

Everyone Should Know about Digital Marketing Pricing

How much should a Business spend on Digital Marketing Company in India?

This is the very first question to rise and which does not has any parameter to calculate. It consists of:

- ❖ The marketing strategy of the company
- ❖ The vision and mission of the company
- ❖ Revenues generated
- ❖ Capital invested
- ❖ Total Budget estimated

Even with these parameters, there is a bunch of around 35% of people who prefer to use online marketing as compared to traditional methods. People prefer to utilize their time, money, and assets in [Digital Marketing Company In India](#). For the business like B2C (Business to customer), there is social media marketing and online which plays a vital role in promoting sales, targeting the wide range of customers, trafficking, and growing revenue. Statistics present that 80% of businesses spend more than \$50,000 in a year on digital marketing with growing this expense with expanding business.



Being a digital consulting agency, it needs one to be a proficient leader in the industry with great knowledge who can help you to drive people towards you. And this quality with sure results can be charged high by the agency which is due to the time spent in gaining the knowledge and experience. The exposure they face, its credentials along with other credentials. Consulting agencies can charge an hourly basis with an average of \$100 to \$400 per hour and if their consultation is taken for the whole day, it can also reach \$3500 per day. The price of the consultants can be localized according to

the location and relationship among the client and the consultant. A well-reputed firm with many years of experience can charge multiple times as compared to a general agency.



This is just because of the value they add to the business with their great knowledge of experience; hence, what you pay for is what you will get. A study determined the [Digital Marketing Packages](#) are as follows:

- The average per hour rate for digital marketing consultant all over the world is \$140.29 per hour
- The average per hour rate for US- only digital marketing is \$161.57
- 41.25% of world spread consultants charge less than \$100 per hour
- 54.54% of US consultants charge between \$101-\$200 per hour
- 18.18% of US consultants charge more than \$200 per hour and 2.88% charge more than \$500 per hour.

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