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	☐	☐
2	Expenses associated with office utilities	☐	☐
3	Office maintenance and supplies	☐	☐
4	Costs of office equipment	☐	☐
	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	☐	☐

Notes

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Professional Fees

10 Consider license and tax costs ☐ ☐

11 Legal fees ☐ ☐

Variable Expenses

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

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