

# Idyllic Pricing Guide



## BRANDING

### Full Brand Identity

Starting from \$6,900  
+GST

A complete brand identity covering strategy, voice, and visuals, defining your purpose, audience, tone, and personality, then bringing it to life through logos, colours, typography, and supporting graphics, all wrapped in a clear brand guidelines document. The foundation of your business personality.

### Brand Expansion

Starting from \$4,900  
+GST

Extending on an existing foundation. For those who are already happy with their logo but need a slight tweak or a stronger system around it, this is where the real magic happens. We build out the full personality, positioning, and identity guidelines so your brand isn't just recognisable, it's unforgettable.

### Brand Rebrand

Starting from \$6,900  
+GST

A full rebrand isn't about walking away from who you are, it's about showing a journey of who you become. We dig deep into your existing identity, understand what your current customers love, and use that as the launchpad for something bolder, sharper, and built for where you're heading next. Same DNA. Whole new energy.

Please note this is just a sample of the services we offer. Enquire for more info.

## DESIGN

### Business Card

Starting from \$550  
+GST

Business cards designed to make a good first impression. Includes one round of amendments. Excludes printing costs and is based on one set per person (single personnel). Additional team members from \$85+GST.

### Social Media Templates

Starting from \$1300  
+GST

Custom Canva social media templates designed to help you show up consistently and stand out online. Includes up to 4 story templates, 8 post templates, and a simple guide to keep everything on-brand. Requires an existing brand guide.

### Company Overview

Starting from \$1500  
+GST

A bold, thoughtfully designed company booklet that clearly communicates what makes you different. A tangible piece to leave a lasting impression, across digital and print. Print costs excluded.

Please note this is just a sample of the services we offer. Enquire for more info.

## WEBSITE

### Brochure Website

Starting from \$5,900

A custom-designed brochure-style website built within Squarespace — giving you a polished, on-brand online presence without the complexity. Clean, considered, and built to perform, it includes essential setup, basic SEO, and redirects.

### Shopify Website

Starting from \$10,900  
+GST

A Shopify website build focused on getting your store set up, styled, and ready to sell. Includes the full build-out with up to 2 rounds of amendments, along with essential SEO setup and redirects.

### Custom Website

Starting from \$9,900  
+GST

A fully custom-coded website built from the ground up to turn heads and set you apart. This is a true showstopper, crafted by our developer to match your brand and deliver seamless functionality. Includes design and development, up to 2 rounds of refinements, plus essential SEO setup and redirects.

Please note this is just a sample of the services we offer. Enquire for more info.

idyllic.





# Idyllic Pricing Guide

## MARKETING

### Marketing Year Plans

Starting from \$3200  
+GST

Need direction on where your marketing should go? We spend two hours in a workshop understanding your business and working through your goals before completing a full-year marketing plan for your business. And an easy-to-follow guide.

### Various Project Work

Starting from \$1,900  
+GST

Just need a few ads to run yourself or want us to create some automated email marketing campaigns so you can make money while you sleep? We can do all sorts of one-off marketing projects to help move the needle.

### Your Marketing Team

Starting from \$2900  
+GST per month

This is Idyllic as your internal marketing department every month. We come in and manage everything for you, so you don't have to worry about a thing. Your direct access to our full team of specialists all working to make sure you cut through the noise.

Please note this is just a sample of the services we offer. Enquire for more info.

## VIDEO/PHOTO

### Simple Photoshoot

Starting from \$1800  
+GST

Just need some photos for your website? Our lite Photoplan includes 1 hour of shooting time and editing a library of 25+ photos. Everything you need to get the shots to make your website more human.

### Promo Film + Content

Starting from \$4,500  
+GST

A structured content shoot designed to create a mix of photos, videos and reels for social media or website use. Includes planning, production, and edited deliverables ready to post. This is done in bulk to give you a library to work with for your business.

### Full Content Production

Starting from \$7,500  
+GST

A full-scale production setup for storytelling, campaigns, or high-volume content creation. Designed for maximum output across video and photo formats.

Please note this is just a sample of the services we offer. Enquire for more info.

## TRAINING

### 6-Month Digital Marketing Coaching

Starting from \$900  
+GST RBP Registered course

A 6-month coaching course to build and improve your online marketing. Covers target audience strategy, Google Ads, email marketing automation, social media growth, and data analysis to improve performance and ROI. Delivered via Zoom or in-person (Taranaki). Customised to the topics your business needs most.

### Social media & marketing Basic Course

Starting from \$1,200  
+GST RBP Registered Course

A condensed training course focused on building confidence in key areas of digital marketing. Topics may include Facebook and Instagram Ads, Google Ads, email marketing, website optimisation, and creating an effective marketing plan.

### AI Cohort Training

Starting from \$4800  
+GST

A three-course training on how to use AI in your business to be more efficient and save time in your week. This is a cohort-style training, so you will be in a group with a couple of others to support each other and hold each other accountable as you set up systems to get back more of your time.

Please note this is just a sample of some of the courses we offer. We offer over 10+

idyllic.

