

Service Pricing Guide

Duck Soup delivers social media services that demand attention in the digital space. We strive to delight audiences and enhance the industry reputation of our clients in order to generate more leads.

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SOCIAL MANAGEMENT

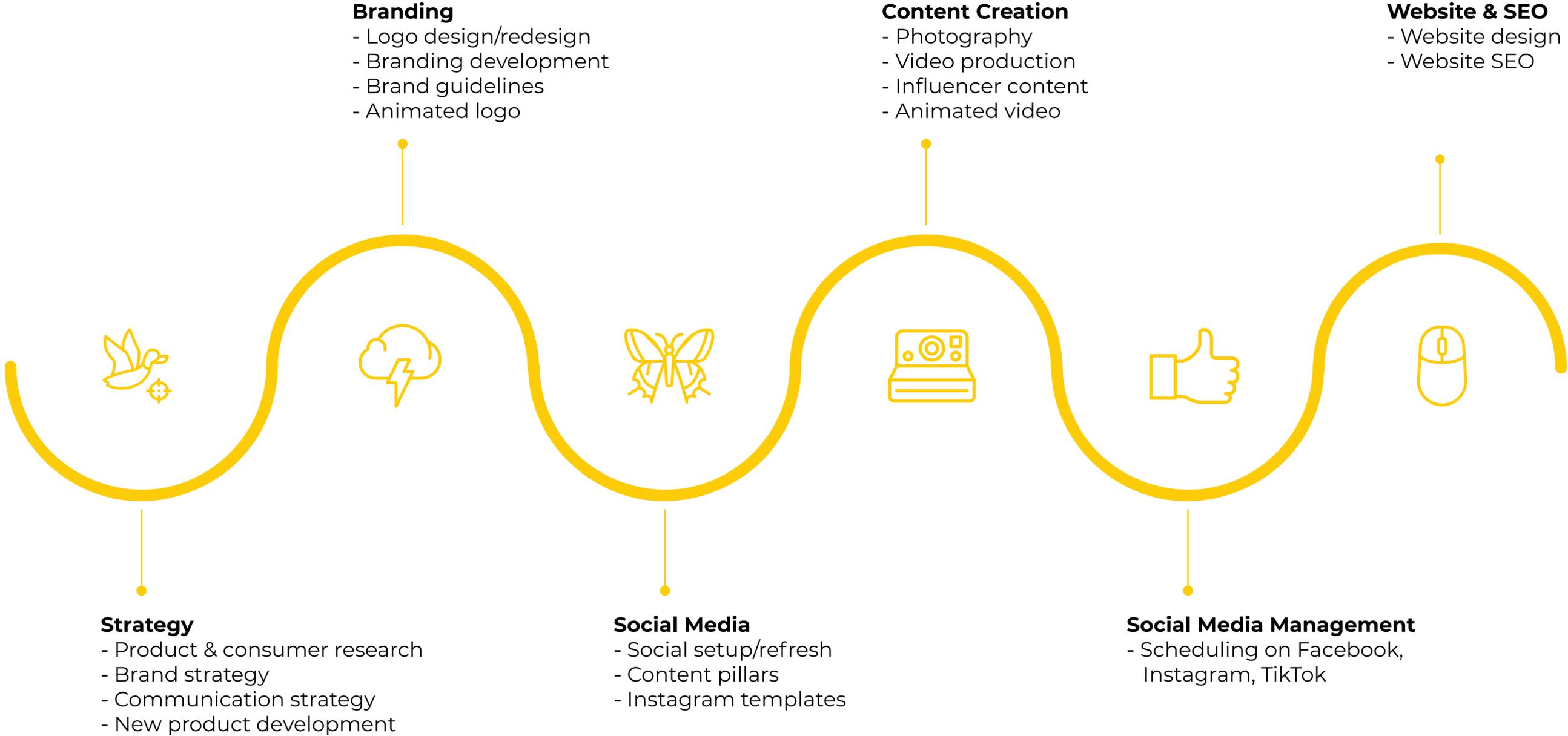
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WEBSITES

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Strategy
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Product and Consumer Research

TAKE OUT THE GUESSWORK

Every individual involved in the operation of a brand or product bring their own point of view to the table. While valuable, the opinions of consumers less emotionally attached to the brand bring unbiased insight and invaluable input that can help shape the future of the brand.

In collaboration with you, Duck Soup will develop a series of questions strategically designed to feed directly into the corresponding Strategy Workshop. This will be conducted on your behalf in order to uncover the most relevant unknowns surrounding the status of your product and category. The findings will then be collated into an in-depth document that is insightful, easy to digest and reflect on.



Consumer feedback

Third party feedback on the quality of the product (taste, design, packaging look and feel).



Marketing insight

What forms of marketing, promotions, tone and language are more likely to cut through to your T.A.



What's working?

Unbiased feedback on what aspects of the brand have been successful and what haven't.



Consumer habits

Better understand the reasons behind your consumers current purchasing behavior.



Meet Expectations

What are the benchmarks and expectations that your consumers value.

TOTAL **\$1108.14**

* Prices are exclusive of GST.

Brand Strategy Workshop

IMPROVE YOUR BRAND FUNDAMENTALS

Sometimes brands need to be refined or refreshed in order to ensure they're still communicating in the most efficient and meaningful way. We can help you identify and implement an overarching brand strategy that will help you better understand how to communicate going forward.

