SPECIFICATIONS & PRICES.

Each service on its own page: what is included, what is not, and what it costs. All amounts exclude 21% VAT.

HOW OUR PRICES WORK

- Monthly services: 3 months minimum, then monthly with 1 month notice. Show who you are runs 12 months.
- Stay current runs per year, from November to November: €600 per year. You get 10% off the first full year.
- Websites and systems are paid once, in three parts: 40% at start, 40% at design approval, 20% at go-live. The premium admin console and the payment integration are monthly.
- Domain names and mailboxes are not included anywhere: you pay your provider directly.
- Ad budget and external costs are also paid directly.

OVERVIEW

PAGE	SERVICE	PRICE
02	Stay current	**€600 per year**
03	Get found · posts & video	**from €395 per month**
04	Get found · advertising	**from €295 per month**
05	Show who you are	**photo from €99 · video from €149 per month**
06	Everything works together · websites	**one-off from €795**
07	Revisions	**100 within 14 days**
08	Always reachable · Rezabot	**from €79 per month**
09	Examples, terms & starter pack	**starter pack from €1,335**

ISO 27001
Certified hosting

AVG / GDPR
Data handled by EU rules

ONE PER SECTOR
In marketing: one client per sector per region

ONE CONTACT
One number for everything

STAY CURRENT.

Your business stays safe, up to date and reliable.

€600 per year

Runs November to November · 12 months
First full year 10% off: €540
Starting mid-year: €50 per month until November

INCLUDED

- Your site runs on ISO 27001-certified hosting
- We secure, update and back up daily
- We watch for outages
- We keep your email healthy as it grows, so it stays out of spam: SPF, DKIM and DMARC set up and monitored
- We keep opening hours, address and contact the same on your site, Google and your socials
- Standard SEO upkeep: page titles and descriptions, sitemap and Google Search Console, speed checks
- We do up to 30 minutes of small changes per month
- We respond within 2 business days

NOT INCLUDED · OPTIONS

- Domain name and mailboxes: paid directly to your provider
- Additional website: €400 per year; from 3 websites €300 per year per website
- Changes beyond 30 minutes: €95 per hour
- New page: €99 (see page 06) · new copy: quote
- Licences and external services: at cost



GET FOUND.

Posts & video. Customers find you, even when you are busy.

from €395 per month

Basic €395 · Growth €695 · Pro €1,295
3 months minimum, then monthly with 1 month notice

	BASIC	GROWTH	PRO
Price per month	€395	€695	€1,295
Posts per month	8	16	24
Stories per month	–	4	8
Platforms	1	2	3
Replies to messages	within 24 hours	within 8 business hours	within 4 business hours
Contact	monthly report	+ monthly call	+ quarterly session

Each package includes everything in the package below it.

INCLUDED

- We think up, make and post your posts
- TikTok and short video sit within the post counts
- We answer comments and messages
- Creative in your style

NOT INCLUDED · OPTIONS

- Extra post €35 · extra story €15
- Shoots on location: see Show who you are (page 05)
- Ad budget: paid directly to the platform
- Influencers, music licences beyond the package, print



GET FOUND.

Advertising. Campaigns set up and steered.

from €295 per month

or 15% of budget
Setup €295 one-off

INCLUDED

- We set up campaigns and measure what they bring, on 1 platform (Google, Meta or TikTok)
- We make 2 new ad creatives per month
- We steer weekly
- We report monthly: enquiries and cost

NOT INCLUDED · OPTIONS

- Ad budget: your own account, paid directly
- Second platform: +€150 per month
- Landing pages: see Everything works together (page 06)



SHOW WHO YOU ARE.

Real images, straight into the right place.

photo from €99 per month **video from €149 per month** 12 months

INCLUDED

- We arrange and direct a photographer or videographer from the network
- Shoot days at your location, photo or video (half day, 4 hours)
- Per shoot: 25 edited photos or 1 video up to 60 seconds
- We select, edit and make the formats for Instagram, TikTok and your site
- We place the images where they belong: site, socials, menu, ads
- Delivery within 7 business days

NOT INCLUDED · OPTIONS

- Single shoot: half day €450 · full day €795
- Food photography specialist and music producer: on request
- Extra editing: €20 per photo · €150 per video
- Travel beyond 50 km return: €0.35 per km
- Models, styling and location hire



EVERYTHING WORKS TOGETHER.

