

DIAJEM DIGITAL

AI-Powered Digital Marketing Agency

Service Pricing Guide

Confidential — Prepared for Your Review

Build Smart. Scale Fast. Own Every Channel.

London · Leeds · New York · Lagos

hello@diajemdigital.com

diajemdigital.com | +44 7919 530 383

Welcome to Diajem Digital

Thank you for your interest in working with Diajem Digital. This document outlines our full service offering, pricing tiers and everything you need to make an informed decision about growing your digital presence.

We are a full-service, AI-powered digital marketing agency with offices in London, Leeds, New York and Lagos. We work with ambitious businesses of every size — from early-stage startups to established brands.

This pricing guide is confidential and prepared specifically for your review. All prices are subject to a brief scoping conversation to ensure the right package is matched to your specific needs.

How Our Pricing Works

Every service is offered across three tiers — **Starter, Growth and Pro** — so you can begin at the right level and scale as you grow. Monthly retainers operate on a 30-day rolling basis with no lock-in. Project-based work is quoted at a fixed price agreed before we begin.

All prices shown are exclusive of VAT. Ad spend for paid advertising is paid directly by the client to the platform and is not included in our management fees.

01. Paid Ad Campaigns

Precision-targeted campaigns on Meta, TikTok, Instagram and Google — managed end to end. Pixel setup, audience targeting, creative strategy, A/B testing and reporting.

Management fee only. Ad spend is paid directly to the advertising platform by the client.

	Starter		Pro
Monthly Management Fee	£200/mo	£450/mo	£900/mo
Platforms Managed	1 platform	2 platforms	All platforms
Ad Spend Managed	Up to £500	Up to £2,000	Unlimited
Campaign Setup & Targeting	✓	✓	✓
A/B Testing	Basic	Advanced	Full
Retargeting Campaigns	—	✓	✓
Lookalike Audiences	—	—	✓
Reporting Frequency	Monthly	Bi-weekly	Weekly
Dedicated Account Manager	—	—	✓

02. Website Builds

We build every type of website — from clean informational sites to full e-commerce stores, dropshipping platforms and print-on-demand shops. Every build is mobile-first, SEO-optimised and fully owned by you.

Informational & Business Websites

	Starter		Pro
Fixed Price (from)	£150	£650	£1,800+
Pages	Up to 5	Up to 10	Unlimited
Custom Design & Branding	Basic	Full	Premium
Mobile Responsive	✓	✓	✓
SEO Setup & Analytics	✓	✓	✓
Blog / News Section	—	✓	✓
Booking / Enquiry System	—	✓	✓
API Integrations	—	—	✓

E-Commerce Websites

	Single Product Line		Multi Line + APIs
Fixed Price (from)	£550	£1,200	£2,500+
Products Loaded	Up to 50	Up to 200	Unlimited
Payment Gateway	✓	✓	✓
Inventory Management	Basic	✓	Advanced

	Single Product Line		Multi Line + APIs
Supplier API Integration	—	—	✓
Custom Product Filters	—	✓	✓
Discount & Coupon System	—	✓	✓
Ongoing Maintenance	Add-on	Add-on	Available

02. Website Builds (continued)

Dropshipping Websites

Fully loaded dropshipping stores with products sourced from your chosen suppliers, integrated and ready to sell. Includes a launch marketing plan and strategy.

	Starter		Pro
Build Fee (one-off)	£650	£1,200	£2,500
Products Loaded	Up to 30	Up to 100	Unlimited
Supplier Integration	1 supplier	Up to 3	Unlimited
Branded Store Design	✓	✓	✓
Payment Gateway	✓	✓	✓
Marketing Plan Included	Basic	✓	Full strategy
Ongoing Management	£150/mo	£300/mo	£550/mo
Product Updates	Monthly	Weekly	Daily

Print on Demand Websites

Fully integrated print-on-demand stores connected to POD suppliers. We design the products, set up the store and connect everything so orders fulfil automatically.

	Starter		Pro
Build Fee (one-off)	£650	£1,200	£2,500
Products Designed	Up to 10	Up to 30	Unlimited
POD Supplier Integration	1 supplier	Up to 3	Unlimited
Branded Store Design	✓	✓	✓
Payment Gateway	✓	✓	✓
Mockup Photography	Basic	✓	Premium
Ongoing Management	£150/mo	£300/mo	£550/mo

03. Social Media Management

Full social media management — content strategy, caption writing, AI-powered graphics, Reels scripts, scheduling and community management.

