PROJECT PACKAGES

Initial Projects & Engagements

We base the cost of all projects on estimated time and resources needed for completion. Our team carefully assesses project requirements, identifies tasks, estimates hours and cost, and provides the client with a detailed Statement of Work outlining the scope and estimated cost to complete the project.

This option is typically used for any first time project, or for very large additional projects. For more information on any ongoing work packages, see “Maintenance Rates” page.

	Estimate
Production	$195 hr
Quality Assurance	$110 hr
Project Management	$115 hr
Strategist / CSM	$125 hr
Content / Implementation	$175 hr
Discovery	$185 hr
Minimum Commitment	$25,000
Delivery Schedule	Set Range

Estimates **Timelines**

Estimates are subject to change regardless of if the scope of work differ from the original parameters set out in the Statement of Work.

Timelines are subject to change if there is a delay in communication exceeding a certain number of business hours when our team requests feedback or requires input.

All of this is outlined in a separate Master Services Agreement.

MAINTENANCE RATES

Ongoing Work - Monthly

These rates are for any work that is performed outside of a project package (see "Project Packages" page). Typically, once an initial project is completed with our agency, most clients select a retainer package to secure resources for follow up initiatives.

	Ad-Hoc Requests	6-Month Retainer	12-Month Retainer
Cost	---	$2,500 / Month	$5,000 / Month
Minimum Term	---	6 Months	12 Months
Production Design, Development, Implementation, Content, Discovery	$250 hr	$195 hr	$185 hr
Quality Assurance	$125 hr	*50%	*50%
PM / Strategist / CSM	$125 hr	*50%	*50%
Scheduling Lead Time	Up to 2 Weeks	3 Days	3 Days
Delivery Schedule	Based on Availability	+ 1 Day (per 4 hrs)	+ 1 Day (per 4 hrs)
CSM Services	Not Included	Not Included	Not Included

*Quality Assurance and Project Management rate is adjusted to 50% of a retainer hour, so 2 QA or PM hours equals 1 production hour.

Ad-Hoc Requests

Arctic Leaf does not require clients to enter a retainer agreement for work requests to be accepted. If your team only needs an occasional update every quarter, or semi-annually, this option is available to you.

However, because our team's bandwidth is typically allocated a full quarter in advance, Ad-Hoc work request turnaround times cannot be guaranteed. We do keep a small number of hours open for unforeseen items that come up, but this priority is given to project and retainer-based work. The hourly rate for this type of request is not discounted because of the increased overhead costs involved.

Retainers / Priority Retainers

Our retainer model locks in a specified amount of bandwidth each month for clients at a discounted rate. For example, if you lock in a 6-month retainer, then we reserve resources in the amount of $15K for your project. This allows us to guarantee that the work can be performed.

Retainers are "use it or lose it," so we do recommend you only take on one that you expect to use. With this arrangement, you can expect that new work requests will be processed with priority and you only need to have a 3-day lead time for each 4-hour request, with one additional day per additional 4 hours of work.

Lastly, retainers automatically renew on a month-to-month basis after the end of the term. Once a retainer minimum term ends, we require a 60-day notice for cancellation.

NOTE: Retainer or not, it is assumed that any resource (once assigned) can perform up to 4 hours a day. So a 40-hour task will take 10 business days to complete after it is scheduled to be started. Please also note, we do base our delivery timelines off of when we receive the full scope and all assets.

ARCTIC LEAF

Rates & Packages

MAINTENANCE RATES

Ongoing Work - Annually

For those that prefer it, we offer annual retainers that are at a reduced rate. In this model, hours can be spread out over the course of the retainer term (i.e. flex between months during the term).

	Quarterly Retainer	Annual Retainer - A	Annual Retainer - B
Cost	$12,500 / Quarter	$50,000 / Year	$100,000+ / Year
Minimum Term	1 Year	1 Year	1 Year
Production Design, Development, Implementation, Content, Discovery	$185 hr	$180 hr	$175 hr
Quality Assurance	*50%	*50%	*50%
PM / Strategist / CSM	*50%	*50%	*50%
Scheduling Lead Time	3 Days	3 Days	3 Days
Delivery Schedule	+ 1 Day (per 4 hrs)	+ 1 Day (per 4 hrs)	+ 1 Day (per 4 hrs)
CSM Services	Quarterly Reviews	Quarterly Reviews	Quarterly Reviews

*Quality Assurance and Project Management rate is adjusted to 50% of a retainer hour, so 2 QA or PM hours equals 1 production hour.

DEDICATED RATES

Book One or More Resource(s)

If one of our retainer offerings is not sufficient for your needs, we also offer dedicated resources. Due to the nature of this type of engagement, please contact our solutions team for more information and rates.

EMAIL & SMS MANAGEMENT PACKAGES

Arctic Leaf has multiple options for annual email management work that is quoted by our Solutions team. These options typically vary by your business size and email marketing needs. Email campaigns and SMS campaigns can be interchanged as part of any management plan.

