

INDEPENDENT DIGITAL MARKETING / 2026

Services & Pricing Guide

A clear overview of strategic, creative and performance-focused digital services.

MAKE YOUR BRAND
STAND OUT.

2026

BUILT AROUND YOUR BRAND

A clearer way to grow in digital.

I help brands develop stronger digital ecosystems through strategy, content, social media, website thinking, paid promotion and monetization. My approach combines international experience with practical, tailored solutions.

Any industry. One goal: make your brand stand out.

Because every brand has something worth saying. My job is to make sure it's seen the right way.

8+

YEARS OF EXPERIENCE

30+

INTERNATIONAL MARKETS

5+

INDUSTRIES

INDUSTRIES & AREAS OF EXPERIENCE

Media & Entertainment / Animation & IP Licensing / Publishing
Technology & SaaS / FMCG / Lifestyle

Strategic Consulting & Planning

Build a focused direction for your brand, channels, and next growth opportunities.

01

Digital Marketing Consultation

€200 / hour

Individual consulting session covering digital marketing, social media, website strategy, paid advertising, digital monetization, and business growth opportunities. Duration: 60 minutes.

02

Digital Marketing Audit

From €350

Comprehensive assessment of a brand's existing digital presence, communication channels, marketing performance, competitive positioning, and potential growth opportunities. Includes strategic recommendations for improvement.

03

Social Media Strategy Development

From €500

Development of a tailored social media strategy, including platform selection, target audience analysis, brand positioning, content pillars, communication approach, performance objectives, and KPIs.

04

Comprehensive Digital Strategy

From €600

Development of an integrated digital marketing strategy combining social media, website presence, content development, paid advertising, digital monetization, and performance measurement.

05

Content Strategy & Development Planning

From €400

Development of a structured content strategy, including content pillars, communication themes, recommended formats, editorial planning, publishing guidelines, and platform-specific recommendations.

06

International Market Expansion Strategy

From €600

Development of a digital market-entry and expansion strategy, including market prioritization, target audience assessment, platform selection, localization requirements, and territory-specific marketing recommendations.

INDICATIVE STARTING RATES • CUSTOM SCOPES QUOTED INDIVIDUALLY

Social Media Management & Growth

Thoughtful social media management, audience development, and collaboration with creators.

01

Social Media Management — Basic

From €1,000 / month

Ongoing management of social media channels, including content planning, publishing coordination, account administration, basic performance monitoring, and reporting. Up to 20 working hours per month.

02

Social Media Management — Extended

From €1,800 / month

Extended social media management, including multi-platform coordination, content strategy implementation, audience development, performance optimization, reporting, and ongoing recommendations. Up to 40 working hours per month.

03

Community Management

From €400 / month

Management and development of online communities, including audience engagement, comment and message moderation, community interaction, and monitoring of audience sentiment.

04

Social Media Growth & Optimization

From €350 / project

Performance assessment of existing social media accounts, identification of audience growth opportunities, content optimization, platform-specific recommendations, and development of strategies to improve engagement and reach.

05

Influencer Marketing & Partnerships

From €500 / project

Development and coordination of influencer marketing initiatives, including creator identification, campaign planning, collaboration proposals, partnership management, content coordination, and performance assessment.

INDICATIVE STARTING RATES • CUSTOM SCOPES QUOTED INDIVIDUALLY

Website Strategy & Digital Development

More effective digital destinations, from foundational architecture to conversion improvements.

01

Website Strategy & Architecture

From €500

Development of website strategy, information architecture, navigation structure, user journeys, functional requirements, content hierarchy, and analytics requirements to support business and marketing objectives.

02

Website Launch & Project Coordination

From €700

Strategic and operational coordination of website development and launch projects, including preparation of technical briefs, communication with development teams, implementation monitoring, content coordination, testing, and launch supervision.

03

Website Audit & Optimization

From €350

Assessment of an existing website's structure, user experience, navigation, content presentation, functionality, and conversion opportunities. Includes recommendations for improving website performance and usability.

