



2026 Rate Sheet

Starting Hourly Rate for All Work: €75 + 21% VAT*

*Where applicable, 21% VAT will be added to all invoices.

One-time Foundation Projects

Fixed-scope solutions for repairing or optimizing one email automation.

	Scope	Deliverables	Price
Lead Nurture Tune-up	Audit and repair or optimization of one existing email marketing automation (up to 5 emails).	Fix or create GDPR compliant forms ¹ , add provided legal policies ² to website and email templates, one-time review of analytics to discover optimization opportunities	€900- €1,500
Lead Nurture Starter	End-to-end setup of one new lead-nurture automation (up to 5 emails).	CRM/ESP configuration, add GDPR compliant opt-in form to website ² , create one, single-purpose landing page to aid with lead capture, create up to 5 emails to nurture leads ³	€1,500- €3,000
Day Rate (8-hour Sprint)	Rapid momentum on one key area. This is a dedicated block of time for work requiring uninterrupted strategic thinking, technical implementation, or complex design.	Whether we are building an email journey, designing brand assets, or a combination of both, this day is designed for high-impact results ⁴ . Includes a 30-minute scoping call to align the 8-hour block with your highest priority.	€600

1. Work is performed using client-owned ESP/CRM/CMS platforms
2. Includes technical implementation of provided policies; Little Nudge Marketing does not provide legal drafting services.
3. Pricing assumes all copy and images are provided by the client.
4. Additional Support: If the prioritized scope exceeds the 8-hour block, additional hours may be requested and billed at the standard hourly rate of €75.

Monthly Maintenance Retainers

Ongoing support to keep your existing systems running and optimized.

	Monthly Hours	Focus	Price
Tier 1	5	1 Journey or 3 Emails. Monthly strategy, monitoring, and technical optimization of one linear flow.	€375
Tier 2	10	2 Journeys or 6 Emails. Strategy and implementation for two distinct lead paths and health checks.	€750
Tier 3	15	All Journeys. Comprehensive strategy and monitoring for all existing automated flows.	€1,125
Maintenance work, requiring more than 15 hours per month will need to be discussed as a one-time project.			

- Billing & Commencement:** To ensure dedicated availability, the initial invoice must be paid before any strategy or technical work begins. For mid-month starts, the first month is pro-rated to align with a standard billing cycle. Where applicable, credits will be applied to the first invoice. Subsequent invoices are sent on the 1st of each month and are due within 14 days. To discontinue, please provide email notice at least 2 weeks prior to the next billing date.
- Client will provide login access to all necessary tools.
- Execution begins only after the client has approved the monthly strategy and provided necessary assets.
- Pricing covers implementation; client maintains all third-party platform or subscription costs.