



Outsource To Team WABS: Packages & Rate Card

Almost all founders make the same mistake: hiring one social media manager and expecting her to be good at everything, and to single-handedly bring visibility and sales to the business. It only leads to burnout, and zero impact.

WHAT TEAM WABS COSTS YOU

KES 49,000 to KES 149,000 / month *For the entire department*

Compare that to hiring a brand strategist, content strategist, social & ads strategist, graphic designer, photographer and videographer separately as in-house staff, which would cost you KES 400,000+ every month in salaries alone.

With Team WABS, you access the entire department for a fraction of that, depending on the level of execution your business needs.

Not One Hire. A Full Department.

When you outsource your marketing to WABS, you are not hiring one social media manager and hoping they can do everything. You are plugging into a full team: a brand strategist, content strategist, social media & ads strategist, graphic designer, photographer and videographer, all working on your brand every month.

This document lays out exactly what each package includes, so there is no guesswork about what you're getting at each level.

A REAL OFFICE. A REAL TEAM.

Our team works from our physical office in Thika, guaranteeing compelling, high-quality content, from copy to photography to videography and editing, that brings you visibility, trust, and qualified leads.

FOR OUR TEAM'S SECURITY

Strategy sessions are held strictly at our office, at your office, or virtually. We never meet clients in hotels.

Rate Card For SMEs (1–20 Employees)

These four packages are built for small and medium businesses with a team of 1 to 20 employees. If your business exceeds 20 employees, turn to the Enterprise Rate Card further down.

STARTER VISIBILITY PACKAGE

KES 49,000 / month *Foundational brand visibility*

Best for: businesses building a consistent presence across two core platforms.

- Brand positioning alignment
- Two social media platforms managed
- Monthly content calendar and planning
- Written content and copywriting
- Daily graphic design content: branded templates and static posts
- Editing of video and photo content you already have (we do not shoot content at this tier)
- Posting and scheduling: up to two posts a day across both platforms
- Community engagement management
- Paid ads management on one platform of your choice (Meta, Google, or LinkedIn)

This package does not include content shoots. We handle your written content, daily graphics, and editing of video or photo content you already have. Want an occasional shoot without upgrading? A standalone full-day photography and videography shoot is available for KES 20,000. Scheduled shoots are included starting at the Growth Package (KES 69,000).

GROWTH PACKAGE

KES 69,000 / month *Wider reach, more production*

Best for: businesses ready to scale visibility across three platforms with more content production.

- Brand positioning strategy
- Three social media platforms managed
- Monthly strategic content planning
- Graphic design support
- Caption writing and copywriting
- Posting and scheduling: up to three posts a day across all three platforms
- Community management support
- Paid ads management across Meta, Google, and LinkedIn

Your Shoot Days:

Two full-day content shoots per month: one for your core monthly content, and one spare shoot day for anything unplanned that comes up.

This package does not include website revamp or management. Website support starts at the Scale Growth Package (KES 99,000).

SCALE GROWTH PACKAGE

KES 99,000 / month *Where website support begins*

Best for: growing businesses that need a wider digital footprint, heavier content production, and website support.

- Brand authority positioning
- Four social media platforms managed
- Posting and scheduling: up to four posts a day across all four platforms
- Website management support and landing page optimisation
- Advanced content planning systems
- Graphic design and copywriting support
- Community management support
- Paid ads management across Meta, Google, and LinkedIn, with monthly performance optimisation
- Lead generation support systems
- Monthly growth reporting

Your Shoot Days:

Three full-day content shoots per month: one for your core monthly content, and two spare shoot days for anything unplanned that comes up.

Website management is exclusive to the Scale Growth Package and above it; it is not included in Starter or Growth.

FULL GROWTH DEPARTMENT PACKAGE

KES 149,000 / month *The highest SME partnership tier*

Best for: businesses ready to outsource an entire marketing and customer growth ecosystem.

- Advanced brand strategy
- Multi-platform management across all your relevant channels
- Posting and scheduling: up to five posts a day across all managed platforms
- A graphic designer dedicated solely to your brand, not shared across other client accounts, who also acts as your project manager
- Unlimited content production planning
- Full website management and ongoing optimisation
- Full paid advertising management
- Community management
- CRM management
- Lead qualification and sales lead management support
- Inbound inquiry management
- Lead nurturing systems: WhatsApp and email follow-up
- Appointment coordination support
- Customer journey optimisation
- Priority execution support

- Dedicated strategic oversight
- Monthly growth review meetings

Your Shoot Days:

Unlimited content shoots. Call us any day you need one, with no monthly cap.

Enterprise Rate Card (21+ Employees)

Businesses with more than 20 employees have more complex marketing ecosystems: multiple departments, larger audiences, wider brand governance, and higher execution demands. These accounts sit outside the standard SME packages above and are quoted individually.

ENTERPRISE CUSTOM PARTNERSHIP

KES 149,000 to 500,000 / month *Scoped to your business*

Where your business lands within this range is determined by a short scoping conversation and depends on:

- Number of platforms and/or brands under management
- Number of shoot days required per month
- Website, landing page, and CRM complexity
- Paid advertising budget and number of ad platforms being managed
- Number of departments or business units being served
- Lead generation, sales support, and reporting requirements
- Size of the dedicated team required to service the account

How We Work Together

Three-Month Minimum Engagement

All outsourced marketing partnerships run on a minimum 3-month contract. Marketing is not a one-month experiment; strategy needs time to be built, content needs time to find its audience, and results compound with consistency. We do not offer 1-month trial engagements.

Month-One Deposit Before Work Begins

A deposit equal to your first month's package fee is paid upfront before any work begins. This confirms your commitment and allows us to assemble and brief your dedicated team ahead of kickoff.

Every Package Has a Fixed, Defined Scope

Each package above states exactly how many platforms are managed and how many shoot days are included. Scope beyond what a package includes is quoted separately as an add-on, which keeps delivery consistent and protects the quality every client on our roster receives.

Below This Budget, Or Want An In-House Team Instead?

Outsourcing the full department isn't the only way to work with us. WABS runs two other signature services for businesses in a different situation.

4-WEEK BRAND LAUNCH & MARKETING PROGRAM

One-Time Investment *For solo CEOs & founders*

Built for solo CEOs and founders who want to nail their brand positioning and digital strategy first, have their brand assets created and their offers properly packaged, then master how to create their own content and run their own ad campaigns. By the end of four weeks, you can stand on your own.

BUILD YOUR INTERNAL MARKETING TEAM

Custom Quotation *For businesses that need an in-house hire*

For organisations that, due to the nature of their business, need to work with an in-house marketer, but struggle to hire the right person and manage them against deliverables they don't fully understand themselves. WABS can:

- Recruit on your behalf from our talent database for a one-off fee of 50% of that employee's gross pay, or
- Hire and manage this person on your behalf, full-time, so you never have to stress about the marketing strategy, what they should be doing, or whether they're doing it

NOT SURE WHICH PROGRAM IS RIGHT FOR YOUR BUSINESS?

Start With A 2-Hour Brand Audit & Strategy Session

Only KES 5,000

We'll assess your brand and marketing, and tell you exactly which direction and package makes sense, no guesswork required.

Want proof first?

Visit wabsdigitalagency.com for client testimonials and the full WABS portfolio.

Ready To Move Forward?

Confirm which package works for you, and we'll guide you through the next steps.

WABS Digital Agency | Strategy Always Comes First.