Websites, admin consoles and web shops. Your own design, built to measure.

one-off from €795

Payment 40% at start · 40% at design approval · 20% at go-live

ITEM	PRICE	WHAT YOU GET
Landing page	**€795**	Custom graphic design, 1 page, up to 6 sections
Services, About, Contact	**+€399**	The 3 standard pages together, up to 5 sections each, in the same design
Extra page	**+€99 per page**	Up to 5 sections, in the same design
Web shop	**from €1,995**	Standard 5 pages: products, payments and orders in one place
Admin console (custom CRM)	**+ from €795**	Add-on to your website: login, enquiries from your forms, status per customer
Premium admin console	**from €25 per month**	Subscription on top of the admin console: reservations, table and seating plans, POS (till) system
Payment integration (Mollie)	**€25 per month per 500 orders**	Online payments in your site or web shop
Custom app or system	**quote**	Intake workshop and a fixed quote up front

IN EVERY WEBSITE

- Custom graphic design, custom illustrations and animations
- Works on mobile, tablet and desktop
- Interactive elements that respond to your visitor
- Contact form (CTA) with an automatic reply
- Data collected and used in line with the GDPR (AVG): cookie consent, privacy statement and data processing agreement
- Runs on ISO 27001-certified hosting (through Stay current)
- 100 revisions within 14 days of the first design (see page 07)

NOT INCLUDED · OPTIONS

- Hosting and maintenance: see Stay current (page 02)
- Domain name and mailboxes: directly with your provider
- Copy, translations (NL/EN +€350) and photography
- Mollie transaction fees: paid directly to Mollie
- Licences and external services: at cost
- Outside the agreed scope: €95 per hour, agreed in advance

WELCOME PACKAGE

With every website: a logo design and an NFC business card. One tap of your card and your contact details are in your customer's phone.

SHARED INVESTMENT

If the amount doesn't fit in one go, part of it can run as a deposit plus a small percentage of your revenue, with a monthly ceiling and an agreed term that steps down afterwards.

REVISIONS.

Every website comes with 100 revisions, to use within 14 days of the first design.

