

# Pick a package. Negotiate from facts.

Six tiers from solo founders to Fortune 500. Every number you'll see is an industry benchmark you can verify — built so growth conversations start with reality, not pitch decks. Every plan ships with website design, daily uploads, SEO, social, email and a transparent insights cadence.

## WELCOME TO SAFLOW

# Performance marketing built for global growth.

Saflow is a global performance marketing partner — ads, creative, website design, SEO, email, social, analytics, brand strategy, and India market entry. Six tiers, market-rate benchmarks on every channel and region, and a 90-day cadence that's identical across plans. Every tier ships with daily uploads, custom design, and platform-by-platform insights.

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## CHAPTER 01 — HOW TO READ THIS GUIDE

# A growth partner that moves at startup speed.

Saflow operates campaigns that convert for brands selling across the USA, UK, Germany, UAE, Australia, and India. We blend engineering-grade analytics with a high-volume creative engine — so every dollar of ad spend gets sharper over time. Every retainer includes website design, daily content uploads, SEO, email marketing, social media management, custom creative, and insights tied to outcomes.

TIERS

**6 tiers**

COUNTRIES

**14+**

AVG. ROI GROWTH

**3.4x**

## What makes Saflow different

**Audience > geography.** Ad auctions follow your customer. We buy the audience where it lives — but run delivery from India, leaner and faster.

**Creative is the new targeting.** Modern algorithms reward volume and variety. Our in-house studio ships platform-native assets daily, not weekly.

**CAC is the only scoreboard.** Blended CAC and CAC payback — not vanity reach, not "engagement rate" trophies, not feel-good dashboards.

**Transparency wins retainers.** Plain-English weekly reports, live dashboards, and benchmarks you can verify against public sources.

**Every channel, every tier.** Website design, SEO, email, social, and daily uploads are included from Lite to Enterprise — depth scales with the tier.

**Dedicated teams, not pooled hours.** Every tier gets a named team — from 1 specialist on Lite to 12–50 on Enterprise.

**How to use this booklet:** Skim the six-tier overview on page 4, jump to the tier closest to your current spend, then use the benchmark pages (11–12) and FAQ (14) to negotiate or compare against any other agency proposal — including ours.

## CHAPTER 02 — AT A GLANCE

# Six tiers, from solo founders to Fortune 500.

Pick the tier that matches where you are. Move up as you scale — no rewrites, no re-onboarding, no penalty. Every tier includes website design, SEO, social, email, daily uploads, custom creative, and weekly insights.

## T1 · LITE

## Lite

**\$300**/mo

*Indie hackers, side-projects*

- ▶ 1 dedicated specialist
- ▶ 20 team hrs/week
- ▶ 1-page website + SEO basics
- ▶ 1 social + monthly email
- ▶ 1 short video/mo (Shorts/Reels)
- ▶ Monthly insights digest

SLA: 5-day response

## T2 · SPARK

## Spark

**\$1,500**/mo

*Solo founders, pre-PMF*

- ▶ 2 dedicated team members
- ▶ 50 team hrs/week
- ▶ 3–5 page website + on-page SEO
- ▶ 2 social + bi-weekly email
- ▶ 2–4 video ads/mo + discussion clips
- ▶ Daily uploads (2 platforms)

SLA: 72h response

## T3 · LAUNCH

## Launch

**\$3,500**/mo

*Early-stage, <\$50k/mo spend*

- ▶ 4 dedicated team members
- ▶ 130 team hrs/week
- ▶ 10+ page website + full SEO
- ▶ 4 social + weekly email
- ▶ 8–10 video ads + discussion video
- ▶ Daily uploads across platforms

SLA: 48h response

## T4 · MOST POPULAR

## Growth

**\$6,500**/mo

*SMB, \$50k–\$200k/mo spend*

- ▶ 6–10 dedicated team members
- ▶ 280 team hrs/week
- ▶ Custom website + design system
- ▶ All major social + daily email
- ▶ 15–20 videos + branded studio
- ▶ Live dashboard insights

