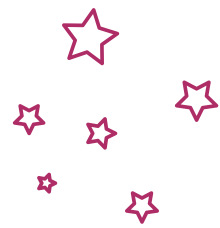


Retainer Rate Card

MAVERICK MARKETING & WEB IS A DIVISION OF MAVERICK DIGITAL SA



The Maverick Retainer



How Our Retainers Work

Our retainers are built using **modular services** that can be combined to create a **stack** tailored to your needs.

Each module addresses a specific part of your e-commerce engine. From technical stability and discoverability, to conversion, retention, and decision-making. Modules can be stacked together to form a complete, integrated retainer, rather than a one-size-fits-all package.

Page 9 is a summary of our stack and then we include recommended stacks based on common needs, but the final retainer is always built around what will best support your growth.

5.0 ★★★★★ out of 206 reviews

// "We were looking for a turn-key easy solution for our new online store. Melissa and her team not only created a beautiful site but also guided us through all the business decisions and helped in setting up all the integrations required. I cannot imagine that we could have done it without them! Their ongoing maintenance and analysis of the website ensures that the business has growth from strength to strength. We did not know much about online shopping, but Melissa has pushed us to constantly develop for the benefit of our customers and the business. Thank you."

TurfAg

// Maverick Marketing & Web did an outstanding job building my new website. They not only captured my brand vision perfectly but also seamlessly migrated my online store, set up shipping, and social and ensured everything runs smoothly. The process was professional, stress-free, and efficient, and the final site is both stylish and easy to use. I highly recommend their services!

Rush Resort

// Melissa and her team at Maverick Marketing are incredible. Their approach is robust, quick and seamless and we would highly recommend them!

The Beauty Group

// "Working with Melissa and the Maverick Marketing team is an absolute pleasure. They delivered our website rebuild on time and with exceptional attention to detail. Their dedication was evident in every interaction, no task was too small or too complex. They consistently went above and beyond to ensure we achieved the results we envisioned. We're incredibly grateful for their professionalism, support, and unwavering commitment throughout the project. Melissa has an extensive knowledge of e-commerce and provides valuable out of the box thinking."

Howelling Toys

// Maverick Marketing & Web understood our requirements from the beginning, and designed and set up the website 100% to our satisfaction. Their ongoing assistance and support is excellent. I would highly recommend them as a preferred Shopify Partner.

Communica

// "We've been working with Melissa from Maverick Marketing for a couple of years now, not only did she set up our website, but she offers ongoing support. What really stands out is the support. I highly highly recommend!"

Fashion World

// "Melissa and her team built our Shopify site and really brought our vision to life. The process was thorough, and they were incredibly helpful every step of the way, even when we had lots of questions. She continues to provide insight and industry and business expertise. We're really happy with the final result and would definitely recommend them to other businesses."

HomeCraft Spares

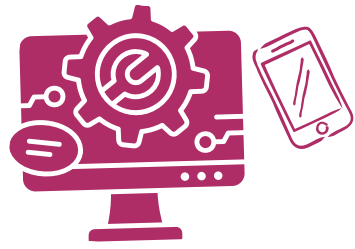
// Thank you so much! We rely on Melissa and the team for support on all levels, and everything from our website to our design looks absolutely amazing. I really appreciate the time, effort and expertise Melissa adds to every project.

Amanzi

// After attempting to make contact with approximately 5 different service providers unsuccessfully, I finally got hold of Melissa and the experience from the 1st call has been stellar. Usually I am the one following up on progress but this time around I was kept in the loop constantly regarding progress, leaving me with a clear mind to actually do what I need to do, which is run my business. Highly recommended. Melissa is a star.

Wetton Hardware

Expert Support Module



Objective: This module is our foundational service built to guide you with expert support and maintain your online store, platform, or digital presence with consistent advice, support and updates.

This retainer provides the expertise to protect the structural and operational health of your digital ecosystem.

