



Pricing Examples & Ideas

Pricing should be built around two things: the economics of delivering the service and the level of involvement the client requires.

The examples in this resource are not recommended prices or required packages. They demonstrate several ways text marketing services can be structured and adapted to different clients.

Choose A Pricing Structure

Most text marketing services use one of three pricing structures.

Volume-Based Packages

The client pays a fixed monthly price for a defined amount of text usage.

This structure works well when:

- Monthly usage is reasonably predictable
- Clients value a consistent monthly expense
- Increasing subscriber counts create a natural upgrade path
- The service included at each level can be clearly defined

Volume-based pricing is simple to explain, but text allowance should not be the only factor considered. A client sending one simple campaign may require far less work than a client sending several campaigns with multiple revisions.

Service-Based Packages

The client chooses a package based on the amount of strategy, campaign development, and ongoing support included.

This structure works well when:

- Clients require different levels of involvement
- Campaign creation represents a meaningful portion of the work
- Some clients provide completed content while others need a managed service
- The reseller wants to charge appropriately for expertise and time

Text allowances should still be defined within service-based packages. Otherwise, a client with substantial usage could become unprofitable even when the service boundaries are clear.

Base Fee Plus Usage

The client pays a base monthly service fee plus an amount based on text usage.

This structure works well when:

- Monthly usage varies significantly
- Clients send seasonally or inconsistently
- Service requirements remain relatively stable while volume changes
- The reseller can explain and document usage charges clearly

This model protects the reseller from unpredictable messaging costs, but it gives the client a less predictable monthly bill. Providing an estimated monthly range can make the arrangement easier to understand.

Select the structure that most closely reflects how your costs and workload change. Do not add complexity unless it solves a specific pricing problem.

Calculate A Sustainable Starting Price

Example package prices are useful for comparison, but they should not replace your own calculations.

Begin by estimating the full monthly cost of serving one client.

Direct Costs

Include costs that increase when a client is added or when usage increases.

Examples include:

- Text messaging costs
- Platform or account costs
- Contractor costs
- Payment processing fees
- Client-specific software or services

Delivery Time

Estimate the time required to serve the client each month.

Include:

- Campaign planning
- Campaign writing and editing
- Scheduling
- Client communication
- Revisions
- Account administration
- Strategy meetings
- Ongoing support

Assign a value to that time. Whether you perform the work yourself or hire someone later, the work has a cost.

Overhead And Growth

Each client should also contribute toward expenses that are not tied to one account.

These may include:

- General software subscriptions
- Administrative support
- Sales and marketing
- Professional services
- Training
- Future hiring
- General business operations

A package that covers only messaging costs and immediate labor may generate revenue without creating a sustainable business.

Pricing Formula

A simple starting formula is:

Monthly delivery costs + labor + allocated overhead = total monthly cost

To calculate a price using a target margin:

Total monthly cost ÷ (1 - target margin) = minimum package price

Worked Example

Assume one managed client requires:

- \$85 in messaging and direct costs
- Thirty minutes of monthly work valued at \$50 per hour
- \$40 in allocated overhead

The estimated monthly cost is:

$$\$85 + \$25 + \$40 = \$150$$

If the business is targeting a 45% margin:

$$\$150 \div .55 = \$272.73$$

The package would need to be priced at approximately \$275 per month to produce that margin under these assumptions.

This is an illustration, not a recommended price or margin. The purpose is to show how messaging costs, service time, overhead, and the desired margin can be used to calculate a sustainable starting price.

Create Your Pricing Structure

Before reviewing sample packages, define the service you intend to provide.

Your Costs

- What does monthly text usage cost at each volume level?
- Which expenses increase when a client is added?
- What costs remain even when client usage is low?
- Will contractors or employees help manage the account?
- How should general overhead be allocated?

Your Time

- How much time will onboarding require?
- How much time will each campaign require?
- How much client communication is expected?
- How many revisions will be included?
- Will meetings or strategy support be provided?
- How much administrative work will the account create?

Your Service

- Will the client provide completed campaign content?
- Will you develop promotions and write campaigns?
- Will you provide list-building or strategy support?
- What response time can you provide consistently?