Gather your team and get ready to dive deep into what your brand is all about. In this four hour workshop, we will help you discover your brand's unique essence, purpose and position within the market, as well as uncover what differentiates you from your competitors and how to effectively communicate a message you truly believe in.



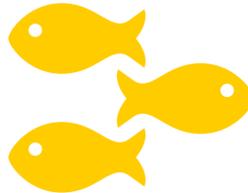
Brand essence

What your brand stands for.



Brand positioning

What you're known for and where you sit in the market.



Your difference

What sets you apart from your competition.



Target audience

Who you're talking to.



Summary

Collated summary of workshop findings.

TOTAL	\$2216.28
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* Prices are exclusive of GST. Competitor Analysis & market research at additional cost.

Communication Strategy

ADD MEANING TO YOUR MARKETING

As a brand, once you've established what you stand for, you need to know how to convey it to your audience. We will use our vast experience in social media and digital marketing to develop a social strategy guide that suits your brand, incorporating why, where and what to post.

We will assess your current website and social media platforms and develop a customised plan to improve brand recognition and messaging across all touch points. With personalised Instagram content pillars, influencer thought starters and a guide to current best practice formats and sizing rules, you'll be well placed to tackle all your social media and digital channels.



Brand Goals, Potential & Future Proofing

How do you want your brand to be perceived and what can be improved?



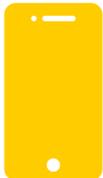
Optimising Imagery, Comms & Messaging

Optimising brand assets to work within the digital space.



Instagram Content Pillars & Posting Plan

A plan that outlines the structure, creative and scheduling of all future content.



Platform Content Breakdown

What content is suited for each individual platform and best practice rules.



Collaboration Ideation

Develop creative and identify suitable existing influencers to collaborate with.

TOTAL **\$1051.20**

* Prices are exclusive of GST. Competitor Analysis & market research at additional cost.

New Product Development Workshop

ENSURE YOUR NEXT PRODUCT HITS THE SPOT

Working in tandem with the Brand Strategy Workshop, Duck Soup can assist in helping businesses craft and develop their next product or service in this four hour workshop. Before considering innovation or creative, we set in place tangible formulas that will guide your entire process from start to finish, ensuring you are focusing your efforts in the right areas and have clear targets to obtain success.

We then meet with your team and use our training to broaden your thinking and work with you to develop exciting new ideas for the brand stretch. From there we narrow down the best ideas which will bring us to the strongest concepts that have the most obvious potential for success.



New Target Audience

New offerings can often mean a new audience.



Competitor Mapping

Where do you aspire to sit against your competition?



Group Ideation

Conduct a guided group brainstorm.



New Product Stretch

Develop your new product positioning.



Summary Document

Summary of results for feasibility tests.

TOTAL **\$2216.28**

* Prices are exclusive of GST. Competitor Analysis & market research at additional cost.

Branding



Logo Refresh/Redesign

MODERNISE YOUR LOOK

A brand refresh is a tactical manoeuvre to stay connected to your target audience and breathe new life into the aesthetics of your brand. Duck Soup will re-evaluate, refresh and future proof your logo design and visuals in order to catapult the organization forward.

After



Before



ONE OFF COST

Description	Amount AUD
Creative concepting	
Font exploration	
Logo design	
2 x Rounds of client amends	
Final output: Logo colour, black, white and emblem	
TOTAL	\$876

* Prices are exclusive of GST.

Brand Asset Development

EXPLORE AND DEVELOP

Not all brands have a strong look and feel and assets ready to jump straight into their brand guidelines. If this is you, Duck Soup can creatively explore and develop a communication direction and provide usable graphic assets that can be used to populate your brand guidelines and used throughout your business.

ONE OFF COST

Description

Colour exploration

Font exploration

Design icon suite

Design graphic elements

Imagery exploration and reference mood-boards

TOTAL \$1401.60

* Prices are exclusive of GST.