Includes **expert support** such as the following:

- ✓ Expert advice
- ✓ Shopify updates
- ✓ App installations + setups
- ✓ Theme updates
- ✓ Fixing errors + conflicts
- ✓ Troubleshooting
- ✓ Store configuration updates
- ✓ Collection updates
- ✓ Inventory/variant adjustments
- ✓ Minor integrations
- ✓ Menu/navigation improvements
- ✓ Basic notifications

Custom development, feature builds, and large-scale changes are excluded and quoted separately

→ **Module ES1**

R3 000

/month for ± 3 hours

→ **Module ES2**

R5 000

/month for ± 6 hours

→ **Module ES3**

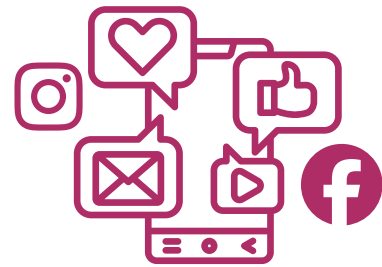
R8 000

/month for ± 10 hours

Pairs well with

Website Optimisation and **Social Marketing Modules**

Social Marketing Module



Objective: This module builds and manages your social channels as demand and discovery surfaces, ensuring your brand is visible, credible, and conversion-ready at the moments customers research, compare, and decide.

This module is designed for brands that need social platforms to function as search and discovery channels, not just content feeds.

Pairs well with:

Website Optimisation and **SEO & AI Optimisation Modules**

Includes **Social Marketing** such as the following:

- ✓ Monthly content strategy
- ✓ Design of assets (static & video)
- ✓ Copywriting for posts
- ✓ Resizing for platform formats
- ✓ Posting on your behalf
- ✓ Monthly content calendar
- ✓ Light data analytics
- ✓ Platform setup

Paid (SM2 & SM3):

- ✓ Paid advertising on platform of choice
- ✓ Budget allocation

Work is planned monthly based on priorities, platforms, and complexity. Output varies accordingly.

→ **Module SM1**

R5 000

/month for ± 6 hours
**Organic only*

→ **Module SM2**

R10 000

/month for ± 12 hours
**Can include paid*

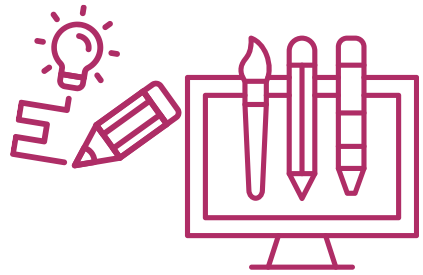
→ **Module SM3**

R15 000

/month for ± 18 hours
** Can include paid*

***all fees exclude social spend**

Graphic Design Module



Objective: This module produces the visual assets that power your marketing, communications, and digital presence, from social content and e-mailers to website graphics and brand collateral. It is designed for businesses that need consistent, on-brand creative output to support active campaigns, product launches, and channel growth.

Includes **Graphic Design Assets** such as the following:

- ✓ Design of assets
- ✓ Logo design
- ✓ Social Media posts
- ✓ Brochures
- ✓ E-mailers
- ✓ Website graphics
- ✓ Resizing for platform formats

Graphic design work can be done on an ad-hoc basis when required. The going rate is R950 per hour.

→ Module **GD1**

R3 000

5 assets
*3 revisions

→ Module **GD2**

R5 000

10 assets
*3 revisions

→ Module **GD3**

R8 000

15 assets
*3 revisions

Pairs well with:

Email Marketing and **Social Marketing**

Email Marketing Module



Objective: This module builds and manages automated and campaign-based email flows designed to convert intent into revenue, recover abandoned sales, and increase customer lifetime value across the customer journey.

This service is for when you want to capture, convert, and retain customer demand through automated flow systems that directly impact revenue, repeat purchase, and lifetime value.

Pairs well with:

Graphic design and **SEO & AI Optimisation Modules**

Includes **Email Marketing** such as the following:

- ✓ Email design
- ✓ ESP set-up
- ✓ Abandoned cart flows
- ✓ Browse abandonment
- ✓ Post-purchase sequences
- ✓ Review requests
- ✓ Replenishment reminders
- ✓ Win-back campaigns
- ✓ Promotional campaigns tied to stock, margin, or seasonality
- ✓ B2C and B2B email campaigns

Email activity is planned monthly based on business priorities, lifecycle gaps, and performance. Not all flows or campaigns run simultaneously.

→ **Module EM1**

R5 000

/month for ± 6 hours

→ **Module EM2**

R10 000

/month for ± 12 hours

→ **Module EM3**

R15 000

/month for ± 18 hours

***all fees exclude third party apps and ESP costs**

SEO & AI Optimisation



Objective: This module optimises your website and product data so your brand can be easily found across search engines and AI-driven platforms when customers search, compare, and make decisions.