- Which services belong in the monthly package?
- Which services should be priced separately?

Your Client

- How large is the subscriber list?
- How often will the business send campaigns?
- Does usage fluctuate seasonally?
- Does the business operate more than one location?
- How many people will review or approve campaigns?
- How much ongoing guidance will the client require?

Your Business

- What margin does each package need to produce?
- How many accounts can be served well with the current team?
- Will the pricing support future hiring?
- What happens if messaging or labor costs increase?
- Can every included service be delivered consistently?

Sample Package Approaches

The following examples show three ways the same general service could be packaged. The prices are illustrative and should be tested against your own costs and service requirements.

Example One: Volume-Based Packages

This approach emphasizes predictable pricing and clear usage limits.

Starter – \$175 Per Month

- Up to 5,000 texts
- One client-provided campaign per month
- Campaign review and scheduling
- One revision round
- Standard client support

Growth – \$325 Per Month

- Up to 10,000 texts
- Up to two campaigns per month
- Campaign writing and scheduling
- One revision round per campaign
- Standard client support

Pro – \$550 Per Month

- Up to 20,000 texts
- Up to four campaigns per month
- Campaign writing and scheduling
- One revision round per campaign
- Monthly promotion ideas
- Priority support

Additional campaigns, revisions, usage, meetings, or strategy work are priced separately.

Before using these prices, calculate the cost of the text allowance and the time required to provide every included service.

Example Two: Service-Based Packages

This approach emphasizes the client's level of involvement and the amount of work managed by the reseller.

Campaign Support – \$250 Per Month

- Defined monthly text allowance
- One client-provided campaign per month
- Campaign review and scheduling
- One revision round
- Standard client support

The client supplies the promotion and proposed message. The reseller reviews, schedules, and sends the campaign.

Done-With-You – \$375 Per Month

- Defined monthly text allowance
- Up to two campaigns per month
- Campaign review and editing
- One revision round per campaign
- Monthly planning support

The client remains involved in developing promotions and content. The reseller helps refine and execute the campaigns.

Done-For-You – \$700 Per Month

- Defined monthly text allowance
- Up to four campaigns per month
- Campaign strategy
- Campaign writing and scheduling
- One revision round per campaign
- List-building guidance
- Monthly strategy meeting
- Priority support

The reseller manages most of the planning and execution. Additional campaigns, meetings, revisions, locations, or custom materials are priced separately.

Example Three: Base Package With Add-Ons

This approach gives the client a core monthly service with the ability to purchase additional support.

Base Service – \$175 Per Month

- Up to 5,000 texts
- One client-provided campaign per month
- Campaign review and scheduling
- Standard client support

Possible add-ons:

- Additional 5,000 texts: \$100 per month
- Additional campaign scheduling: \$75
- Campaign writing and scheduling: \$125 per campaign
- Monthly strategy and planning session: \$175
- List-building consultation: Beginning at \$250
- Additional revision round: \$50
- Rush service: Beginning at \$100
- Additional location: Priced according to usage and service requirements

This structure offers flexibility, but too many add-ons can make the client's monthly cost difficult to understand. Keep the core package useful and limit add-ons to services that are genuinely outside its scope.

Price Additional Campaigns Consistently

An additional campaign should not be priced arbitrarily.

Begin by calculating the approximate value of one campaign within the client's current package. Then adjust the price based on the work required.

Consider whether the client:

- Provides a completed message
- Provides an offer that still requires campaign writing
- Needs help developing the promotion
- Requires multiple approval rounds
- Requests the campaign outside the normal schedule

An additional campaign may be priced at \$75 to \$150 or more, depending on the work involved.

Campaign writing is not priced according to word count. The work may include offer development, strategy, writing, editing, coordination, scheduling, and revisions.

Multi-Location Pricing

Do not assume that every additional location should receive the same price or an automatic discount.

Evaluate each location according to:

- Subscriber count
- Expected monthly text volume
- Campaign frequency
- Whether campaigns are unique or shared
- Approval requirements
- Client communication
- Support needs

A location sending 5,000 texts per month should not be priced as though it sends 20,000. Likewise, a location that requires unique promotions and separate approvals may require more service than one participating in a shared campaign.

