

pygeon[®]

MARKETING PRICELIST 2025

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GUERRILLA MARKETING (ADD-ONS)

Pygeon was born from a simple belief that creativity can change the world. We use design, marketing, and strategy to help good businesses grow not just for profit but for purpose. When your brand succeeds, your community does too.

OUR MISSION

20% PLEDGE FOR PURPOSE

WE'VE COMMITTED 20% OF EVERY PROFIT TO FUTURE COMMUNITY PROJECTS
THAT CREATE REAL OPPORTUNITY AND LONG-TERM IMPACT.





OUR GUARANTEE

LET'S KEEP IT REAL. WE HELP YOU BUILD YOUR BUSINESS, YOU HELP US BUILD
OUR MISSION, AND TOGETHER WE HELP PEOPLE WHO NEED IT MOST.

MARKETING & ADVERTISING



PAID ADS PER CAMPAIGN (ONE-OFF PAYMENT)

LEAD GENERATION GOOGLE / META / WEBSITE Capture high-quality leads through targeted ad funnels	\$800 – \$1500
BRAND AWARENESS META / TIKTOK / YOUTUBE Boost visibility and reach new audiences	\$700 – \$1,200
WEBSITE TRAFFIC GOOGLE / META / TIKTOK Drive visitors to your website and increase conversions	\$600 – \$1,000
SALES & CONVERSIONS GOOGLE SHOPPING / META Product-focused campaigns perfect for eCommerce	\$1,000 – \$2,000
SOCIAL GROWTH FACEBOOK / INSTAGRAM / TIKTOK Grow your brand trustability with Likes & Follows	\$400 – \$800+
SEO & RETARGETING CAMPAIGNS GOOGLE / META / YOUTUBE Re-engage warm audiences and boost organic ranking	\$700 – \$1,500
EVENT OR LAUNCH CAMPAIGNS META / YOUTUBE / LINKEDIN Maximize exposure and attendance for events	\$1,000 – \$2,000



MARKETING & ADVERTISING

PAID ADS (MONTHLY MANAGEMENT)



STARTER (CHOOSE UP TO 3 CAMPAIGNS)

\$1500

Multi-platform management (Google, Meta, TikTok), strategy sessions, A/B testing, SEO & conversion optimization, bi-weekly reports.

GROWTH (CHOOSE UP TO 5 CAMPAIGNS)

\$2500

Full campaign management, funnel strategy, content creation, landing pages, weekly reporting, and growth meetings.

UNLIMITED CAMPAIGNS

\$6,000 – \$10,000

Dedicated marketing manager, automation integration, CRM sync, creative production, SEO, and monthly analytics reviews.



MARKETING & ADVERTISING



GUERRILLA MARKETING CAMPAIGNS

MURALS / CHALK / HIGH-TRAFFIC POSTERS / INSTALLATIONS \$1,000 – \$25,000+

Creative public visuals that spark attention and local buzz.

UGC / VIRAL / COMMENT HIJACKS \$800 – \$2,500+

Organic-style social engagement campaigns designed to trend.

POP-UP EVENTS (TENT, BANNER, STAFF) FROM \$6000 PER DAY

Full event setup with signage, brand reps, and live engagement.

DM / EMAIL / TEXT CAMPAIGNS \$500 – \$1,500

Direct, personalized outreach to drive engagement and action.

LIVE / PUBLIC DEMONSTRATIONS / AWARENESS STUNTS FROM \$4000 PER DAY

Bold, high-visibility stunts or demos for maximum awareness.

WORD-OF-MOUTH SEEDING \$1,000 – \$3,000+

Organic buzz creation through influencer or community activation.

FAKE NEWS / HOAX CAMPAIGNS (SATIRICAL / SAFE PR ONLY) \$2,000 – \$5,000+

Attention-grabbing storytelling campaigns for media virality.

DONATION / LOCAL COLLABORATIONS PR \$500 – \$2,000+

Purpose-driven community partnerships to build goodwill and visibility.



MARKETING & ADVERTISING



GUERRILLA MARKETING (ADD-ONS)

PHOTO & VIDEO CAPTURE

FROM \$500

On-site content creation for socials and ads.

PERMITS & COUNCIL APPROVAL

FROM \$200

Handling of legal permissions and site access.

PROPS & INSTALLATION MATERIALS

FROM \$300

Custom signage, visuals, or creative builds.

LOCAL INFLUENCER

VARIES (QUOTE-BASED)

COLLABORATION

Amplify campaigns via local content creators.

GLOBAL INFLUENCER

VARIES (QUOTE-BASED)

COLLABORATION

Amplify campaigns via global/international content creators.

GEO-TARGETED DIGITAL BOOST

FROM \$500

Pair with digital ads for extended reach.



All guerrilla marketing campaigns by Pygeon comply with Australian laws and community standards. We focus on creativity, innovation, and positive engagement. Our work does not involve any illegal activity, property damage, or public nuisance. Every activation is approved, temporary, and respectful of people, property, and place.



LET'S WORK TOGETHER!

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CREATE REAL OPPORTUNITY AND LONG-TERM IMPACT.*