

2024

Multimedia Rate Card



Here's what I offer to help you create engaging and impactful content.

CONTENT PACKAGES

PREMIUM (ALPHA)

A

Designed for businesses seeking strategic, results-driven content.

- Content audit of client platforms
- Advanced content strategy co-development
- 15 x Social media posts (3 platforms/accounts)
- Customised, integrated monthly content calendar
- Up to 3 x Up-to-1000-word content pieces (diverse formats)
- 3 x Custom blog banners (if applicable)
- Up to 3 short-form audio-visual edits
- 1 x In-depth infographic (design & content) with social media description
- Analytics & reporting
- Advanced CMS integration with SEO optimisation
- Community management (combined 4+ hours/week)

R10k

STANDARD (BETA)

B

Caters to businesses looking for a comprehensive content strategy.

- Content audit of client platforms
- Basic content strategy co-development
- 2 x Up-to-800-word content pieces
- 3 x Custom blog banners (if applicable)
- 1 x Simple infographic
- 10 x Social media posts (2 platforms/accounts)
- Up to 2 short-form audio-visual edits
- Monthly content calendar with social media descriptions
- CMS integration with basic SEO optimisation
- Community management (combined 3 hours/week)

R7.5k

ESSENTIALS (CHARLIE)

C

Ideal for solopreneurs or businesses starting their online presence.

- Content audit of client platforms
- 1 x 500-word content piece (blog or website)
- 5 x Social media posts (1 platform/account) inspired by/repurposed from blog/web copy (case studies, infographics, carousels)
- Monthly basic content calendar
- Community management (1 hour/week)
- Basic CMS integration

R3.5k

CONTENT POWER-UPS

COMPLEX VIDEO EDITING

- Multi-camera editing
- Motion graphics & animation
- Sound design & audio mixing

PODCAST EDITING

- Interview editing
- Intro/Outro creation & music integration
- Level normalisation & mastering

CONTENT QUALITY MANAGEMENT

- Style guide development & adherence
- Content review & fact-checking
- Brand voice & tone consistency

eLEARNING COURSE CREATION

- Academic & Editorial development
- Interactive element development
- LMS integration (optional)

CONTENT TRANSLATION

- Copy translation
- AI-powered audio-visual translation
- Quality management in EN, FR, PT, af

THE FINE PRINT

ALPHA: This package offers more flexibility for revisions during the initial editing round. However, extensive revisions exceeding this scope may be subject to additional fees.

BETA: One additional round of edits for copy and multimedia content within the project's scope is included. Further revisions exceeding this may incur additional charges.

CHARLIE: Additional rounds of edits for copy and multimedia content may be billed at an hourly rate.

A LA CARTE RATES: Need something specific? I offer hourly, daily, and per-project rates for my services - get in touch!

I ENCOURAGE YOU TO CONTACT ME FOR A FREE CONSULTATION TO DISCUSS YOUR SPECIFIC CONTENT NEEDS AND RECOMMEND THE BEST PACKAGE FOR YOU!