



## Checklist 5: Calculating Costs & Pricing Your Services

Project Name: \_\_\_\_\_

Date: \_\_\_\_\_

Yes No

*The cost and pricing rates for digital agencies vary and are influenced by factors such as the type of products and services rendered, operational costs, as well as software and equipment costs. Generally, the pricing model adopted should be able to cover the overall costs of operation, overhead expenses and services offered by your agency. Calculating your costs and pricing strategies prevents you from depleting your profit margins and further enables you to come with prices that are not only reasonable to your clients but that are able to maintain the agency's upkeep.*

### Office Expenses

- |   |   |                          |                          |
|---|---|--------------------------|--------------------------|
| 1 | Renting costs for the office space        | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Expenses associated with office utilities | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Office maintenance and supplies           | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Costs of office equipment                 | <input type="checkbox"/> | <input type="checkbox"/> |

Notes



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### Employment Expenses

5 Costs associated with salaries

6 Expenses to do with employment bonuses and insurance

### Production Expenses

7 Costs of task management software

8 The costs of marketing

9 Office productivity software and tools

### Professional Fees

10 Consider license and tax costs

11 Legal fees

### Variable Expenses

*Notes*



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12 Consider the costs of conference fees and directory listings

13 Costs of travelling and accommodation

### Pricing

14 Create packages for different levels of services rendered at a price

15 Consider setting monthly prices for the main marketing services rendered

16 Include additional products/services to upsell or cross-sell your packages

17 Include monthly pricing for individual marketing services offered

18 Use add-ons such as SEO and security for monthly optimization services

*Notes*