Brand Style-guide

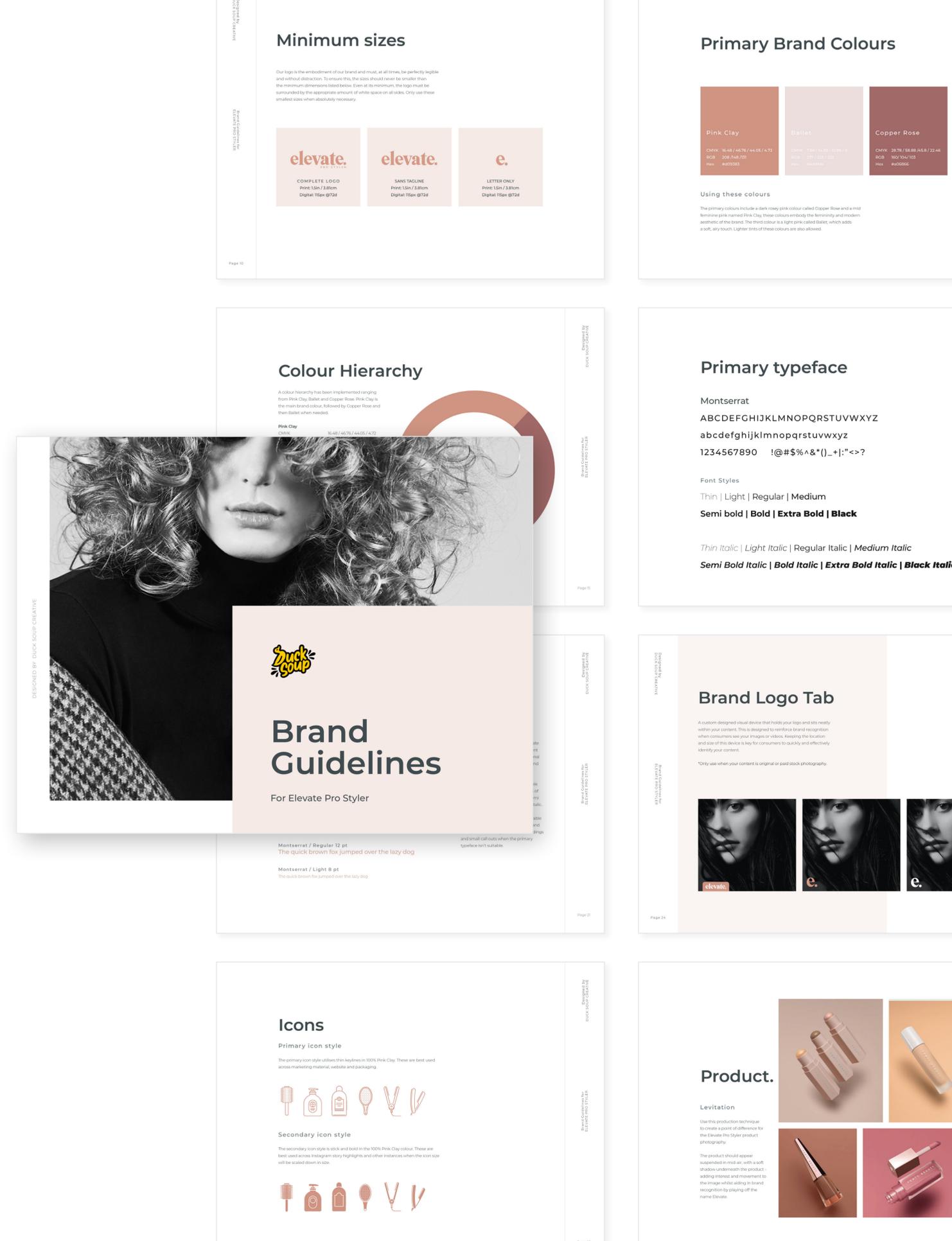
RULES & GUIDELINES FOR BRAND CLARITY

Duck Soup will organise, collate and present your brands existing assets to be presented as a handbook to be easily accessible for anyone who is working on your business. Please note, that Duck Soup is able to develop top line assets if they are not yet available; ie colour tints, background textures and font styles.

ONE OFF COST

Description	Amount AUD
Refine brand introduction	
Insert and define logo rules	
Create colour and tint pages and rules	
Refine typography hierarchy	
Insert brand icon suite	
Create mood-boards with provided imagery	
TOTAL	\$963.60

* Prices are exclusive of GST.



