

Content Packages – Schedule of Rates

Basic Content Package

per month USD 250 / AUD 330 / GBP 200 / EUR 200

3 x articles

You know what you want. You know your brand. You just don't have the time to write the articles. The perfect solution for a busy marketing manager who wants to outsource the writing but keep control of the content strategy.

Calendar & Content Package

per month USD 300 / AUD 400 / GBP 240 / EUR 240

3 x articles

1 hour consultation

You have a rough idea of the sort of content you want, but need help developing a coherent plan and a calendar. During the initial consultation, we work through your brand values and pillars, upcoming events, company structure and any other relevant information so that I can set up a calendar. We then work together to come up with a list of topics aligned with your brand. Includes up to 1 hour consultation meeting each month and 3 x articles.

Add-ons

+ social

per month USD 75 / AUD 100 / GBP 60 / EUR 60

Social media copy for each article for up to three channels of your choice (Twitter, LinkedIn, etc)

+ CMS upload

per month USD 75 / AUD 100 / GBP 60 / EUR 60

Sick of wrangling with WordPress? Nervous about working with Squarespace? With this add-on, your approved posts will be uploaded to your CMS (website) and formatted, including the sourcing of one appropriate picture, ready for you to just hit 'publish'.

+ additional article

per month USD 75 / AUD 100 / GBP 60 / EUR 60

Really want to ramp up your content? Add up to 5 additional articles per month.

+ rush article

per article USD 100 / AUD 130 / GBP 80 / EUR 80

Unexpectedly need another article? Need to respond to a current event or PR opportunity?
Additional articles are turned around in 1 – 3 days.

+ consultation

per hour USD 75 / AUD 100 / GBP 60 / EUR 60

Need to talk through your strategy or think about the future direction of your marketing? Let's chat.

What can you expect?

All articles are delivered on the last day of the month before they are due. For example, articles due to be published in February are delivered on or before 31 January.

An 'article' is a minimum of 500 words and a maximum of 800 words, depending on the topic.

Each article can include up to one interview with an expert or relevant person.

A reasonable number of revisions is included within 14 days of draft submission.