SLA: 24h response

## T5 · SCALE

## Scale

**\$12,000**/mo

*Mid-market, \$200k–\$1M/mo*

- ▶ 10+ custom-staffed team
- ▶ 550 team hrs/week
- ▶ Multi-region website + CRO
- ▶ All channels, all regions
- ▶ 30+ videos · CTV/OTT + discussion
- ▶ Real-time multi-touch insights

SLA: 12h response

## T6 · ENTERPRISE

## Enterprise

**Custom**

*Fortune 500, \$1M+/mo*

- ▶ 12–50 embedded team
- ▶ 1,200+ team hrs/week
- ▶ Enterprise web platform
- ▶ Global 24/7 content engine
- ▶ Unlimited video · embedded studio
- ▶ Custom BI & daily insights

SLA: 4h response · Bespoke

## CHAPTER 03 — PLAN T1

# Lite

INDIE HACKERS · SIDE PROJECTS

## Lite

**\$300** /mo

A starter footprint for indie hackers and side projects — a one-page website, a baseline SEO setup, a single social channel, monthly email, and async monitoring. One dedicated specialist owns the account. Annual prepay discount available.

### What's included

- ✓ **1 dedicated specialist** assigned to your account
- ✓ **Website design:** 1-page landing site, mobile-ready
- ✓ **Monthly insights digest** across all platforms
- ✓ **20 team hours per week** across the engagement
- ✓ **1 ad channel** — light setup & pixel install
- ✓ **Async-only support** (email / ticket)

#### SEO On-page basics & foundations

**Keywords:** 5 target keywords mapped

**On-page:** Title tags, meta, H1 hierarchy

**Setup:** Google Search Console + GA4

**Technical:** Sitemap + robots.txt

#### SOCIAL 1 platform, light cadence EMAIL Welcome flow

**Social:** 1 platform, 3 organic posts/week

**Daily uploads:** 1 platform-native post/day

**Email:** Welcome flow + 1 newsletter/month

**Custom design:** 2 creative assets/month

#### VIDEO ADS

1 short video/mo · YouTube Shorts or Reels · simple cut from existing footage · 1 discussion clip for client calls

TEAM

1

TEAM HRS / WEEK

20

REPORTING

Monthly

SLA

5-day

## CHAPTER 04 — PLAN T2

# Spark

SOLO FOUNDERS · PRE-PMF

## Spark

**\$1,500** /mo

Lean paid validation plus a real digital presence for solo founders. A multi-page website, two social channels with daily uploads, bi-weekly email, full on-page SEO, and one paid channel — owned by a two-person team. Built to find your first repeatable funnel.

### What's included

- ✓ **2 dedicated team members** (strategist + creative/ops)
- ✓ **Website design:** 3–5 page site + landing pages
- ✓ **Bi-weekly insights report** across all channels
- ✓ **50 team hours per week** across the engagement
- ✓ **1 ad channel + analytics + tracking**
- ✓ **Email support** during business hours

#### SEO On-page + technical foundations

**Keywords:** 15 target keywords, intent-mapped

**Content:** 1 monthly SEO content brief

**Technical:** Site speed, schema, Core Web Vitals

**Tracking:** GA4 + GSC + conversion events

#### SOCIAL 2 platforms, daily EMAIL Welcome + nurture

**Social:** 2 platforms, daily organic posts

**Daily uploads:** Daily posts on 2 platforms

**Custom design:** 8–10 creatives/month

**Email:** Welcome + nurture flow + bi-weekly campaign

**Community:** Basic comment + DM management

**Attribution:** Conversion baseline established

#### VIDEO ADS

2–4 short ads/mo · YouTube + Meta Reels · scripted hooks · 2 discussion-clip videos for sales/AMA platforms

TEAM

2

TEAM HRS / WEEK

50

REPORTING

Bi-weekly

SLA

72-hour

## CHAPTER 05 — PLAN T3

# Launch

EARLY-STAGE · UNDER \$50K/MO SPEND

## Launch

**\$3,500** /mo

A full digital footprint for early-stage teams: a complete website with CRO-tuned landing pages, two paid channels with creative production, full-stack SEO, daily uploads across four social platforms, weekly email, and a four-person team that ships every week.