Animated Logo

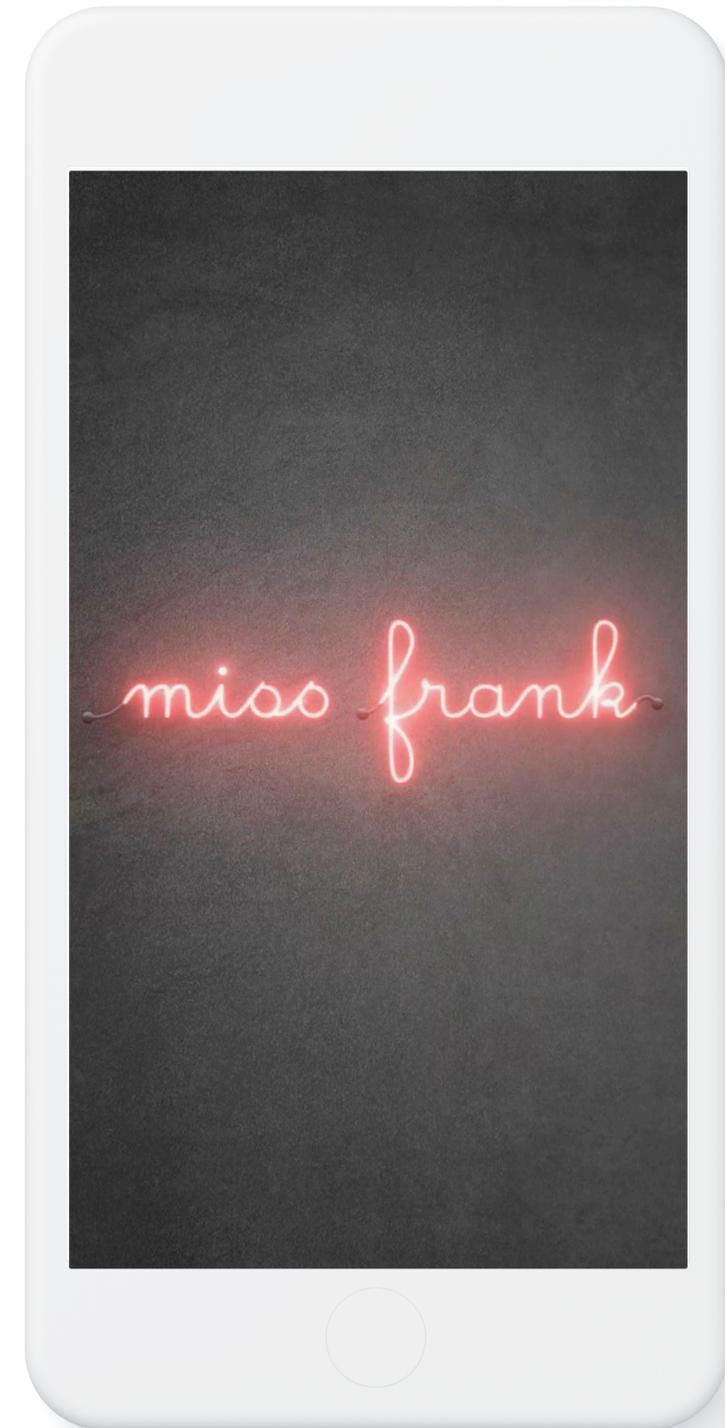
BRING YOUR LOGO TO LIFE

Duck Soup will elevate the story of your brand by starting or ending your videos in a dynamic, consistent and memorable way - by using an animated logo. Adding motion to an otherwise static logo adds a unique flavour to your brand, as well as signaling professionalism.

ONE OFF COST

Description	Amount AUD
2 x Storyboarded concepts	
Design and file set up	
Animation	
Basic sound effects	
2 x Rounds of client amends	
Final video output	
TOTAL	\$963.60

* Prices are exclusive of GST.



CLICK TO PLAY

Social Media

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Refresh: Instagram & Facebook

OPTIMISING YOUR PLATFORMS

Your feed and landing pages are the client facing portals to your brand. Duck Soup will design attractive and informative highlight covers, profile images, beautifully designed modern icons as well as a sleek, optimised bio. As the face of your brand all content must convey professionalism.

ONE OFF COST - PRICE PER PLATFORM

Description	Amount AUD
Design and implement banner image	
Design and implement highlight covers	
Refine or rewrite bio	
Add key details (location, contact details etc)	
Curate/clean up any irrelevant content	
TOTAL	\$350.40

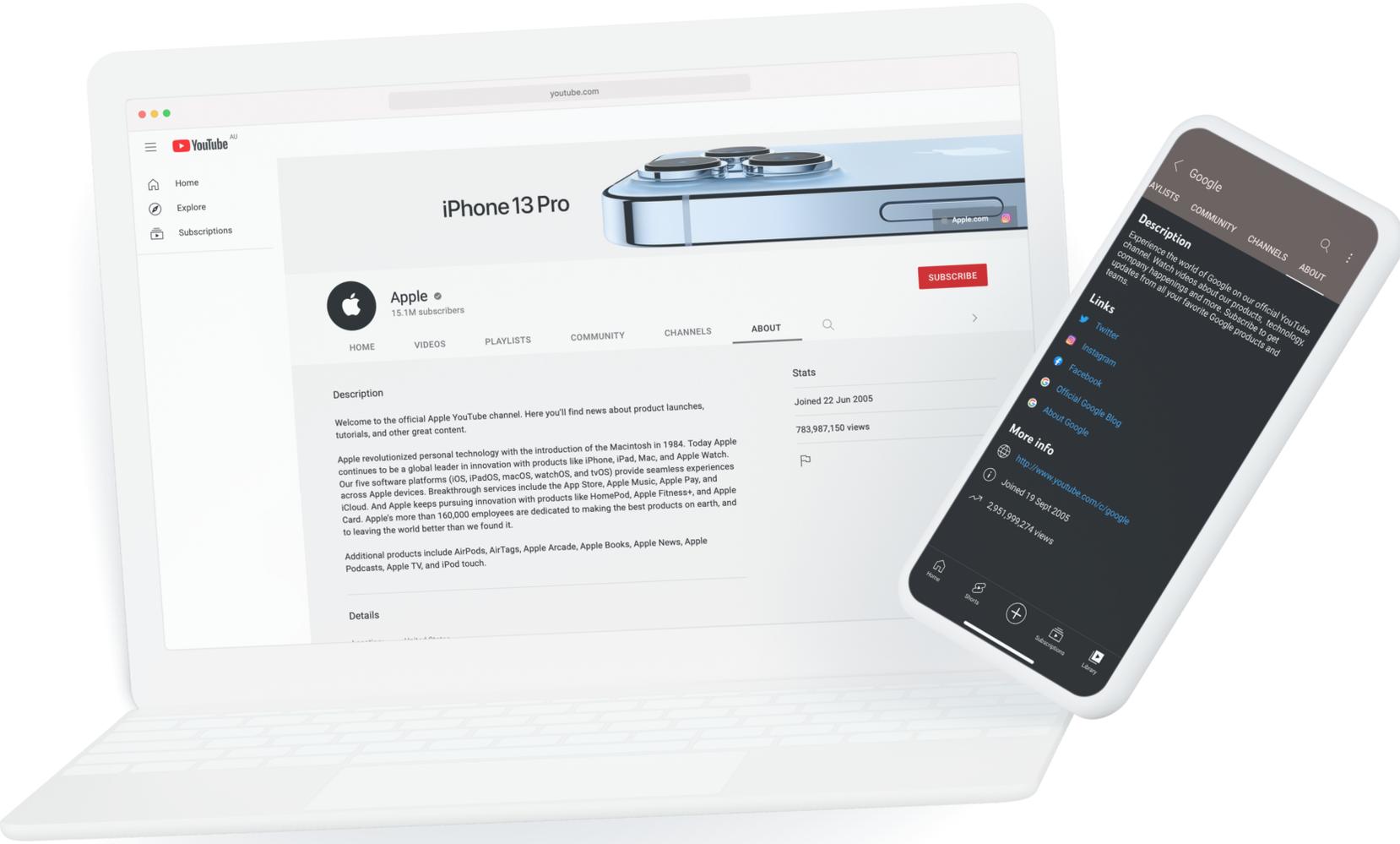


* Prices are exclusive of GST.

