



Beginner Agency Blueprint

Frictionless Payment Schedule

ABOUT THIS SCHEDULE

This guide is designed to give new consultants a practical, frictionless way to price services for local restaurants. It outlines common packages, realistic ranges, and add-on options to help you confidently scope and present your offers.

The prices listed are **guidelines**, not hard rules. Your final rates should reflect:

- Local market conditions (NYC ≠ small-town Georgia)
- Business size, volume, and revenue
- Level of service, customization, or urgency
- Your skill level, time investment, and confidence
- Competition or saturation in the area

Use this as a reference point and not a ceiling or floor.

Over time, you'll get a feel for what the market will support, when to bundle, and how to increase your value.

Pro Tip: If you find a service easily selling with no push-back on price, you are likely under-charging.

Tiered pricing is presented in packages, as offering options is a proven method for booking deals on a scale.

Add-on pricing is also provided for one-off and extra services not included in any package.

STARTER TIER – \$307–397/month

Ideal for: New or slow-growth restaurants testing digital marketing

Includes:

- 8–10 social media posts/month
- 1 digital coupon offer
- Basic email follow-up (1 campaign or welcome series)
- Monthly report
- Setup fee: \$300–400

Position as: “Done-for-you visibility + traffic starter system”

GROWTH TIER – \$497–697/month

Ideal for: Busy clients looking to scale repeat business

Includes:

- 12–15 social posts/month
- 2 digital coupon offers
- Email + SMS campaigns (2–3 per month)
- Customer list growth tracking
- Loyalty campaign setup
- Setup fee: \$450–550

Position as: “Growth engine + retention strategy”

GOLD TIER – \$991–1,191/month

Ideal for: High-traffic establishments needing full automation and coverage

Includes:

- 20–25 posts/month + reels
- 3–4 active coupon campaigns
- Full email/SMS automation system
- Loyalty & referral integrations
- Geo-targeted engagement
- Setup fee: \$568–700

Position as: “Your outsourced growth department”

DIAMOND TIER – \$1,603–1,997+/month

Ideal for: Multi-location or dominant independents aiming to outpace competitors

Includes:

- All Gold tier services
- Paid ad management (Facebook + Google Local)
- Local PR/media outreach
- Competitive intel & benchmarking
- VIP reporting & strategy calls
- Setup fee: \$750–1,000

Position as: “Own your market”

ADD-ON SERVICES

STRATEGY & CONSULTING

- Monthly strategy call (outside of plan): \$150–250/call
- One-time marketing audit (site + socials + offers): \$250–450
- Competitive analysis & local opportunity report: \$300–500

CONTENT & MEDIA CREATION

- Photo shoot (products, staff, interiors): \$300–600
- Short-form video content (3 reels/TikToks): \$250–400
- Branded templates (IG stories, promos, menus): \$100–250
- Custom seasonal social content pack: \$150–300

WEBSITE & TECH SETUP

- Landing page or promo page setup: \$150–250/page
- Website refresh/update (non-rebuild): \$300–500
- Online ordering or booking integration: \$250–400
- Chatbot setup for lead capture or FAQs: \$200–350

CAMPAIGNS & SYSTEMS

- Google Business Profile optimization: \$150–300
- Review generation system (email/SMS): \$100–200/mo
- Birthday club setup (email/SMS automated): \$150–250
- Loyalty card or digital punch pass setup: \$200–350
- Referral offer system (trackable): \$150–250

EMAIL & SMS EXPANSIONS

- Monthly holiday/event promo pack (3–4 emails): \$150–300
- Advanced segmentation & behavior triggers: \$200–350
- Custom SMS flash campaign (single): \$75–125
- Abandoned booking follow-up system: \$150–250

PAID MEDIA / ADVERTISING

- Facebook/Instagram ad setup (1 campaign): \$250–400
- Google Local Service Ad setup: \$200–300
- Local influencer outreach coordination: \$200–400
- \$100–500/month ad spend management fee (optional tier)

BRANDING & DESIGN

- Logo design or refresh: \$350–700
- Menu redesign (print + digital): \$300–600
- Table tent or promo flyer design: \$100–250
- Email signature/banner pack: \$75–150

AUTOMATION & CRM

- CRM setup with tagging & automation flows: \$250–500
- Customer tagging + trigger workflows: \$150–350
- Missed-call text-back automation: \$100–200
- Google Sheets → CRM data pipeline: \$200–300