



Online Marketing Plans

Someone to do the posting, for Australian small business

August 2026
All prices in AUD

You take the photos. We write them up and put them where your customers are — Facebook, Instagram, LinkedIn, your Google Business Profile and your own website. **Every plan is month to month, with no lock-in contract.**

MOST POPULAR

Starter

Start posting without it becoming a job

\$275 / month inc GST

(\$250 ex GST) · month to month

Best for: a business that has never posted and wants a steady, honest presence

- ✓ About two posts a week
- ✓ Any two channels, plus your website
- ✓ The words written from what you send
- ✓ Up to three small website changes a month
- ✓ A summary each month of what went out

Standard

Look active, and answer people properly

\$550 / month inc GST

(\$500 ex GST) · month to month

Best for: a business with regular work worth showing and customers who comment

- + **Everything in Starter, plus:**
- + About four posts a week, across any four channels
- + Graphics made from your own photos
- + One longer piece a month — a job story, an FAQ, a rewritten service page
- + Replies to comments and Google reviews, drafted for you to send
- + Up to six small website changes a month

Full

Everywhere you are, every weekday

\$825 / month inc GST

(\$750 ex GST) · month to month

Best for: a business where the work photographs well and there is plenty of it

- + **Everything in Standard, plus:**
- + About one post every weekday, on every channel
- + Short vertical video cut from clips you send
- + Google Business Profile properly looked after
- + A monthly email built from the month's posts
- + A content plan agreed a month ahead, and a monthly call

What you get	Starter	Standard	Full
Posts a month	8	16	24
Channels	Any 2	Any 4	All five
Post copy written from what you send	✓	✓	✓
Posted to your website's updates page	✓	✓	✓
Shared drive set up and managed	✓	✓	✓
Monthly summary of what went out	✓	✓	✓
Graphics made from your photos	—	✓	✓
A longer written piece each month	—	✓	✓
Replies to comments and reviews, drafted	—	✓	✓
The platforms' own numbers, one page a month	—	✓	✓
Short vertical video from a clip you send	—	—	✓
Google Business Profile looked after	—	—	✓
Monthly email built from the month's posts	—	—	✓
Content plan agreed a month ahead, monthly call	—	—	✓
Small website changes included	3 / month	6 / month	As needed
Paid advertising (not offered on any plan)	—	—	—
Per month (inc GST)	\$275	\$550	\$825
Per month (ex GST)	\$250	\$500	\$750

More than one location or brand, higher volume, or a channel we don't normally do? That's a custom plan — tell us what you need and we'll price it on the same plain terms.



Most small business websites are rented — the content lives in a platform you pay monthly to keep. **We don't build those.** Everything we make is plain, open-source code in your own account, and **we write the words for you in every build.**

MOST POPULAR

Basic

Exist online properly, without a project

\$550 from, inc GST

(\$500 ex GST) · quoted before we start

Best for: a business with no site, or one that hasn't been touched in years

- ✓ Up to five pages
- ✓ The copy written from your material
- ✓ Mobile first, fast, accessible
- ✓ A contact form that emails you
- ✓ Titles, descriptions, sitemap, Google Business Profile linked

Standard

A site that does some of the selling

\$1,650 from, inc GST

(\$1,500 ex GST) · quoted before we start

Best for: a business whose website has to work, not just prove it exists

- + **Everything in Basic, plus:**
- + Laid out for your business, not dropped into ours
- + Copy from a 45-minute conversation, which reads noticeably better
- + A news or updates section
- + Structured data, so Google understands what you do

Bigger builds

More structure, or joined to what you run

Quoted

Scoped in writing, or hourly at \$181.50 inc GST

Best for: more pages, more structure, or a site that has to talk to another system

- ✓ More pages, more structure
- ✓ Joined to a system you already use
- ✓ Bookings and payments where they're an embed

What you get	Basic	Standard	Bigger
Pages	Up to 5	Up to 12	As scoped
The words written for you	Your material	An interview	✓
Design	Our layout	Laid out for you	Custom
Fast and readable on a phone	✓	✓	✓
Accessible — screen readers, focus, contrast	✓	✓	✓
Contact form that emails you	✓	✓	✓
Titles, descriptions, sitemap	✓	✓	✓
Google Business Profile linked up properly	✓	✓	✓
News or updates section	—	✓	✓
Structured data	—	✓	✓
Hosting set up in your own account	✓	✓	✓
The code, handed over — yours to keep	✓	✓	✓
Typical time from your material landing	About 2 wks	3–4 weeks	Quoted
From (inc GST)	\$550	\$1,650	Quoted
From (ex GST)	\$500	\$1,500	Quoted

Prices are a starting point, not a quote — what moves them is page count and structure. You'll have the number in writing before anyone starts.

