

Agency Retainer Examples | Sheet 1

This sheet compares two example agency retainers for the early creation steps including service-selection, cost calculation, and delivery frequency to clients.

Examples on cost- and value-based retainer pricing can be found in Sheet 2. Watch the videos on finding the optimal retainer profit margin for greater context prior to reviewing the examples in Sheet 2.

Agency Retainer Examples | Sheet 1

Determining services.

<p>EXAMPLE AGENCY 1</p> <p>A content-focused retainer with 12 services.</p>	<p>Define the Standard Inbound Services that will allow you to attract, convert and close new business as a HubSpot Partner.</p>			
	<p>Attract</p>	<p>Buyer Persona Development Keyword Research Blogging</p>	<p>Website Design On Page SEO Link Building / Off Page SEO</p>	<p>Social Publishing Social Ad Management PPC</p>
	<p>Convert</p>	<p>Campaign Creation & Management Individual Content/Offer Creation Landing Page Creation</p>	<p>CTA & Conversion Path Building Social Discovery & Prospecting Retargeting</p>	
	<p>Close</p>	<p>Email Marketing Lead Nurturing and Automation Sales Coaching</p>	<p>CRM Implementation Integration Management Ongoing CRM & Data Maintenance</p>	
	<p>Manage</p>	<p>Monthly ROI Reporting Weekly Performance Reporting Campaign Performance Reporting</p>	<p>Monthly Strategy / Review Meetings Weekly Check-ins</p>	

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Determining services.

<p>EXAMPLE AGENCY 2</p> <p>An attract-focused retainer with 9 services.</p>	<p>Define the Standard Inbound Services that will allow you to attract, convert and close new business as a HubSpot Partner.</p>			
	<p>Attract</p>	<p>Buyer Persona Development Keyword Research Blogging</p>	<p>Website Design On Page SEO Link Building / Off Page SEO</p>	<p>Social Publishing Social Ad Management PPC</p>
	<p>Convert</p>	<p>Campaign Creation & Management Individual Content/Offer Creation Landing Page Creation</p>	<p>CTA & Conversion Path Building Social Discovery & Prospecting Retargeting</p>	
	<p>Close</p>	<p>Email Marketing Lead Nurturing and Automation Sales Coaching</p>	<p>CRM Implementation Integration Management Ongoing CRM & Data Maintenance</p>	
	<p>Manage</p>	<p>Monthly ROI Reporting Weekly Performance Reporting Campaign Performance Reporting</p>	<p>Monthly Strategy / Review Meetings Weekly Check-ins</p>	

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Calculating Effective Hourly Cost.

EXAMPLE AGENCY 1 The agency's higher average employee salary effects their hourly cost.	Calculate Effective Hourly Cost	
	Avg. Employee Salary	\$50,000
	Est. Hourly Cost	\$24
	Avg. Utilization Rate	60%
	Adj. Hourly Cost	\$40
	Plus Est. Overhead	30%
	Effective Hourly Cost	\$52

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Calculating Effective Hourly Cost.

EXAMPLE AGENCY 2 The agency's lower average employee salary and fewer services offered will factor into their retainer's cost.	Calculate Effective Hourly Cost	
	Avg. Employee Salary	\$50,000
	Est. Hourly Cost	\$24
	Avg. Utilization Rate	60%
	Adj. Hourly Cost	\$40
	Plus Est. Overhead	30%
	Effective Hourly Cost	\$52

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Hourly Service Breakdown — HubSpot recommended hours for Attract-stage services.

Attract		
1-2 HRS	Optimizing website pages	Web
3-4 HRS	Publishing fully optimized blog post <i>Research, writing, optimizing, and publishing</i>	Blog
3-4 HRS	Link building <i>Research, reaching out to others</i>	SEO
1-2 HRS	Keyword research	SEO
3-4 HRS	Buyer persona development <i>Research and adding into your marketing software</i>	RESEARCH
1-2 HRS	Social media publishing <i>Facebook, Twitter, LinkedIn</i>	SOCIAL MEDIA
1-2 HRS	Attract & Convert: Social monitoring	SOCIAL MEDIA
3-4 HRS	Ad development <i>More traditional PPC - Adwords, Facebook, LinkedIn</i>	ADVERTISING
1-2 HRS	Ad campaign management <i>More traditional PPC - Adwords, Facebook, LinkedIn</i>	ADVERTISING

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Hourly Service Breakdown — HubSpot recommended hours for Convert-stage services.

Convert		
3-4 HRS	Creating a conversion path for an offer <i>Creating and publishing CTA, LP, TYP, Follow Up Email</i>	OFFERS
15+ HRS	Creating a top of the funnel (TOFU) offer <i>Research, design, content writing</i>	TOFU OFFERS
<1 HRS	Convert & Close: Social inbox management	SOCIAL MEDIA

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Hourly Service Breakdown — HubSpot recommended hours for Close-stage services.

Close		
1-2 HRS	Marketing automation setup	NURTURING
<1 HRS	List segmentation	
1-2 HRS	Optimizing website pages	WEB OPTIMIZATION
15+ HRS	Creating a bottom or middle of the funnel offer <i>Research, design, content writing</i>	MOFU & BOFU OFFERS
1-2 HRS	Composing/Creating an email to send	EMAIL

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Hourly Service Breakdown.

EXAMPLE AGENCY 1	Service	Monthly		
		Hours	\$ / Hour	\$ to Deliver
The agency feels confident in offering as many as 12 services. It will cost them \$5000 / month to break even.	Buyer Persona Development	4	\$83	\$333
	Keyword Research	2	\$83	\$167
	Website Design	5	\$83	\$417
	On Page SEO	5	\$83	\$417
	Blogging	24	\$83	\$2,000
	Campaign Creation & Management	2	\$83	\$167
	Landing Page Creation	3	\$83	\$250
	CTA & Conversion Path Building	4	\$83	\$333
	Individual Content/Offer Creation	5	\$83	\$417
	Email Marketing	2	\$83	\$167
	CRM Implementation	1	\$83	\$83
	Monthly ROI Reporting	3	\$83	\$250
Delivery Cost - 12 Services		60 hours	\$83.33/hr	\$5,000

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Hourly Service Breakdown.

EXAMPLE AGENCY 2	Monthly			
	Service	Hours	\$ / Hour	\$ to Deliver
The second agency is including services they're staffed to offer while making sure not to under-charge.	Buyer Persona Development	4	\$52	\$208
	Keyword Research	2	\$52	\$104
	Website Design	5	\$52	\$260
	On Page SEO	5	\$52	\$260
	Blogging	24	\$52	\$1,250
	PPC	5	\$52	\$260
	Landing Page Creation	3	\$52	\$156
	CTA & Conversion Path Building	4	\$52	\$208
	Individual Content/Offer Creation	5	\$52	\$260
	Delivery Cost - 9 Services	57 hours	\$52.08/hr	\$2,969