Refresh: YouTube

OPTIMISING YOUR PLATFORMS

YouTube connects you to a global audience and gives you the ability to create playlists around specific topics that are relevant to your target audience. Duck Soup can help make sure your channel is set up and ready to start posting, with bespoke banner and profile imagery, 'About' description and key details linking back to your other social platforms.



ONE OFF COST - PRICE PER PLATFORM

Description	Amount AUD
Design and implement banner image	
Design and implement profile image	
Write 'About' description	
Add key details and links	
Curate/clean up any irrelevant content	
TOTAL	\$350.40

* Prices are exclusive of GST.

Refresh: LinkedIn

OPTIMISING YOUR PLATFORMS

With over 30 million companies using LinkedIn for business, your brand and company directors page needs to look sleek and professional. Updating the bios and imagery will allow you to build credibility and be in better stead to create a meaningful network online.

ONE OFF COST - PRICE PER PAGE

Description	Amount AUD
Design and implement banner image	
Design and implement profile image	
Add key details (location, contact details etc)	
Curate/clean up any irrelevant content	
TOTAL	\$350.40

* Prices are exclusive of GST.



Instagram Content Strategy

PART 1: CONTENT PILLARS

In order to produce a beautiful, patterned and colour co-ordinated Instagram layout, we must first develop a plan that encompasses the structure, creative and scheduling of all future content. By creating what is known as 'content pillars' we can ensure all content has purpose and comes together seamlessly.

ONE OFF COST

Description	Amount AUD
Identifying 4 - 6 content pillars	
Coding pillars for identification	
Scheduling content pillars into social plan	
Brainstorming creative types of content for each pillar	
TOTAL	\$525.60

* Prices are exclusive of GST.



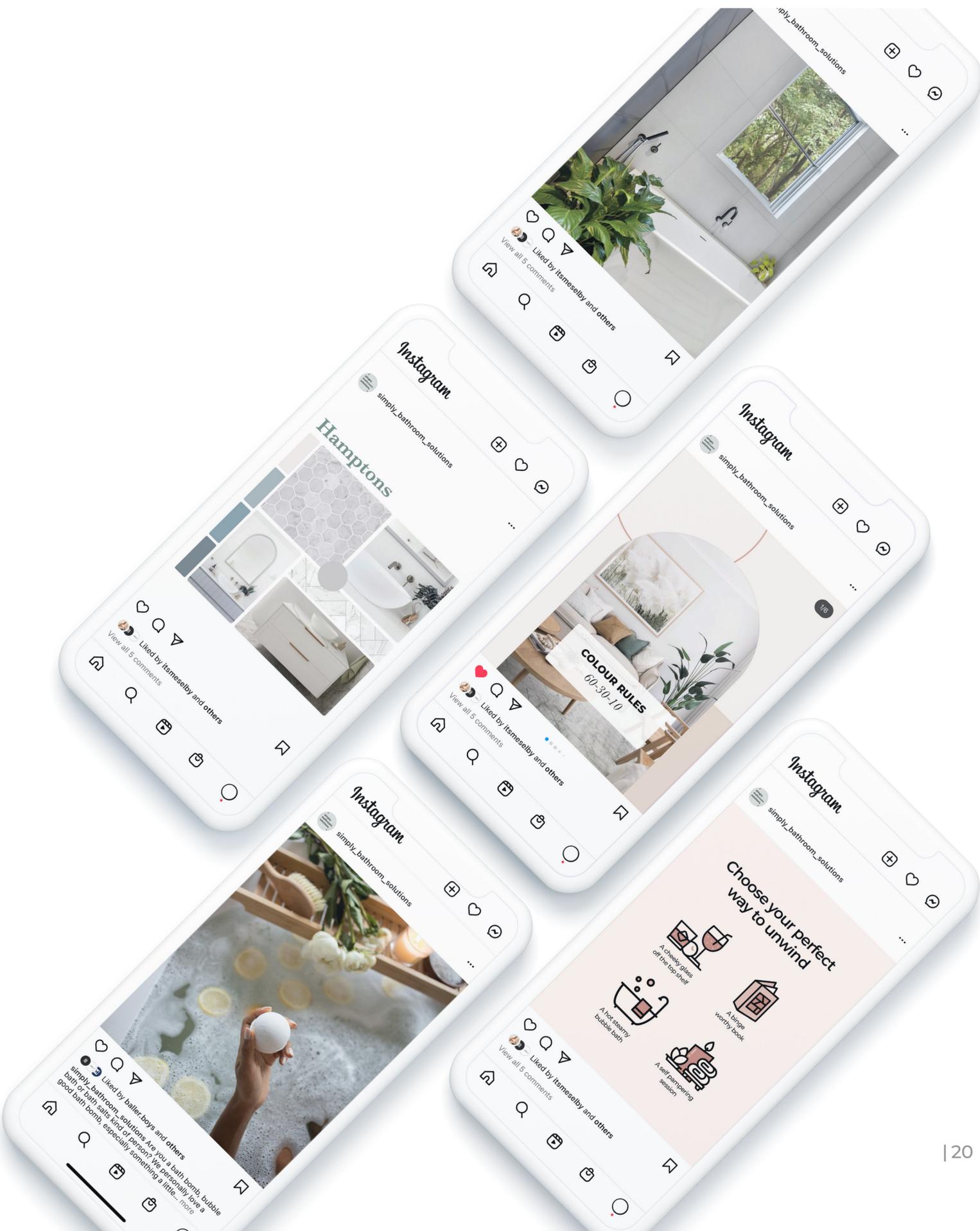
Note: This service is included within the Communication Strategy but can be conducted separately.