### What's included

- ✓ **4 dedicated team members** (strategist, performance, SEO/content, creative)
- ✓ **130 team hours per week** across the engagement
- ✓ **Website design:** 10+ pages, CRO landing pages, monthly refresh
- ✓ **2 paid channels** + creative production
- ✓ **Weekly insights deck** with action items
- ✓ **Dedicated Slack channel** for fast responses

#### SEO Full SEO program

**Keywords:** 40+ keywords across funnel stages  
**Content:** 4 SEO articles / month

**Technical:** Full audit + remediation cycle  
**Off-page:** Link outreach + digital PR

#### SOCIAL 4 platforms, daily EMAIL Weekly + automations

**Social:** 3–4 platforms, daily posts + reels/shorts  
**Daily uploads:** Platform-native daily across all socials  
**Custom design:** 20+ creatives/month + brand kit

**Email:** Weekly campaigns + 5+ lifecycle automations  
**Community:** Full comment, DM & UGC management  
**Analytics:** GA4 + Looker Studio dashboard

#### VIDEO ADS

8–10 videos/mo · YouTube ads + Shorts + Reels + TikTok · Reddit/Quora discussion video · scripted + UGC styles

TEAM

4

TEAM HRS / WEEK

130

REPORTING

Weekly

SLA

48-hour

## CHAPTER 06 — PLAN T4 · MOST POPULAR

# Growth

MOST POPULAR · SMB · \$50K-\$200K/MO SPEND

## Growth

**\$6,500** /mo

A six-to-ten person growth pod: custom website with its own design system, three paid channels, all major social with daily uploads, full lifecycle email, advanced SEO and a live Looker dashboard. Built for SMBs that want predictable monthly compounding.

### What's included

- ✓ **6–10 dedicated team members** across strategy, paid, SEO, creative, dev
- ✓ **280 team hours per week** across the engagement
- ✓ **Website design:** Custom design system + monthly dev sprints
- ✓ **3 ad channels** + creative production
- ✓ **Live Looker dashboard** + monthly strategy call
- ✓ **CRO loop** + landing-page experimentation

#### SEO Advanced & programmatic

**Keywords:** 100+ keywords, multi-region targeting

**Off-page:** Active link building + digital PR

**Content:** 8–12 articles/mo + programmatic pages

**Technical:** Server-side tracking + schema at scale

#### SOCIAL All majors, daily EMAIL Full lifecycle

**Social:** FB, IG, LinkedIn, TikTok, YouTube — daily uploads

**Daily uploads:** Multi-format across all platforms, A/B tested

**Custom design:** 40+ creatives/mo + branded video

**Email:** Welcome, nurture, retention, win-back; daily sends

**Community:** Full management + influencer outreach

**Insights:** Live dashboard + weekly experiment readouts

#### VIDEO ADS

15–20 videos/mo · YouTube in-stream + Shorts + Reels + TikTok · Reddit/Quora/X discussion video · branded studio production

TEAM

**6–10**

TEAM HRS / WEEK

**280**

REPORTING

**Live + Monthly  
QBR**

SLA

**24-hour**

## CHAPTER 07 — PLAN T5

# Scale

MID-MARKET · \$200K–\$1M/MO SPEND

## Scale

### \$12,000 /mo

A 10+ person custom-staffed pod for mid-market teams. Multi-region websites with personalization, all paid channels, enterprise SEO, multi-segment email lifecycle, daily uploads across regions, and real-time multi-touch attribution. Orchestration, not just execution.