	Starter		Pro
Monthly Fee	£180/mo	£380/mo	£700/mo
Platforms Managed	1	2	Up to 4
Posts Per Month	8	16	30+
Content Calendar	—	✓	✓
Caption Writing & Hashtags	✓	✓	✓
AI-Powered Graphics	Basic	✓	Premium
Reels / Video Scripts	—	✓	✓
Community Management	—	✓	Full
Reporting Frequency	Monthly	Bi-weekly	Weekly

04. Email Marketing

From platform setup and branded templates to automated nurture sequences and monthly campaigns.

	Starter		Pro
Monthly Fee	£150/mo	£320/mo	£600/mo
Platform	Mailchimp	Mailchimp/Klaviyo	Klaviyo/Advanced
Campaigns Per Month	2	4	Unlimited
Branded Email Template	✓	✓	✓
List Segmentation	—	✓	Advanced
Welcome Automation	—	✓	✓
Full Nurture Sequences	—	—	✓
A/B Testing	—	✓	✓
Reporting Frequency	Monthly	Bi-weekly	Weekly

05. App Development

Custom web apps, booking systems, dashboards and business tools — built with AI-accelerated development for faster delivery at lower cost.

	Starter		Pro
Fixed Price (from)	£800	£2,500	£6,000+
Project Type	Single-function	Multi-feature app	Full platform/SaaS
User Login & Accounts	—	✓	✓
Database & Data Mgmt	—	✓	✓
Admin Dashboard	Basic	✓	Advanced
API Integrations	—	✓	✓
AI-Powered Features	—	✓	✓
Payment / Subscriptions	—	—	✓
Post-Launch Support	30 days	60 days	90 days

06. Chatbots & AI Website Bots

AI-powered chatbots that handle enquiries, capture leads and book appointments 24/7 — fully embedded on your website and integrated with your CRM.

	Starter		Pro
Fixed Price	£350	£700	£1,400
Bot Type	FAQ Bot	AI Chatbot	Advanced AI
FAQ Responses	Up to 20	Unlimited	Unlimited
Trained on Your Content	—	✓	✓
Lead Capture	✓	✓	✓
Appointment Booking	—	✓	✓
CRM Integration	—	✓	✓
WhatsApp Integration	—	—	✓
Monthly Optimisation	—	—	✓

07. Logo & Brand Identity

From logo design to full brand identity systems — colour palettes, typography, brand guidelines, business cards and social media assets.

	Starter		Pro
Fixed Price	£210	£490	£980
Logo Concepts	3	3	3
Revision Rounds	2	3	Unlimited
Colour Palette	—	✓	✓
Typography System	—	✓	✓
Brand Guidelines PDF	—	✓	✓
Social Media Assets	—	✓	✓
Business Card Design	—	✓	✓
Letterhead & Stationery	—	—	✓
File Formats	PNG/JPG/PDF	SVG/PNG/PDF	All formats

08. Print Design & 09. Branded Merchandise

Quoted individually based on your brief. Below are example starting prices for common print items.

Print Design — Common Items	Design Only	Design + Print Mgmt
Business Cards	£75	£95
Flyer / Leaflet (A5 or A4)	£95	£120
Rollup Banner	£120	£150
Brochure (4-8 pages)	£250	£300
Full Stationery Suite	£350	£420

Merchandise pricing depends on product type, quantity and print method. Contact us for a full quote.

Growth Sprint — Fixed Price Intelligence Packages

One-off deliverables powered by our AI-enhanced research and content team. Fast, fixed-price and delivered within 48 hours.

Package	What's Included	Delivery	Price
SEO Audit	Full technical & on-page SEO analysis with prioritised fix list	48 hrs	£197
Competitor Intelligence	Analysis of top 3 competitors — SEO, ads, social, pricing & positioning	48 hrs	£147
CRO Page Review	Conversion rate analysis of your key page with specific fixes	48 hrs	£127
Cold Email Sequence	5-email outreach sequence — personalised and designed to book meetings	48 hrs	£167
Full Growth Sprint Bundle	All four packages — everything to launch smarter and grow faster	72 hrs	£497

Full Growth Sprint saves £141 compared to purchasing all four packages individually.

Next Steps

We'd love to learn more about your business and recommend the right package. Here's how to get started:

Step 1	Send us an enquiry	Email hello@diajemdigital.com or complete the contact form at diajemdigital.com with a brief overview of your business and goals.
Step 2	Free consultation call	30-minute call to understand your goals and current position. No obligation, no hard sell.
Step 3	Receive your proposal	Within 48 hours we send a detailed, tailored proposal — fixed pricing, timeline and clear deliverables.
Step 4	We get to work	Once happy to proceed, we onboard you and begin. Most services launch within 5 working days of sign-off.

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