After it's live

Small changes as they come up — a price, a photo, opening hours, a new staff member — are **included in a marketing plan from \$275 a month**, alongside the posting. Or pay hourly when something needs doing, at **\$181.50 inc GST**. There's no third option where you pay monthly for nothing to happen.

One honest note: because these sites are built as code rather than in a page builder, **you can't log in and edit one yourself**. That's the trade for a site that loads instantly and can't be broken by a plugin update. If editing it yourself matters more, say so early and we'll tell you straight whether we're the right people.

1

We set up a shared drive

One folder, on your phone. Five minutes, and you'll never think about it again.

2

You drop things in

A photo, a bit of video, a voice note or a sentence. You don't have to write anything that sounds like marketing.

3

We turn it into posts

Written up properly and put where your customers will see it — your channels, and your own website.

4

You approve month one

So you can hear whether it sounds like you. After that we get on with it and send a summary.

Where we post — and where we don't

The five: Facebook · Instagram · LinkedIn · your Google Business Profile · your own website.

That's the whole list, and it's deliberate. Those five are where your customers are, and they're the five we're genuinely good at.

We don't do TikTok, YouTube or X. They're a different craft, and doing them badly would cost you more than not doing them at all — so we'd rather say so now than take your money for it.

What "small website changes" means

Text, images, prices, opening hours, a new staff member, or a new photo on a page that already exists.

New pages and new features are a separate job and we quote them before we start — or \$181.50 an hour inc GST if you'd rather see the meter.

If we didn't build your site we'll need access to it, and there are platforms we won't be able to work in. We check that before you sign up, not after.

What about SEO?

Honestly: most of what helps a small business get found is in these plans already — a fast, properly structured website, a Google Business Profile that's actually looked after, real content about real jobs, and reviews answered promptly.

What we won't do is sell you a ranking. **We don't promise positions, and we'd be suspicious of anyone who does** — nobody controls Google's results.

What no plan or pack covers

- **Paid advertising.** No Google Ads, no boosted posts, no ad spend billed through us. Every plan is organic — your work, shown to the people already following you.
- **Promises about leads, followers or rankings.** Nobody honest can make them. We tell you what we'll do and we do it.
- **Inventing your content.** If nothing comes through the drive for a fortnight, nothing goes out. We'll chase you once. We won't make things up to fill a calendar.
- **Sending replies as you.** Where a comment or review needs answering we draft it and send it to you. You decide what your business says.
- **Photography, video production, logo and brand design.** We work with what you have and tell you honestly when the pictures are the thing holding it back.
- **Online shops, member areas and logins.** A different kind of job and a permanent obligation, so we don't take it on.

The arrangement, plainly

- **Month to month on the plans.** No lock-in, no exit fee, no notice period. Change plan or stop any month.
- **You own all of it.** The code, the domain, the hosting account, the social accounts and the content — in your name, from the first day. If you leave, you change one password and everything stays where it is.
- **Website builds are fixed-scope and quoted in writing** before anything starts, and never repriced mid-job.
- **You can't log in and edit an Astro-built site yourself.** That's the trade for a site that loads instantly and can't be broken by a plugin update — changes come to us instead, included in a plan or hourly. If editing it yourself matters more, say so early and we'll tell you straight whether we're the right people.
- **You don't have to be an IT support client.** Both of these stand on their own.
- **Pricing is current at August 2026** and reviewed periodically; you'll always get notice before anything changes.

Not sure which fits? Tell us what you've got and what you're trying to do. We'll recommend honestly — including telling you when the cheaper option is genuinely enough, or when neither of these is what you need.