### What's included

- ✓ **10+ custom-staffed team** — your pod, your roster
- ✓ **Website design:** Multi-region, custom dev, A/B platform, personalization
- ✓ **Multi-touch attribution** + advanced reporting
- ✓ **550 team hours per week** across the engagement
- ✓ **All channels** (paid, SEO, lifecycle, programmatic)
- ✓ **Dedicated project manager** + bi-weekly exec review

#### SEO Enterprise multi-region

**Keywords:** 500+ keywords, multi-language

**Off-page:** Authority building + brand SERP management

**Content:** Programmatic content at scale (50+/mo)

**Technical:** hreflang, multi-region architecture

#### SOCIAL All platforms, regional EMAIL Multi-segment

**Social:** All platforms with localized regional content

**Daily uploads:** All regions, all platforms, all formats

**Custom design:** 80+ creatives/mo + video production

**Email:** Multi-segment, multi-region, advanced personalization

**Community:** Dedicated regional community managers

**Insights:** Real-time MTA, custom dashboards, weekly strategy

#### VIDEO ADS

30+ videos/mo · YouTube + CTV/OTT + Shorts + Reels · multi-region creative · Reddit/Quora/X/Discord discussion video · motion graphics

TEAM

10+

TEAM HRS / WEEK

550

REPORTING

Bi-weekly Exec

SLA

12-hour

## CHAPTER 08 — PLAN T6

# Enterprise

FORTUNE 500 · \$1M+/MO SPEND · BESPOKE

## Enterprise

**Custom** · Bespoke scope

A 12–50 person embedded team for Fortune 500 brands and high-velocity scale-ups. Enterprise web platforms, global SEO, 24/7 content production, multi-brand email programs, custom BI, custom SLAs — everything you need to scale across geographies without bottlenecks.

### What's included

- ✓ 12–50 embedded team members + dedicated leads
- ✓ Website design: Enterprise web platform, continuous dev, headless CMS
- ✓ Custom SLA & legal terms
- ✓ 1,200+ team hours per week across the engagement
- ✓ Weekly QBR + co-built roadmap
- ✓ Multi-entity billing & finance support

#### SEO Global program at scale

**Coverage:** Multi-language, multi-region, multi-brand

**Reputation:** Brand SERP & reputation management

**Content:** Programmatic at scale + editorial team

**Technical:** Enterprise SEO architecture + dev partnership

#### SOCIAL Global, 24/7 EMAIL Enterprise lifecycle

**Social:** Global coverage with full localization + platform leads

**Daily uploads:** 24/7 content production across all regions

**Custom design:** Unlimited, embedded creative studio + motion

**Email:** Enterprise lifecycle, CDP integration, multi-brand

**Community:** Round-the-clock global community team

**Insights:** Custom BI platform, daily strategic readouts

#### VIDEO ADS

Unlimited video · YouTube + CTV/OTT + Streaming + Shorts/Reels · global discussion-platform video (Reddit/Quora/X/Discord/LinkedIn live) · broadcast-quality embedded studio

TEAM

12–50

TEAM HRS / WEEK

1,200+

REPORTING

Weekly QBR

SLA

4-hour

## CHAPTER 09 — BUILD &amp; BENCHMARK

# Build it in 4 picks. Benchmark it region by region.

Tell us your stage, where your buyers live, what channels you need, and your monthly ad spend. We recommend the tier, show the local agency rate for the same scope, and surface annual savings in real time.

## Plan Builder · 4 picks

Available at [ads.saflow.app/plan.html](https://ads.saflow.app/plan.html) — drives the recommended package and shows live cost-comparison vs. regional agencies.