Instagram Content Strategy

PART 2: TILE, GRID & STORY DESIGN

Duck Soup will develop a suite of 4 - 6 templates designed to make your content pop. Branded aesthetic templates allow you to post important information, events or public holiday opening hours whilst keeping your feed looking polished. Please note templates are created in Indesign, but can be created in Canva at extra cost.

*This service can work in tandem with content pillars



ONE OFF COST

Description	Amount AUD
Creative concept	
Design and file set up	
2 x Rounds of client amends	
4 - 6 x Final template output	
TOTAL	\$700.80

* Prices are exclusive of GST.

Content Creation Production

Stills: Photoshoots

PREMIUM STILLS

Duck Soup can shoot people, products and places – anything your business might need. Photos are essential to your online presence as they allow you to showcase your product, services or facilities in the best possible light. Shoots include basic colour-grading and light retouching.

All photo shoots are costed on a case by case basis, please ask us for a bespoke quote for your project.



Lifestyle



Product



Flat lay



Macro



Portrait



Event

* Prices are exclusive of GST.

Video: Cinematic Production

DEMONSTRATE QUALITY & PROFESSIONALISM

From recipe videos and product demonstrations, to eye catching stop motion and event coverage, our team of passionate content creators are ready to bring your brand to life through bespoke video content. We are able to accommodate for shoots that require a studio, custom lighting, external audio, drone capability, as well as talent casting.

All video shoots are costed on a case by case basis, please ask us for a bespoke quote for your project. Selected raw footage is provided via hard-drive or digitally using Dropbox.



Note: Footage can be supplied as raw files or alternatively paired with the video editing service.

Video: Mobile Specific Production

NAIL YOUR SOCIAL CONTENT (REEL/TIKTOK)

Not all video content needs to be polished to the nth degree, to attract attention or even go viral. In fact data suggests both TikTok and Instagram users actually prefer content with an authentic and organic feel.

Duck Soup can creatively capture your content, action-shot, event or 'behind the scenes' using their social media specific equipment package. Equipment includes auto-tracking DJI OM4 motion stabilizer, directional microphone, portable lighting and of course a trusty Apple iPhone 13 Pro. Filming can take place at Duck Soups mini content studio, or at a location that suits your business.

Selected raw footage is provided via hard drive or digitally using Dropbox.



Note: Footage can be supplied as raw files or alternatively paired with the video editing service.