It focuses on organising your site and content clearly so search engines and AI tools can understand, trust, and surface your brand correctly.

Pairs well with:

Data & Insights and **Website Optimisation**

Includes **SEO & AI Optimisation** such as the following:

- ✓ Reviewing & improving site structure
- ✓ Optimising product pages & collections
- ✓ Improving page titles & descriptions
- ✓ Structuring product and business information
- ✓ Fixing search engine impediments
- ✓ Supporting content improvements
- ✓ Monitoring performance
- ✓ Keyword analysis
- ✓ AI prompt suggestions

SEO & AI optimisation is most effective when applied consistently over time. For most businesses, SAO2 or higher is recommended to see meaningful impact.

→ **Module SAO1**

R5 000

/month for ± 6 hours

→ **Module SAO2**

R10 000

/month for ± 12 hours

→ **Module SAO3**

R15 000

/month for ± 18 hours

***fees include SEO analysis tools**

CRO & Website Optimisation



Objective: This module optimises your website to support active marketing campaigns and improve conversion, ensuring landing pages, product flows, and checkout are aligned with how customers arrive, browse, and buy.

It focuses on making practical changes driven by data insights and campaign needs, so your site converts more effectively without full rebuilds or redesigns.

Includes **Website Optimisation** such as the following:

- ✓ Designing landing pages for campaigns
- ✓ Building product bundles or offers
- ✓ Aligning key pages with campaigns
- ✓ Improving product page layout & CTAs
- ✓ Optimising checkout flow, trust signals, and payment options
- ✓ Making data-informed improvements
- ✓ Coordinating site changes with active marketing activity and campaigns
- ✓ Improving on-site customer journeys from landing to checkout

→ **Module WO1**

R5 000

/month for ± 6 hours

→ **Module WO2**

R10 000

/month for ± 12 hours

→ **Module WO3**

R15 000

/month for ± 18 hours

***all fees exclude third party apps**

Pairs well with:

Social and Email Marketing and **Data & Insights**

Data & Insights



Objective: This module builds and maintains a central data dashboard that brings together the key information needed to understand, manage, and grow your e-commerce business.

It provides a clear, reliable view of performance so informed decisions can be made across marketing, conversion, and operations.

Pairs well with:
All modules

Includes Data & Insights

such as the following:

DI1 - Is the business healthy?

- ✓ A view of overall store performance and trends
- ✓ Visibility into revenue, traffic, and conversion
- ✓ Indicators of issues affecting growth & performance
- ✓ A simple, reliable snapshot for day-to-day decisions

DI2 - Where is performance being won or lost?

- ✓ Breakdown of marketing & channel performance
- ✓ Visibility into flow from visit to purchase
- ✓ Insight into cost efficiency
- ✓ The ability to identify what is working, what is not, and why

DI3 - What should we do next & why?

- ✓ Deep insight into customer behaviour
- ✓ Visibility into margin, retention, and long-term value
- ✓ Trend and cohort views to support forecasting
- ✓ A decision-making view designed to guide strategy

→ **Module DI1**
R7 500

build (once-off fee)
R3 000/month

→ **Module DI2**
R15 000

build (once-off fee)
R5 000/month

→ **Module DI3**
R25 000

build (once-off fee)
R8 000/month

***all fees include tokens & analysis software**

The Maverick Retainer Stack

Graphic Design Module

This module produces the on-brand visual assets that power your marketing, communications, and digital presence, from social content and e-mailers to website graphics and brand collateral

- **GD1 - R3 000** 5 assets *3 revisions
- **GS2 - R5 000** 10 assets *3 revisions
- **GD3 - R8 000** 15 assets *3 revisions

Website & CRO Module

This module optimises your website to support active marketing campaigns and improve conversion, ensuring landing pages, product flows, and checkout are aligned with how customers arrive, browse, and buy.

- **WO1 - R5 000** Website optimisation ± 6 hours
- **WO2 - R10 000** Website optimisation ± 12 hours
- **WO3 - R15 000** Website optimisation ± 18 hours

Email Marketing Module

This module builds and manages automated and campaign-based email flows designed to convert intent into revenue, recover abandoned sales, and increase customer lifetime value across the customer journey.