1. Stage: Startup · SMB · Mid-Market · Enterprise

2. Region: USA · UK · EU · UAE · AU · IN

3. Channels: Google · Meta · SEO · Email · Social · Video · Discussion · Creative · Web · Lifecycle

4. Monthly ad spend: \$100 → \$100k

## What local agencies charge — by region

### United States

Local: **\$100–\$150/hr**  
Clutch.co 2025

Saflow: **\$20–\$35/hr**

**Saves 70–80%**

### United Kingdom

Local: **£44–£97/hr**  
~\$55–\$120 · PayScale 2024

Saflow: **\$20–\$35/hr**

**Saves 60–75%**

### Germany

Local: **€50–€99/hr**  
~\$55–\$108 · Clutch 2025

Saflow: **\$20–\$35/hr**

**Saves 60–72%**

### UAE / Dubai

Local: **AED 300–520/hr**  
~\$80–\$140 · Entasher 2025

Saflow: **\$20–\$35/hr**

**Saves 70–78%**

### Australia

Local: **AUD 200–380/hr**  
~\$130–\$250 · Clutch 2025

Saflow: **\$20–\$35/hr**

**Saves 80–88%**

### India

Local: **₹1,200–₹3,500/hr**  
~\$15–\$45 · Clutch 2025

Saflow: **\$20–\$35/hr**

**Comparable · Global delivery**

## CHAPTER 10 — THE NUMBERS

# Channel auction prices & the math your CFO wants.

When a vendor says "we'll get cheaper clicks," ask which auction. Channel prices are set by audience location and competition — not by the agency. Our insights tie every channel back to blended CAC.

## Channel benchmarks · client cohort medians

CHANNEL · METRIC	INDUSTRY AVG (US)	TOP QUARTILE (US)	SAFLOW CLIENT MEDIAN
Google Ads — CPC	\$5.26	\$2.12	<b>\$1.85</b>
Meta Ads — CPM	\$7.47	\$5.50	<b>\$4.80</b>
LinkedIn — CPC	\$7.00	\$4.50	<b>\$3.80</b>
Programmatic — CPM	\$5.82	\$3.40	<b>\$2.80</b>
TikTok — CPM	\$9.16	\$4.67	<b>\$4.10</b>
YouTube — CPV	\$0.025	\$0.015	<b>\$0.012</b>

Sources: WordStream 2025 (Google), WebFX & Gupta Media 2025 (Meta), Huble 2025 (LinkedIn), Growth Channel 2024–25 (Programmatic), Varos & Triple Whale 2025 (TikTok), Awisee 2025 (YouTube). Saflow column = client cohort median.

## ROI math · the three numbers your CFO wants

CAC BY SEGMENT		CAC PAYBACK		LTV : CAC	
E-commerce	<b>\$10–\$50</b>	E-commerce	<b>4–10 mo</b>	Healthy minimum	<b>3 : 1</b>
SMB SaaS	<b>~\$702</b>	SMB SaaS	<b>1–7 mo</b>	Optimal zone	<b>3 : 1 → 5 : 1</b>
Mid-market SaaS	<b>\$1.4k–\$5.3k</b>	Mid SaaS	<b>8–19 mo</b>	Above 8 : 1	<b>Under-investing</b>
Enterprise SaaS	<b>\$2.2k–\$14.7k</b>	Enterprise SaaS	<b>11–31 mo</b>	Goal	<b>Stay in zone</b>

Sources: First Page Sage B2B SaaS CAC & Payback Reports 2024–25 · Bessemer Venture Partners · OpenView SaaS Benchmarks 2024–25 · Genesys Growth 2025 · Bantrr 2024.

## CHAPTER 11 — CADENCE

# Your first 90 days, phase by phase.

Same proven cadence on every tier. Bigger tiers run more parallel workstreams and faster cycles — but the structure is identical, so you always know what's happening. Website design, SEO, email, and social all start moving on Day 1.

01

## Days 0–30 · Foundation

ICP workshop · GA4 + conversion tracking audit · keyword + intent map · website design kickoff · social audit · email audit · landing-page audit · creative briefs.