	Startup Plan	Growth Plan	Scale Plan	Enterprise Plan
Campaigns	50 Per Year	100 Per Year	100 Per Year	200 Per Year
Pop Ups	No	No	1 Custom Design Per Quarter	1 Custom Design Per Quarter
Custom Flow Assets	No	No	4 Assets Per Quarter	4 Assets Per Quarter
Custom Campaign Assets	No	No	1 Per Campaign	1 Per Campaign
New Flow Implementation	No	1 Per Quarter	1 Per Quarter	2 Per Quarter
Copywriting	Yes	Yes	Yes	Yes
Cost	$54,000 / Year	$72,000 / Year	$96,000 / Year	$120,000 / Year
Commitment	1 Year	1 Year	1 Year	1 Year

Email Management

Our expert content marketing team will craft, design, and execute your email campaigns and flows with custom copywriting, tailored to your brand's unique voice and tone. Our strategist will optimize and clean your subscriber list, ensuring maximum engagement and a higher ROI. Furthermore, you will receive monthly content calendars and detailed reports, providing valuable insights to help you stay on top of your email marketing game. This package can be customized based on your business goals and is available in four different tiers (startup, growth, scale, enterprise).

SMS Management

Our content marketing team will create, design, and implement your SMS campaigns with copywriting that captures your brand's essence. Our strategist will also optimize your SMS list, ensuring your messages reach your target audience at the right time, every time. Additionally, we provide monthly content calendars and detailed reports, allowing you to stay informed and ahead of the curve.

Social Media Management

Our content marketing team will create, design, and implement your social media posts with copy that reflects your brand's personality and values. We will handle any social media events, such as giveaways or contests, for you. Our strategist will optimize and track your subscriber activity, ensuring that your social media campaigns are achieving the desired results. Additionally, you will receive monthly content calendars and comprehensive reports. For more information on our Social Media Package options, see the Social Media Packages page.



STRATEGIST SERVICES

Our Strategist Services provide expert guidance and support for businesses looking to enhance their e-commerce web experiences, promotions, and merchandising and email campaigns. Our Solutions Consultant will work with you to determine your business needs and quote out a package. This service is typically chosen as an add-on to our web development services.

Estimate	
Strategist Rate	$125 hr

E-Commerce Strategy

Outsource your E-Commerce strategy to our team. We work with you to create unique ideas to market your products and services online. Strategists will create a monthly or seasonal Content Calendar based on your business goals. This package includes strategizing on product launches, merchandising optimization, loyalty programs, and promotions.

Email Strategy

Outsource your email marketing strategy to our team and we will help your brand effectively reach and engage with your audience through email campaigns and automation. We will meet with your team regularly to consult on strategy and optimize your reach through flow management strategy, segmentation, and A/B split testing.

ARCTIC LEAF

Rates & Packages

SOCIAL MEDIA PACKAGES

More than 4 billion people worldwide now use social media every month. According to Influencer Marketing Hub, that's a 53% penetration rate for the entire world's population. Beyond that, an average of 2 million people sign up to social networks every day. There is no better time than now to partner with an agency that understands the rapidly evolving social media world.

Arctic Leaf offers comprehensive social media marketing packages for Instagram, Facebook, Twitter, LinkedIn, and more. Through unique brand engagements, a strong social media strategy, and tailored content creation, we work together to bridge the gap between your brand and your audience.

	Starter Plan	Premium Plan	Elite Plan
Social Media Platforms	1 Platform • Client chooses the platform • Arctic Leaf will handle copywriting • Client provides design assets	2 Platforms • Client chooses the platforms • Arctic Leaf will handle copywriting	4 Platforms • Client chooses the platforms • Arctic Leaf will handle copywriting
Social Media Management	3-5 posts/week	5-7 posts per week across both platforms	10-12 total posts per week across all platforms
Custom Shareable Graphics	N/A	Maximum - 1 revision per post	Maximum - 1 revision per post 4-6 gifs per month
Strategy Development	Yes	Yes	Yes
Monthly Marketing Calendar	Yes	Yes	Yes
Monthly Analytics Report	Yes	Yes	Yes
Cost	$1,000 / Month	$2,000 / Month	$3,000 / Month
Commitment	6 months	6 months	6 months

NOTE: Designer Rate: $175/hour

RATES & PACKAGES FAQ

1. Do retainer hours roll over?

A: Budgets on monthly retainers do not roll over from month to month. For annual retainer packages (i.e. flex hours), hours may spread across the retained period. Basically, retained hours are valid for the pre-paid period whether monthly or annually.

2. How much is QA and Project Management time?

A: QA hours are equal to half of a standard retainer hour or $105/hour for any non-retainer QA work.

3. How much advance notice do I need to provide my account manager to guarantee my work can be started on time?

A: For every request our team requires 3 business days for the first four hours and 1 additional business day of notice for every additional four hours. For example, an 8 hour request requires 4 business days before work can be scheduled to start.

4. How many hours can you produce in one day?

A: The expected production is estimated at 4 hours per day.

5. What is the maximum amount of work I can request in a given month?

A: There is no maximum amount of work that can be requested but the only way work can be guaranteed to be completed in a month is to provide ample lead time. An 80 hour request would require a full month of lead time to produce in a single month following that lead time. Please see the table below for reference.

Request Size	Lead Time Required	Delivery Date	Total Time
< 4 hours	3 business days	+1 business day	4 business day
8 hours	4 business days	+2 business day	6 business day
20 hours	7 business days	+5 business day	12 business day
40 hours	12 business days	+10 business day	22 business day