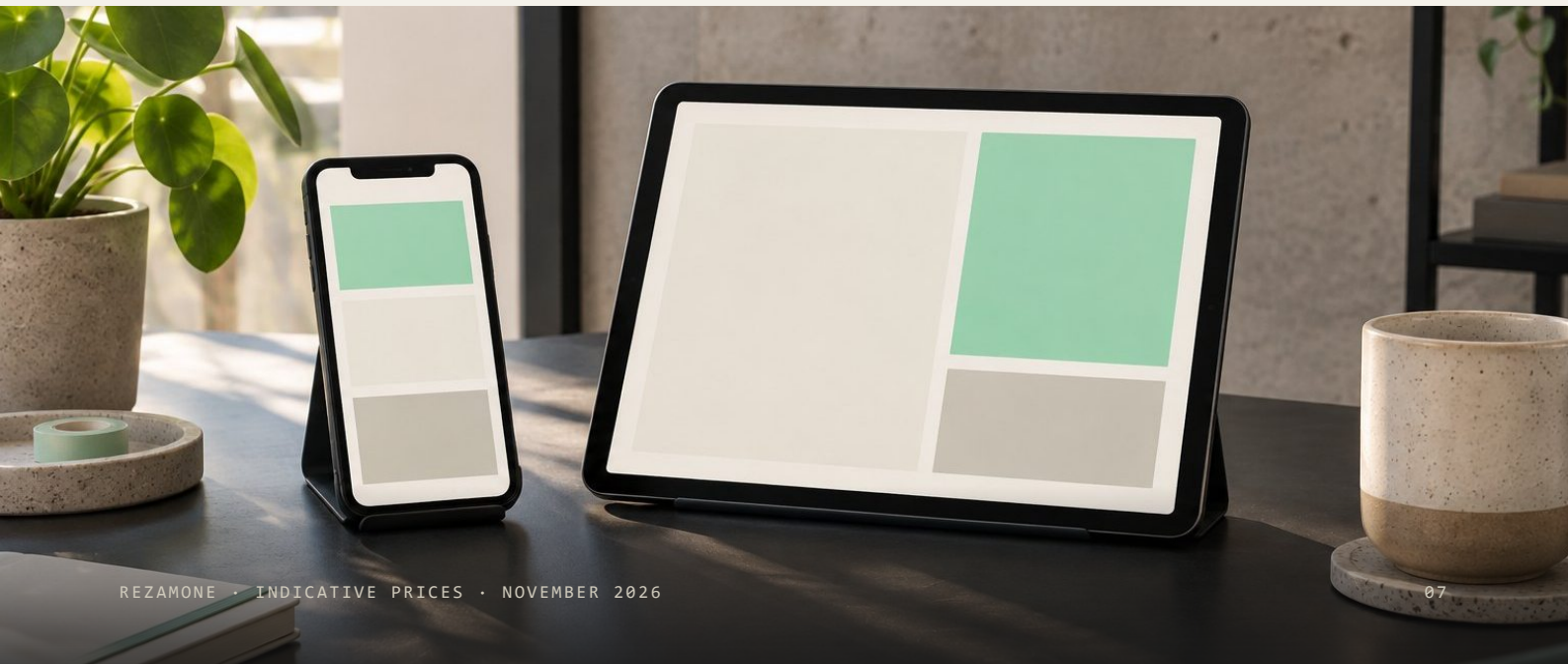
100 revisions · 14 days

A revision is one change to what is already there. This is how we count:

CHANGE	COUNTS AS
Swap a text, image or link	**1 revision**
Colour, size or spacing inside a section	**1 revision**
Move a section or change the order	**1 revision**
Redesign a whole section	**3 revisions**
Custom illustration	**5 revisions**
New page	**not a revision: €99**
New feature or integration	**not a revision: quote**

> EXAMPLE
>
> 4 custom illustrations (20) + 30 text changes (30) + 2 sections redesigned (6) = 56 of the 100 revisions.

- Unused revisions expire after the 14 days.
- After that, or outside it: €95 per hour, agreed in advance. Small changes fall under Stay current (30 minutes per month).



ALWAYS REACHABLE.

Rezabot is our assistant: it answers when you can't. A separate service, not needed to get started.

from €79 per month

Setup from €795 one-off
Via WhatsApp €129 per month, setup from €1,495

INCLUDED

- We set up the assistant: knowledge of your business, your tone, hand-off to mail or calendar
- Answers up to 500 conversations per month, day and night
- Takes bookings, appointments and enquiries
- We keep the knowledge current every month
- Usage report and alert at 80%
- Difficult questions go to you or your team

NOT INCLUDED · OPTIONS

- Beyond 500 conversations: €0.15 per conversation
- WhatsApp message fees: at cost
- Till or booking system: see Premium admin console (page 06)



REZABOT · OUR ASSISTANT

EXAMPLES.

What it costs, added up. All amounts exclude 21% VAT.

EXAMPLE	TOTAL
Landing page	**€795 one-off**
Landing page + Services, About, Contact	**€1,194 one-off**
8-page site (landing page + 3 standard + 4 extra) + admin console	**€2,385 one-off**
Web shop + first full year of Stay current	**€2,535**

TERMS IN SHORT

- All prices exclude 21% VAT; invoicing by direct debit.
- Monthly services: 3 months minimum, then monthly with 1 month notice. Show who you are: 12 months.
- Stay current: per year from November to November, €600. The first full year 10% off. Starting mid-year: €50 per month until November.
- Domain names, mailboxes, ad budget and external costs are paid directly.
- Prices are adjusted each 1 January to the Dutch CBS consumer price index.
- For marketing and advertising: one client per sector per region, for as long as we work together.
- Changes you pass on are processed within 2 business days.
- Shared investment: the percentage, the monthly ceiling and the term are agreed in advance and put in writing.

RECOMMENDED

STARTER PACK.

Everything you need to start well.

Landing page with custom design, up to 6 sections	€795
Welcome package: logo design + NFC business card	included
Stay current, first full year (10% off)	€540
TOTAL	**FROM €1,335**

excluding 21% VAT

Starting mid-year adds €50 per month until November. You can always add more: Services, About and Contact +€399, extra pages €99, Get found from €395 per month.