When locations operate independently, place each location in the package that reflects its usage and service requirements.

When locations share campaigns, determine which costs are shared and which costs still occur for every location. Campaign development may be performed once, while messaging costs, scheduling, approvals, and communication may still vary.

Use custom pricing when the business operates across many locations, shares subscriber data, centralizes campaign approvals, or has usage that does not fit standard packages.

Setup And Onboarding

A one-time setup fee can cover work required before monthly service begins.

Setup may include:

- Creating the account
- Collecting business information
- Importing an existing subscriber list
- Establishing keywords or signup methods
- Reviewing compliance requirements
- Creating the initial campaign plan
- Developing the first campaign

An example setup fee might range from \$150 to \$750 or more, depending on the account's complexity.

If the fee is waived as part of a promotion or agreement, show it as a waived fee. This allows the client to see that onboarding has value and prevents free setup from becoming an assumed part of every future agreement.

Other Add-On Opportunities

Strategy Support

Strategy support may include promotion planning, campaign calendars, offer development, seasonal ideas, subscriber-growth planning, and regular strategy meetings.

It may be included in a premium package or offered separately. A monthly strategy and planning session might begin around \$150, depending on the preparation and follow-up involved.

List-Building Support

List-building support may include signup campaign ideas, signage recommendations, website language, social media promotions, employee scripts, contest planning, and QR code placement.

It may be sold as a focused project, an ongoing add-on, or part of a higher-level package. A focused list-building engagement might begin around \$250, with higher pricing for custom materials, staff training, multiple locations, or ongoing support.

Rush And One-Time Work

Rush pricing may apply to same-day campaigns, after-hours requests, holiday requests, or work outside the client's normal package.

A rush fee might begin around \$100 in addition to campaign-writing and text-usage fees.

The fee should be defined before a rush request occurs. This protects the reseller's schedule and allows the client to make an informed decision.

Establish Pricing Policies

A pricing structure is incomplete until the operating rules are defined.

For every package, decide:

- Whether unused text volume expires or carries forward
- How usage above the package limit will be handled
- How many campaigns are included
- How many revisions are included
- What qualifies as a revision rather than a new campaign
- How much notice is required for campaign requests
- What support channels are included
- What response time the client can expect
- How additional locations will be priced

- When custom pricing is required
- How often prices will be reviewed
- How clients will be notified of pricing changes

These policies do not all need to appear on the sales page. They should, however, be documented before clients begin using the service.

Evaluate The Final Packages

Before publishing or presenting your pricing, review each package as though every client selected the most demanding version of the service allowed by its terms.

Ask:

- Would the package remain profitable if the full text allowance were used?
- Would it remain profitable if every included campaign and revision were requested?
- Is the difference between packages easy to understand?
- Does each higher package provide a meaningful reason to upgrade?
- Are the boundaries specific enough to prevent inconsistent expectations?
- Can the service be delivered at this level as the client base grows?

If a package works only when clients use less than they are entitled to use, the price or scope should be adjusted.

Clear pricing allows the client to make a decision. Sustainable pricing allows the business to honor that decision without sacrificing service quality or profitability.

TIP

Create boundaries before you begin selling.

Define what is included, what is not included, and what will require an additional fee. Clear boundaries protect your time and make the service easier for clients to understand.

IMPORTANT REMINDER

These examples are intended to provide ideas, not to establish required prices.

Your pricing should reflect your costs, your level of involvement, your market, and the value you provide.

Review your pricing regularly. As your experience, service, costs, and client needs change, your pricing may need to change as well.

COMMON MISTAKE

Including unlimited service without accounting for the time required.

Unlimited campaign creation, revisions, meetings, or support can quickly make an account unprofitable. Even when you offer generous service, define reasonable expectations.

KEY TAKEAWAY

Good pricing is clear, consistent, and sustainable.

The right pricing structure allows the client to understand what they are receiving while allowing you to provide the service confidently and profitably.