

THE AUTHENTIC BENEFIT

COMPARING PRICING AND SERVICES TO A FREELANCER OR TRADITIONAL AGENCY MODEL



FREELANCERS

Freelancers offer flexibility and cost savings, and may be right for very small organizations or to fill a niche role. But choosing a freelancer may also require you to contract with, provide oversight of, and coordinate several different contractors to meet all of your needs

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WHO

Freelancers are 1-person entities. You work directly with the designer, but they have no support staff. It's estimated that 40% of the workforce will be contractors by 2020.¹

WHAT

Generally, freelancers focus on 1 or 2 specialty areas. This lets them become experts with deep knowledge, but may also require you to hire additional freelancers for a campaign.

HOW MUCH

54% of freelance designers charge between \$60-\$100/hr for graphic design. 43% charge between \$80-\$120/hr for web design. Most do not offer strategy. Regional rates vary.²



AUTHENTIGE

Authentige is a branding and creative group dedicated to partnering with values-driven organizations. Our collaborative freelancer model brings together experienced experts to help you discover your authentic brand, (and manage the process) without the price tag of an agency.

\$+

WHO

3 core members who like to collaborate. We've worked in both agency and corporate settings, leading branding efforts for start-ups and multi-million dollar corporations.

WHAT

We know where we offer you the greatest impact. Our expertise lies in research, branding, design, and web development. We add partners only when you need them.

HOW MUCH

Our hourly rates are simple: \$75/hr for design, \$85/hr for web development, and \$100/hr for strategy. We prefer project pricing and offer rate discounts for some retainers.



AGENCIES

A good agency can be a valuable asset for some businesses. But for most, organizations, especially small and/or growing ones, the added costs offset any benefits. Pricing is often higher due to expensive office space, salaries for larger staff, and employee benefits and perks.

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WHO

One benefit of working with an agency is a staff with a broad range of expertise. But agencies have an 18.5% turnover rate, and 51% use freelancers for at least some work.³

WHAT

Agency services can vary widely. Some large global agencies offer comprehensive services, while digital or smaller boutique agencies have a more narrow offering.

HOW MUCH

Hourly rates for both graphic design and web design vary between \$75-\$150/hr or more. The average agency combined hourly rate (includes strategy) is \$194/hr.⁴

¹ Source: Bureau of Labor Statistics

² Source: Bonsai (<https://www.hellobonsai.com/freelance-rates/>)

³ Source: HubSpot Agency Pricing Report 2016

⁴ Source: HubSpot Agency Pricing Report 2016 and Credo (<https://www.getcredo.com/digital-marketing-industry-pricing-survey/>)



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