

Smart Chart

Your business is ready to grow, but you need an expert to guide the way.

How do you find the right partner to match your project needs, and at what cost?

From independent contractors to agencies of all types, we know you have plenty of options for a partner. Finding a perfect fit is no small task. We created this chart to bring clarity to your options and provide insight to guide your selection.

	AMOUNT OF WORK		
	FREELANCER	CLAO	LARGE AGENCY
BRAND IDENTITY	\$500-\$2,500	\$500-\$2,500	\$10,000+
BRAND STRATEGY	\$1,500-\$6,000	\$2,000-\$5,000	\$10,000-\$40,000
WEBSITES	\$2,500-\$5,000	\$2,000-\$6,000	\$50,000+
MARKETING STRATEGY	\$3,000-\$6,000	\$6,000-\$10,000	\$10,000-\$40,000
	PERFECT FOR: <ul style="list-style-type: none">PERSONAL PROJECTSSMALL STARTUPS	PERFECT FOR: <ul style="list-style-type: none">WELL FUNDED STARTUPSSMALL TO MEDIUM BUSINESSES	PERFECT FOR: <ul style="list-style-type: none">FORTUNE 500LARGE BUSINESSES

This chart is meant to be a resource to assist you in your selection of an agency partner. Keep in mind that costs for service can fluctuate beyond the suggested ranges, depending on the overall scope of the project and deliverables.