- ▶ Target: tracking 100% accurate by Day 14
- ▶ Target: 4–6 ad creatives ready by Day 28
- ▶ Website wireframes shipped by Day 21 (Spark+)

02

## Days 31–60 · Activate

Launch Meta + Google · retargeting pixel + audiences · A/B test 4–6 hooks per channel · first SEO content wave · daily social uploads begin · email flows live · weekly digest.

- ▶ Target: first paid traffic live by Day 35
- ▶ Target: daily uploads stable by Day 40
- ▶ Target: CAC baseline established by Day 50
- ▶ Scale+ tiers add lifecycle and programmatic

03

## Days 61–90 · Scale

Reallocate budget to top 2–3 winners · iterate winning creative angles · CRO + bid tuning · lookalike expansion · SEO content compounding · Day-60 NPS pulse.

- ▶ Target: 20–35% CAC reduction vs Day 30 baseline
- ▶ Target: payback period validated
- ▶ Enterprise gets a Day-75 strategic exec review

**Owner takeaway:** at the same media budget, Saflow targets a 25–35% CAC reduction within 90 days through CRO, creative iteration, daily uploads and bid efficiency. Same spend, more customers.

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**CHAPTER 12 — EVERY OBJECTION, ANSWERED**

## Bring this section into the call.

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### What if my budget is below Spark (\$1,500/mo)?

Lite is \$300/mo with 1 dedicated specialist for ~2 hours/week — covers a single-page website, basic SEO, 1 social channel and monthly email. Or take a 2-week diagnostic sprint at \$1,500 flat — audit, strategy, one quick win, and a roadmap.

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### How are you cheaper without being lower quality?

India-based delivery means \$20–\$35/hr blended cost vs \$75–\$150/hr in NYC/SF; productized workflows + AI tooling make our hours more leveraged; and you keep paying market rate for the ad auction itself — only the agency layer is leaner.

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### Is website design really included at \$300/mo?

Yes — every tier includes website design, scaled to the tier. Lite gets a one-page landing site; Spark gets 3–5 pages; Launch gets a 10+ page site with CRO landing pages; Growth and above get custom design systems and ongoing dev sprints.

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### Are daily uploads, SEO, email and social really in every tier?

Yes. Depth scales with the tier — Lite is 1 platform with light cadence, Enterprise is 24/7 production across every region. Every tier ships custom design assets, insights across all platforms, and an email program from day one.

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### How big is the team I get?

1 specialist on Lite, 2 on Spark, 4 on Launch, 6–10 on Growth, 10+ custom-staffed on Scale, and 12–50 embedded on Enterprise. Named individuals, not anonymous pooled hours.

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### Do you work with our existing tech stack?

Standard yes: GA4, GTM, Looker Studio, Segment, HubSpot, Salesforce, Klaviyo, Customer.io, Mixpanel, Amplitude, Shopify, WooCommerce, Webflow, WordPress, Framer.

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### What's the contract length? Who owns the accounts?

Month-to-month after a 90-day initial term; Enterprise can negotiate annual with quarterly reviews. You own every ad account, website, and asset — always. We get admin access; you get owner.

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# Lock your plan in **15 minutes.**

Submit your tier selection and we'll come back with a tailored proposal — scope, milestones, team roster, and pricing — in under 24 hours.

**PHONE · WHATSAPP**

**+91 93347 80967**

Mon–Sat · 10:00 to 19:00 IST

**EMAIL**

**support@saflow.app**

Replies within 4 hours

**WEBSITE**

**saflow.app**

Plans & Builder: [ads.saflow.app/plan.html](https://ads.saflow.app/plan.html)

**HEADQUARTERS**

**Ranchi, India**

Serving brands in 14+ countries

## Start with a free audit.

Email [support@saflow.app](mailto:support@saflow.app) or call **+91 93347 80967** to book a 30-minute discovery call.