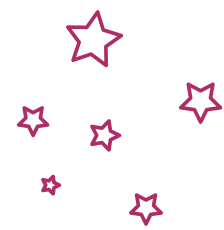


Retainer Rate Card

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 12 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

A Broadcast to anyone looking to migrate their website to Shopify - Maverick is genuinely the best!

Maverick has understood Sodastream's unique challenges and has been able to tailor solutions to ensure Sodastream website is competitive on a global stage.

Extremely efficient when working with external partners. Insuring logistics, warehousing, pay gates etc plug ins work and are best fit.

From start to finish Maverick has been professional, transparent and shown genuine care for our Sodastream brand.

At face value these kinds of migrations look straight forward but the deeper you get into the builds the more snags you come across, and the more development work is required. Maverick's team has taken genuine interest in problem solving to get the best website product over the line. Not just ticking a box but making sure the customer journey is still seamless & friction free.

THANK YOU MAVERICK

SodaStream

Maverick Marketing are quite literally the best agency I have ever worked with. From website design, creatives, videos to high end technical data for SEO, J-SON/Schema; their entire team are the most professional and world class in their positions.

I have worked with Maverick for just about two years and it has been nothing short of exceptional. Melissa and her team are as I said, world class. It is difficult to find such an agency that cares just as much about your business, as you do. It is not only the care about your business, but also the care that goes into every detail of your website and marketing.

Maverick Marketing are without a doubt, the first choice for any business!

Nexa Audio

Beyond exceptional service, excellent communication. Awesome team.

Triple Orange

Highly Skilled, very efficient and a pleasure to work with

Anonymous

Melissa from Maverick Marketing has done amazing work with my company. She understood our brand and key points and managed to put those into a clear and concise lay out for our shopify store. The quality and timeline she works on are very efficient and she goes beyond the call of duty to ensure that our store is functioning optimally.

Anonymous

Very knowledgeable, highly reliable and excellent service.

Frances Edwards

Melissa and her team at Mavericks is absolute experts in how they guide and build your e-commerce solution.

Phillip Martins

Maverick Marketing saved us! Melissa took on our complicated website half way through its development and helped us launch our dream site in a few weeks. She was super knowledgable and efficient. Thank you Melissa!

JoyJoy Shoes

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 is 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. There ongoing assistance and support is excellent I would highly recommend them as 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

*"Thank you so much Melissa and team. You provided us with great work on the website build
You created a beautiful website
You continue to provide great service
You make amazing social media posts and paid campaigns
Thanks for the great work!"*

Modern4U

"Maverick Marketing is amazing . The service we get from Melissa is beyond compare . She has been incredible in assisting us with our site . We strongly recommend Melissa to all our fiends and suppliers ."

Interspares

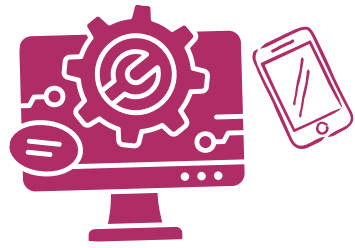
"Melissa has a good understanding of the Shopify eco system and provides the service that we require efficiently, professionally and to a very high standard."

Anonymous

"I have been using Maverick Marketing for a number of years now and have found them absolutely instrumental in the marketing of my business. Their advice and service has been superb."

Mark Fuhr

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**

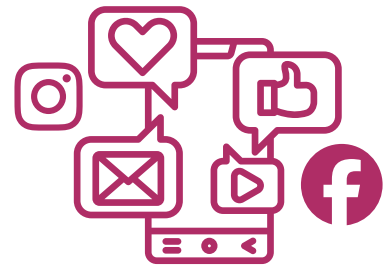
R8 000

/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.

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**

Pairs well with:

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

Google Ads Module



Objective: This module builds and manages your Google Ads presence – Search, Shopping, and Performance Max campaigns – connecting your store to customers who are actively searching to buy, and turning that intent into qualified traffic and sales.

This module is designed for brands ready to compete for high-intent search and shopping placements, where paid visibility is often the difference between being found and being invisible at the moment a customer is ready to purchase.

Includes **Google Ads Management** such as the following:

- ✓ Campaign strategy & structure (Search, Shopping, Performance Max)
- ✓ Budget allocation & bid strategy management
- ✓ Merchant Center feed health & product data optimisation
- ✓ Conversion tracking & attribution setup
- ✓ Keyword research & search term monitoring
- ✓ Ad copy & asset creation
- ✓ Ongoing optimisation based on performance data
- ✓ Monthly performance reporting

→ **Module GA1**

R15 000

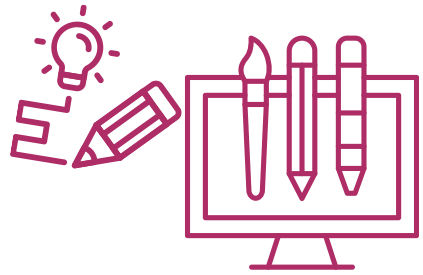
For all Google Ads campaigns

***all fees exclude Google Ads spend**

Pairs well with:

Social Marketing, SEO & AI Optimisation Modules and **Website Optimisation Modules**

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.

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**

Pairs well with:

Data & Insights and **Website Optimisation**

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)
R10 000/month

→ **Module DI3**
R25 000

build (once-off fee)
R15 000/month

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

The Maverick Retainer Stack

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**
- **ES2 - R5 000**
- **ES3 - R8 000**

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** * organic only
 - **SM2 - R10 000** * can include paid
 - **SM3 - R15 000** * can include paid
- *all fees exclude social spend

Google Ads Module

This module builds and manages your Google Ads presence - Search, Shopping, and Performance Max campaigns - connecting your store to customers actively searching to buy.

- **GA1 - R15 000**

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

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**
- **SAO2 - R10 000**
- **SAO3 - R15 000**

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**
- **WO2 - R10 000**
- **WO3 - R15 000**

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**
- **EM2 - R10 000**
- **EM3 - R15 000**

*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**
- **DI2 - R10 000**
- **DI3 - R15 000**

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 manage Google in partnership with our affiliate company.

→ 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

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 / maverick@maverickmarketing.co.za

 +27 68 398 7241