Video: User Generated Content

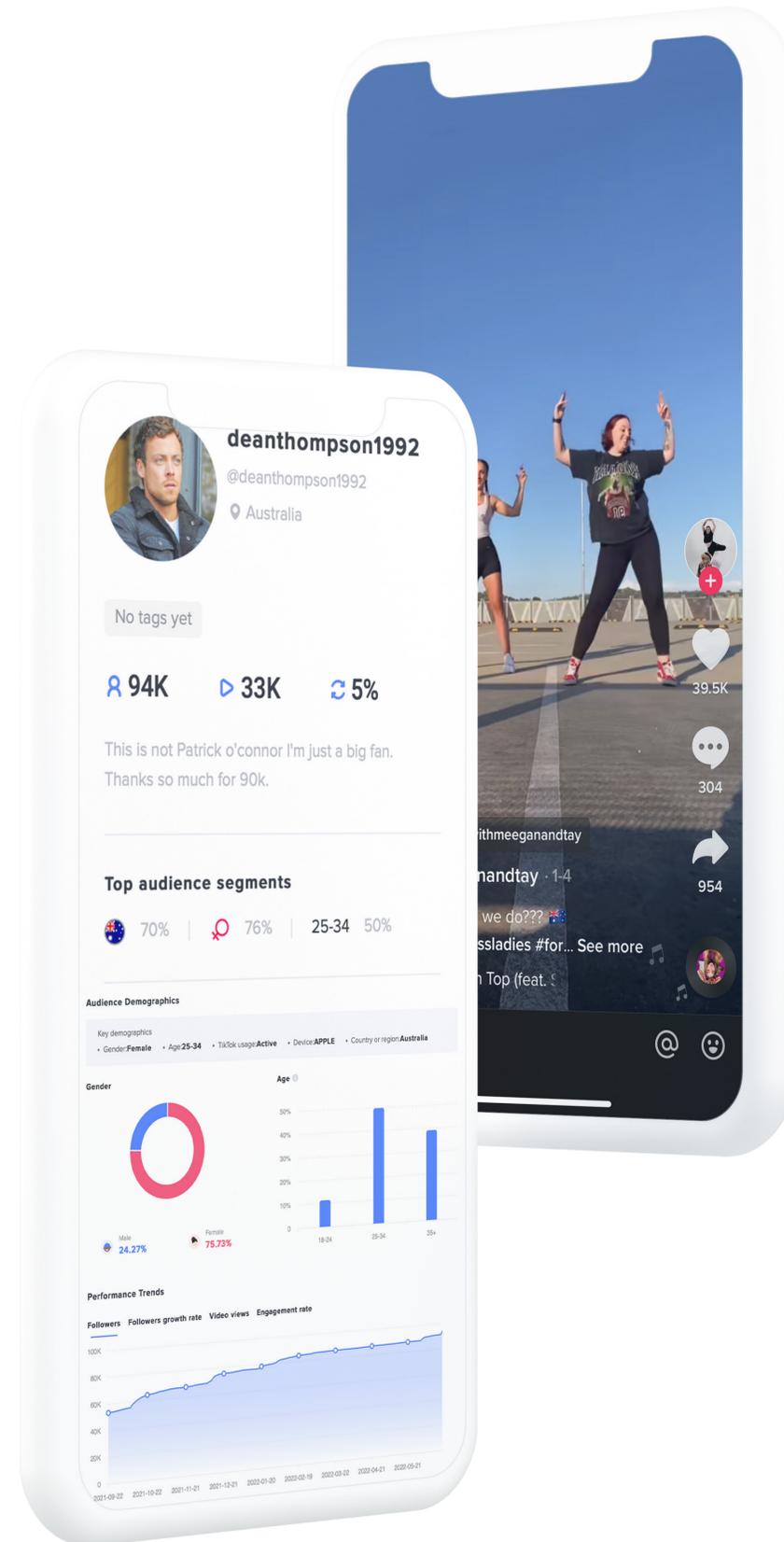
COLLABORATE WITH THE PERFECT CREATOR

Need to find an ambassador for your brand? Most business owners don't have the time to start their own career as a TikTok personality and now you don't have to. Duck Soup will work with your brand to identify suitable existing influencers to collaborate with. Finding someone who not only fits your brand personality, but also has existing reach and engagement with your target audience.

ONE OFF COST

Description	Amount AUD
Concepting who/what would benefit the brand	
Sourcing references	
Research and analyse creators	
Collaborate and write creative brief	
Liaise with creator and client	
Optional: Source props and supervise shoot*	
Final video output & posted on creator channel	
STARTING FROM	\$ 613.20

* Prices are exclusive of GST. Price is variable dependant on selected talent. \$613.20 is require upfront as a deposit.



Content Creation ***Post-Production***



Editing: Video/Animation

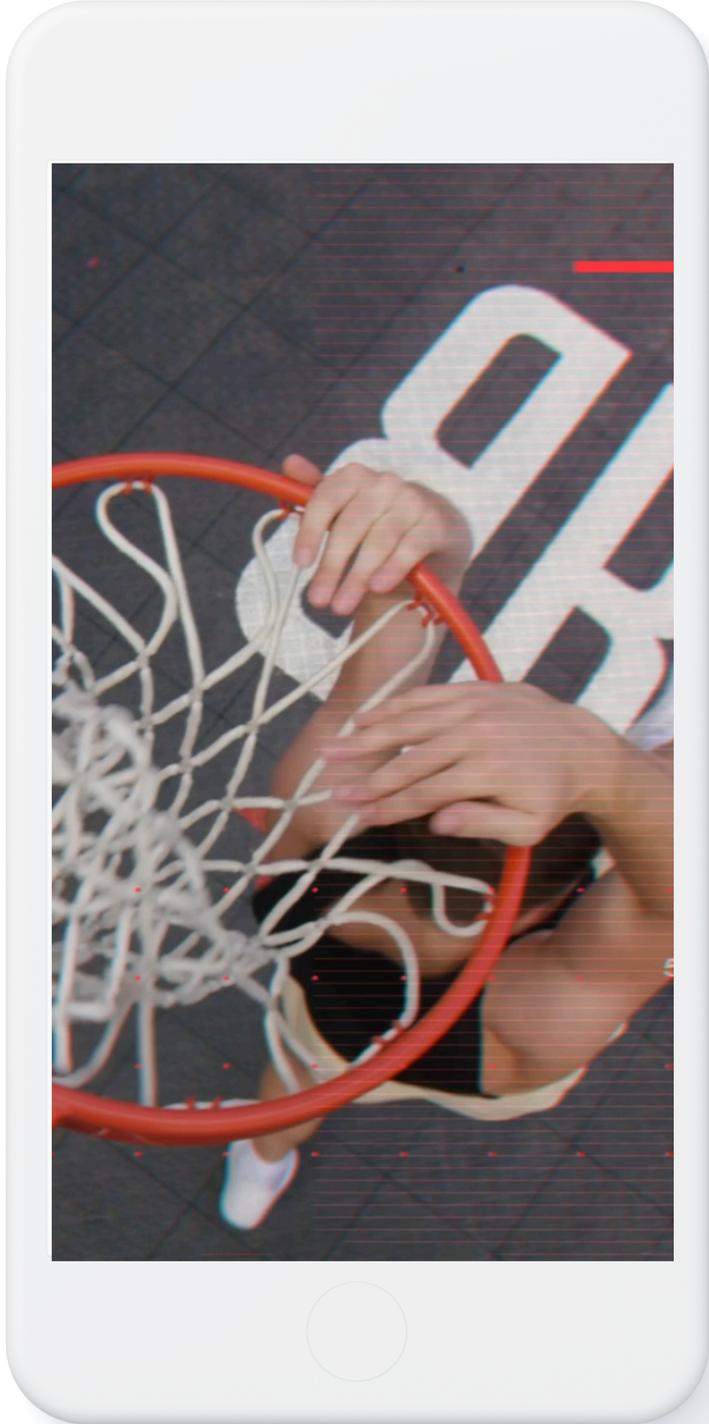
PROMOTE WITH POLISHED MESSAGING

Video content is king, in fact social video generates 12 times more shares than text and image based posts combined. Duck Soup will compile and edit your footage or imagery into attention grabbing digital video with sound for maximum impact and shareability.