04

SEO & Digital Visibility Audit

From €350

Assessment of website search visibility, content structure, keyword targeting, on-page optimization opportunities, and foundational SEO issues. Includes prioritized recommendations for improving organic discoverability.

05

Conversion Rate Optimization (CRO)

From €400

Analysis of website user journeys, conversion funnels, customer interactions, and potential barriers to conversion. Development of recommendations to improve user experience, engagement, and conversion performance.

INDICATIVE STARTING RATES • CUSTOM SCOPES QUOTED INDIVIDUALLY

Paid Advertising & Analytics

Connect the right investment with the right audiences, tracking, and performance insights.

01

Paid Advertising Campaign Setup

From €200 / campaign

Setup and configuration of an individual advertising campaign on Meta Ads, Google Ads, LinkedIn Ads, TikTok Ads, or Pinterest Ads. Includes basic targeting, campaign structure, budget allocation, and performance objectives.

02

Paid Advertising Strategy

From €400

Development of a paid media strategy, including platform selection, target audience definition, campaign objectives, budget allocation, recommended advertising formats, and performance KPIs.

03

Paid Advertising Management

From €400 / month

Ongoing monitoring, management, and optimization of paid advertising campaigns, including budget adjustments, audience targeting refinement, performance analysis, and regular reporting.

04

Digital Analytics & Reporting

From €300

Development of performance measurement frameworks, KPI identification, analysis of digital marketing results, preparation of performance reports, and actionable recommendations for optimization.

05

GA4 & Conversion Tracking Setup

From €350

Initial configuration of Google Analytics 4, essential event tracking, conversion measurement, and reporting requirements to support website and marketing performance analysis.

INDICATIVE STARTING RATES • CUSTOM SCOPES QUOTED INDIVIDUALLY

Digital Monetization & Business Growth

Turn digital ecosystems into structured, measurable growth and monetization opportunities.

01

Digital Monetization Audit

From €350

Assessment of existing digital assets, social media platforms, website traffic, audience engagement, and available monetization opportunities. Includes identification of potential revenue streams and recommendations for monetization development.

02

Digital Monetization Strategy & Setup

From €500

Development of tailored digital monetization strategies, including evaluation of available revenue channels, selection of suitable monetization platforms, configuration of eligible monetization tools, and recommendations for revenue optimization.

03

E-commerce Strategy & Optimization

From €500

Strategic assessment of online sales channels, including Shopify and Amazon, customer journeys, product visibility, digital marketing opportunities, conversion performance, and recommendations for improving online sales.

04

Digital Business Growth Consulting

From €800 / month

Ongoing strategic consulting focused on expanding a company's digital activities, identifying growth opportunities, developing new revenue channels, improving marketing performance, and supporting digital business development.

05

Fractional Digital Marketing Lead

From €1,800 / month

Part-time strategic leadership of a company's digital marketing activities, including marketing planning, digital strategy development, campaign supervision, coordination of internal teams and external contractors, performance monitoring, and ongoing business recommendations.

INDICATIVE STARTING RATES • CUSTOM SCOPES QUOTED INDIVIDUALLY

HOW WE CAN WORK TOGETHER

Let's make your brand stand out.

From a one-off strategic project to ongoing digital leadership, each engagement is shaped around your goals, timeline, and available resources.

PROJECT-BASED

Focused, clearly scoped assignments such as audits, strategies, campaign setup and website planning.

ONGOING SUPPORT

Monthly retainers for social media management, advertising optimization and digital growth consulting.

GOOD TO KNOW

- Prices are indicative starting rates in EUR and exclude applicable VAT.
- Final fees depend on scope, complexity, platforms, markets and deliverables.
- Advertising spend, software, production and third-party fees are separate.
- Platform monetization eligibility and specific business results are not guaranteed.

HAVE A PROJECT IN MIND?

Let's talk.

[OLGALASHWRITES.COM](https://olgalashwrites.com)