

Pricing Guide

Thank you for requesting our pricing guide.

It's no secret that business owners tend to be multitasking superstars, wearing dozens of different hats as required and tackling a massively diverse set of challenges.

But at the Virtual Administrator, we've learned that doing it all on your own can not only get pretty lonely, it can also prevent you from focusing on the things you're best at.

We believe that all business owners deserve the support and perspective they need, so they don't have to feel like they're alone.

To bring that conviction into the real world, we created a business that prioritises clarity and efficiency when it comes to digital systems and communications, bookkeeping, and design services.

We were driven to do this because we learned that many business owners struggle to find the time, creativity or understanding necessary to get through all the different items on their to-do list.

We know that most people who run their own businesses are just looking for someone reliable and efficient to support them as they grow their business.

That's why The Virtual Administrator provides our clients with tailored services that result in fresh ideas, flexibility and the freedom to grow

Virtual Administrator

Pricing Guide as at: 23 June 2020

"Absolutely awesome! Goes above and beyond, flexible and adaptable to needs. I cannot praise enough! I would always be using Rachel to assist my business."

Paige West - NeuroTouch

Monthly Service Plans

****No GST**

Starter Plan - \$60.00 Per Hour (\$300 per month)

- 5 hours per month.
- Invoiced on the 1st of every month, due by the 20th.
- Fixed agreement. (2-month notice for cancellation)

Standard Plan - \$55.00 Per Hour (\$550 per month)

- 10 hours per month.
- Invoiced on the 1st of every month, due by the 20th.
- Fixed agreement. (2-month notice for cancellation)

Casual/Ad-Hoc Plan - \$65.00 Per Hour (\$130 - \$650)

- From 2 to 10 hours per month at a casual rate per month.
- Invoiced on the 1st of every month, due by the 20th.
- No fixed agreement

Sorted Plan - \$50.00 Per Hour (\$750 per month)

- 15 hours per month.
- Invoice on the 1st of every month, due by the 20th.
- Fixed agreement. (2-month notice for cancellation)

Projects from Menu

E-Newsletters \$165 per month

- 1 x newsletter Via your business Mailchimp account
- Content and images agreed upon
- Subject to be suggested by client

Email Signature Design \$89.00 per signature

- Email signature designed
- Editable
- \$29.00 per extra signature

Logo Design (templated) \$310

- Templated logo design
- Three designs will be presented to choose from
- Two rounds of iterations (eg colour or font or wording changes)
- The final logo will be exported in all formats (including transparent background and sent digitally)

Business Card Design \$210

- Designed business card
- Two changes
- Print files provided

*Excludes Printing - If you would like us to organise printing, this will be additional.

Website Design (Rocket spark) \$899

- Select from one of three template designs.
- Fill out the questionnaire to provide: written content for each section of website, branding colours, any imagery you would like to be used, contact information.
- Provide logo and domain information/login.
- We can source high-quality beautiful stock images - but these may not be unique to you.
- Website will be created in Rocketspark.
- Website login will be provided to you to input credit card details in order for the site to go live.
- One round of iterations. Any additional iterations will be charged at \$65 per hour.
- Training on using Rocketspark and making edits and additions will be provided.

Note: Content writing is not included in this package. Content must be provided by you. Hosting fees will be approx. \$39 per month plus GST paid directly to Rocketspark.

Website Content Revision Package \$299

- Revision and proofing of website written content
- Provide written content for each section of each page.
- This will be professionally reviewed, revised and proofed before adding to your website.

- If the content provided is not already at a suitable level, we reserve the right to decline this package and suggest the Basic Package.
- No iterations.

Basic Website Content Writing Package (5 pages) \$459

- Content writing - basic
- Provide basic information on the business and services via questionnaire.
- A content writer will create written content for all website sections based on the information provided.
- Content will be shown to you for approval before adding to your website.
- One round of iterations.

Facebook page setup \$129

- Fill out the questionnaire to provide: company details, contact details, opening hours, a short bio of company, website link, an action for the button on the page, any other images or information that you would like displayed.
- Provide an image for the profile picture.
- Provide an image for the cover image.
- Advise personal Facebook account you would like account connected to (for us to add).
- We will input all information to Facebook and create a business page.

Facebook, Instagram and Twitter setup \$299

- Provide an image for profile photo and the cover image you would like for all platforms (Instagram does not allow cover image).
- Fill out the questionnaire to provide: company details, contact details, opening hours, short bio of the company, website link, any other images or information you would like displayed.
- Advise personal Facebook account you would like account connected to (for us to add them).
- We will input all information to Facebook and Instagram to create business pages and connect them to each other. We will also create the Twitter account.
- One round of iterations/changes to each social account's page.

Facebook cover image and profile image creation \$259

- Fill out the questionnaire to advise: Illustration style or photo, branding

colours, any tag line/saying you would like, masculine or feminine, examples you like, your brand feel/personality, any symbols or icons that reflect your brand.

- Provide your logo.
- Three designs will be created and presented to you.
- One round of iterations.
- Final images will be exported as JPG/PNG and sent digitally and uploaded to the Facebook page if we have created it.

Creation of weekly social media posts \$299 - \$599

- Fill out the questionnaire to advise: Brand feel/personality (fun, quirky, educational, professional, casual etc), the mood for posts, any requests for types of posts e.g. tips/questions/sharing blogs, branding colours, any helpful links or other relevant information.
- Provide logo and logins to your social platforms you would like posted to (you may have any of Facebook, Instagram, Twitter, LinkedIn). Or add us as admin to your Facebook page.
- We will create content, unless otherwise specified by you.
- 1 x post per week (4 posts) for a month \$299
- 2 x post per week (8 posts) for a month \$599

Mailchimp Account Setup Basic \$199

- Basic account setup.
- Can also include importing contact list(s) and connecting to social media accounts.
- Your contact details, social media accounts and email lists to be provided by you.
- You will be required to validate your account via email.



"Rachel was excellent to work with, she took control of our social media marketing during our busiest time of year and did a fantastic job of engaging our customers and keeping them up to date with our latest products and promos. Rachel brought so much initiative and creativity to the table along with her great time management, communication and organisational skills, her input was just what we needed."

Stacey Bax - Angels Lingerie & Boutique