ONE OFF COST

Description	Amount AUD
Storyboarded concepting if appropriate	
Design and file set up	
Basic copywriting	
Animation	
Basic track and sound effects	
2 x Rounds of client amends	
Final video output	
TOTAL	\$877.20

* Prices are exclusive of GST.



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Editing: Short Reels/TikTok

TRENDING CREATIVE DONE FOR YOU

Even if you have great footage, it can be an overwhelming and a time consuming process to consistently churn out unique creative, remixing, editing and aligning to songs and subtitles, to keep your followers engaged.

Duck Soup can use your footage library to create mini edits and post on your behalf across your social channels.

ONE OFF COST

Description	Amount AUD
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Snackable, short edits
 5 - 20 seconds
 Colour filters and in-app effects

Single clip edit

STARTING AT \$153.30

Multiple clips/captions edit

STARTING AT \$262.80



←
 CLICK TO PLAY

* Prices are exclusive of GST.

Social Media Management

Ongoing Posting Management

CONSISTENT QUALITY CONTENT

Having a consistent and engaging Instagram feed can not only help improve brand reach and awareness, but also keep your existing audience in the know. With a fully customised monthly plan, you're in control. Choose how often you'd like to post, and with a months notice before sign off and two rounds of feedback included you'll have peace of mind and time back in your day to focus on your business.



1 post per week plan

- Scheduling content x 4
(adding caption, logo, hashtags, alt text, tagging)
- Copywriting captions x 4
(writing post captions)
- Scheduling highlights to stories x 2
(uploading story, adding to correct highlight)
- Content calendar a month in advance
- Rounds of changes x 2

\$569.40



2 posts per week plan

- Scheduling content x 8
(adding caption, logo, hashtags, alt text, tagging)
- Copywriting captions x 8
(writing post captions)
- Scheduling highlights to stories x 3
(uploading story, adding to correct highlight)
- Content calendar a month in advance
- Rounds of changes x 2

\$1095



3 posts per week plan

- Scheduling content x 12
(adding caption, logo, hashtags, alt text, tagging)
- Copywriting captions x 12
(writing post captions)
- Scheduling highlights to stories x 4
(uploading story, adding to correct highlight)
- Content calendar a month in advance
- Rounds of changes x 2

\$1576.80

* Prices are exclusive of GST. Price per month - Instagram/Facebook/TikTok.

Websites

Website Design

ELEVATE YOUR WEBSITE

Website design and development is not as scary as it sounds when you have experts on your side. While focusing on functionality and cutting edge design, we partner with trusted and specialised developers that bring our bold concepts to life to ensure your website not only looks great, but delivers a seamless and intuitive user experience.

Description

Amount AUD

3 x Design mood-board references

Sitemap

Menu design

Clean, clear, and simple graphical and UI design

Easy-to-use and uncluttered navigation elements.
Such as interactive icons, flip boxes, carousels etc.

Consistent formatting for fonts, images, and media



POA

Website SEO

INCREASE WEB TRAFFIC

Getting more organic search traffic to your site is arguably tougher than ever, but it can also be the best investment of resources, if you know what to focus on. We partner with SEO copywriting and content specialists to develop a plan to get your website generating more traffic, leads and sales with a comprehensive SEO audit and strategy.



Description	Amount AUD
All content updates (video, imagery etc)	
Continuous full seo across google	
Keywords - page descriptions - ad-words	
Plugin updates	
Server management	
Theme updates	
	POA

* Prices are exclusive of GST.

Summary

Summary

Services	Amount AUD
Strategy	
Product & Consumer Research	\$1108.14
Brand Strategy	\$2216.28
Communication Strategy	\$1051.20
New Product Development	\$2216.28
Branding	
Logo Refresh/Redesign	\$876.00
Branding Asset Development	\$1401.60
Brand Style-guide	\$963.60
Animated Logo	\$963.60
Social Media	
Refresh: Instagram & Facebook	\$350.40
Refresh: YouTube	\$350.40
Refresh: LinkedIn	\$350.40
Instagram Content Strategy: Content Pillars	\$525.60
Instagram Content Strategy: Instagram Templates	\$700.80

Summary cont.

Services	Amount AUD
Content Creation: Production	
Stills: Photography	POA
Video: Cinematic Production	POA
Video: Mobile Specific Production	POA
Video: User Generation Content	FROM \$613.20
Content Creation: Post-Production	
Editing: Video/Animation	\$877.20
Editing: Short Reel/TikTok	FROM \$153.30
Social Media Management	
Duckling	\$569.40
Mother Duck	\$1073.10
Golden Duck	\$1576.80
Websites	
Website Design	POA
Website SEO	POA

* Prices are exclusive of GST.

Thank you