- **EM1 - R5 000** Email marketing ± 6 hours
- **EM2 - R10 000** Email marketing ± 12 hours
- **EM3 - R15 000** Email marketing ± 18 hours

*all fees exclude third party apps and ESP costs

Data & Insights Module

This module builds and maintains a central data dashboard that brings together the key information needed to understand, manage, and grow your e-commerce business.

- **DI1 - R3 000** Data & Insights + Report
- **DI2 - R10 000** Data & Insights + Report
- **DI3 - R15 000** Data & Insights + Report

SEO & AIO Module

This module optimises your website and product data so your brand can be easily found across search engines and AI-driven platforms when customers search, compare, and make decisions. **SAO1 offers you the baseline for SEO, however SAO2 is the recommended minimum.*

- **SAO1 - R5 000** SEO & AI optimisation ± 6 hours
- **SAO2 - R10 000** SEO & AI optimisation ± 12 hours
- **SAO3 - R15 000** SEO & AI optimisation ± 18 hours

Social Marketing Module

This module builds and manages your social channels as demand and discovery surfaces, ensuring your brand is visible, credible, and conversion-ready at the moments customers research, compare, and decide.

- **SM1 - R5 000** Social channels ± 6 hours *organic only
- **SM2 - R10 000** Social channels ± 12 hours *can include paid
- **SM3 - R15 000** Social channels ± 18 hours *can include paid

*all fees exclude social spend

Expert Support Module

This module is our foundational service built to maintain your online store, platform, or digital presence with consistent expert support and implementations.

- **ES1 - R3 000** Expert support ± 3 hours
- **ES2 - R5 000** Expert support ± 6 hours
- **ES3 - R8 000** Expert support ± 10 hours

Answers to common questions



→ How do I know which retainer is right for my business?

Most clients don't choose a stack on their own. We recommend a retainer after a short discussion to understand your business, goals, constraints, and budget. The stack can be adjusted as priorities change.

→ Can I customise a retainer stack

Yes. The recommended stacks are starting points. Modules can be added, removed, or scaled up or down to suit your needs.

→ Do you guarantee results?

No. We focus on building the systems, structure, and execution required for sustainable growth. Outcomes depend on many factors, including product, market, pricing, and competition.

→ Is there a contract or minimum commitment?

Yes. Most retainers require a minimum 3-month commitment to ensure meaningful momentum and continuity. For best results, we typically recommend a 6-month engagement. After the initial commitment, retainers run month-to-month unless otherwise agreed.

→ Do Retainer hours rollover?

No. Retainers operate in monthly cycles with defined deliverables. Unused time does not roll over, which allows us to plan capacity and maintain consistent quality. Additional work can be added as an add-on if needed.

→ Can I upgrade or downgrade my retainer?

Yes. Upgrades can happen at any time. Downgrades require 30 days' notice to allow for planning and resourcing.

→ Can I pause my retainer?

No. Retainers cannot be paused due to capacity planning. You may cancel with 30 days' notice after your minimum commitment period.

→ Is content included in all retainers?

No. Content creation is included in specific modules only. Email and Social Marketing include content creation. SEO & AI Optimisation focuses on structure, optimisation, and guidance rather than ongoing content production.

→ Do you manage paid advertising

Yes, within the Social Marketing module at the appropriate tier. Ad spend is always excluded from retainer fees.

We manage Meta, (Instagram, Facebook), as well as TikTok, LinkedIn and Pinterest.

We do not manage Paid Google advertising at this stage.

→ Do you offer monthly reporting

Yes, through the Data & Insights module. Reporting is tied to dashboards and insights, not static reports.

→ Who will I be working with?

You'll work with the Maverick team, led by a senior strategist. Work is allocated based on the modules in your retainer to ensure the right expertise is applied where it matters.

→ What are ad-hoc requests?

Ad-hoc support refers to work outside your agreed retainer scope or hours. Examples include urgent fixes, unexpected issues, or one-off improvements. Ad-hoc work is billed at standard hourly rates.

→ How do I log support requests


All support requests are logged through our Support Dashboard. This ensures transparency, tracking, and accurate reporting.

→ How do I pay

Payment is simple. We accept EFT and credit card payments. Monthly billing or recurring subscriptions can be set up for the duration of your retainer.

→ How do I get in touch?

 support@maverickmarketing.co.za

 +27 68 398 7241