Strategic Consultancy ONLY (monthly meetings + analytics reviews + strategic advice + ideation) | 1000 /m | Growing SMEs with a <u>complete</u> in-house content development team |
| Strategic Consultancy PLUS (all the above + content editorial support for consistent and powerful messaging) | 1600 /m | Growing SMEs with in-house <u>non-writer</u> experts developing content |
| Strategic Consultancy PLUS CONTENT (all the above + 1 campaign per month) | 1900 /m | Growing SMEs with experts looking to <u>leverage</u> our storytelling expertise |



Let's Collaborate!



"Creativity is intelligence having fun."

Albert Einstein



Case Study



The Power of a Single Story

In 2018, we helped Company A tell a single “transformation” story.

It was a case study featuring a Manager from Company X (their clients) as the hero who made the smart choice of engaging Company A – from problem to success.

This single article went viral within Company X.

For the last 4 years, Company A has gone on to win hundreds of thousands of dollars worth of work – **all on the back of a single story.**

We empower our clients to tell their stories and grow.



Budgeting Guide

How much did businesses spend on Marketing in 2020?

| | Marketing spend as % of Budget | % of Revenue |
|--------------|--------------------------------|--------------|
| B2B Product | 11.3 | 8.3 |
| B2B Services | 11.3 | 12.0 |
| B2C Product | 17.3 | 13.9 |
| B2C Services | 14.9 | 15 |

Data from CMO Survey: https://cmosurvey.org/wp-content/uploads/2020/06/The_CMO_Survey-Highlights-and_Insights_Report-June-2020.pdf



Hire In-House vs Outsource

Triple the value, Half the price



In-House Marketing Exec

\$60,000 / year + Super

Pros

Social Media Savvy
Trend Awareness

Cons

Expensive
Strategic Ability
Cross Media Experience
Unpredictable Efficacy
Requires Training
Unstable Resource

Deliverables

Limited output



Catalyst Content

\$37,000 / year

Benefits

Experience & Strategic Ability
Cross Media Experts
Scalable Resource (up / down)
High Efficacy
Tactically Practical
Cost Effective

Deliverables

Actionable Marketing Strategy

1-years content:

- 12 articles (1 /m)
- 12 email campaigns (1 / month)
- 26 social posts (1 /fortnight)



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For all enquiries, please contact us.

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The background is a vibrant yellow color. It features a repeating pattern of squares, each divided into four triangles by a diagonal line from the top-left to the bottom-right. The triangles are shaded in varying tones of yellow, creating a subtle grid effect. Scattered across the background are several symbols: white plus signs, black plus signs, and white zigzag lines. The main text is centered and reads "catalyst" in a large, bold, black sans-serif font, with "CONTENT" in a smaller, black, all-caps sans-serif font directly below it.

catalyst

CONTENT