

Social media pricing worksheet

Hours, rate, tools, margin. Work through it once per package and your price becomes defensible. From the guide at pallyy.com/blog/social-media-management-pricing.

1. Cost out one month of service

Count the real hours for a typical client on this package. Most people undercount community management and reporting.

Task	Hours a month	Your hourly rate	Subtotal
Content planning and creation (captions, graphics, short video)			
Scheduling, approvals and revisions			
Community management (comments, DMs, reviews)			
Monthly report and client call			
Other (shoots, ads, strategy time)			
Labour cost			
Tools per client (scheduler, design, stock media)			
Overhead share (10% to 15% of labour)			
Margin (20% to 30%)			
Floor price for this package	Round up to a package price		

2. Build the package menu

Differentiate on things clients understand. Name the middle tier you want them to pick.

	Starter	Growth (recommended)	Full
Monthly price			
Platforms			
Posts a month			
Content creation			
Community management			

Approvals			
Reporting and meetings			
Not included			

3. Add-on price list

Whatever you charge, write down what happens when the client asks for more. With a listed price, the answer is "that's an add-on".

Add-on	Typical 2026 range	Your price
Additional platform	\$250 to \$400 a month	
Extra revision round	\$75 to \$150	
Short video edit beyond the package	\$150 to \$300 each	
Same-day or weekend posting	\$100 per request	
Paid ads management	15% of spend, \$500 minimum	
Additional location or sub-brand	\$300 to \$600 a month	
Social media audit (one-off)	\$300 to \$1,500	
Strategy document (one-off)	\$1,000 to \$5,000	

4. Reference rates

Who's doing the work	Monthly retainer per client	Hourly rate
Freelance social media manager	\$500 to \$2,500	\$25 to \$150, most \$35 to \$75
Small agency (1 to 5 people)	\$1,000 to \$5,000	\$75 to \$150
Established or full-service agency	\$3,000 to \$15,000+	\$150 to \$300+

5. Rate review checklist

- Review pricing every 12 months. Next review date: _____
- Raise for new clients first; existing clients get 90 days' notice, a reason tied to results, and a date.
- If scope has grown since the quote, talk about scope first and price second.
- Publish a "from" price on your website to filter mismatched leads.
- Present two options in every proposal: the recommended package and one alternative.

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