

RATE CARD 2026

Customers are rarely lost to better competitors. They are lost to slow replies and missed follow-ups. Here is how we fix that, and what it costs.

Trusted by 30+ organisations, including UN-Habitat, KRA and the Teachers Service Commission.

HOW TO USE THIS RATE CARD

1

Find your problem

Below, then jump to its page.

2

Compare levels

Three per service.

3

Choose how to buy

One service, a package or your own mix.

4

Message us

Written plan within 3 days.

START WITH YOUR PROBLEM

Messages go unanswered	Chat assistants	p.2	No website, or a dated one	Websites	p.3
My site is slow or broken	Website care	p.3	I need enquiries now	Ads	p.4
Nobody finds me on Google	SEO	p.4	My social pages are quiet	Social media	p.5
Designs are always late	Graphic design	p.5	I look smaller than I am	Branding	p.6
People do not get what I sell	Content	p.6	My posts get scrolled past	Video	p.7
A launch is coming up	Sprints	p.7	Too many suppliers	Packages	p.8
Property, school or NGO	Bundles	p.9	I have questions first	Good to know	p.10

Setup fee

Paid once, to launch.

Monthly fee

Runs and reports.

Clear allowances

No surprise bills.

Billed separately

Ad spend, hosting, domains.

01 CHAT ASSISTANTS

LIVE IN 1 TO 4 WEEKS

THE PROBLEM

They message at 9pm. You reply at 9am. They have already bought elsewhere.

THE FIX

AI assistants that answer on your website and social channels, day and night, and pass the right chats to your team. **From KES 15,000 a month, paid yearly.**

	SITE	BASIC	RECOMMENDED SMART	ELITE
	Free with our websites	AI, two channels	AI, every channel	AI, full sales team
Works on	Your website	Website, plus WhatsApp, Instagram or Messenger	Website, WhatsApp, Instagram and Messenger in one inbox	All of these, plus SMS and email
Replies	Set answers you approve	AI trained on your business	AI, and asks budget and timing	AI that remembers each customer
Language	English or Swahili	Replies in the customer's language	Replies in the customer's language	Replies in the customer's language
Hands over to your team	Emails you each lead	Alerts you when a customer asks for a person	Passes live chats to the right person, with a summary	Spots upset or urgent customers first, books calls
Follows up	☐ Not included	☐ Not included	Reminds customers who go quiet	Automatic follow-up series
Leads go to	Your email inbox	Lead list	Contact database (CRM)	Sales board that updates itself
Payments	☐ Not included	M-Pesa payment link	M-Pesa prompt in chat	M-Pesa, cards, invoices
Conversations	200 a month	300 a month	800 a month	2,500 a month
Extra chats	Upgrade to Basic	100 for KES 2,000	250 for KES 5,000	500 for KES 8,000
Upgrade from Site	☐ Not included	+KES 15,500 a month +KES 15,000 setup	+KES 29,500 a month +KES 55,000 setup	+KES 57,500 a month +KES 100,000 setup
SETUP FEE	In website price	KES 35,000	KES 75,000	KES 120,000
MONTHLY FEE	In website price	KES 18,000	KES 32,000	KES 60,000

Conversation: one customer's chat within 24 hours, however many messages. 300 a month is about 10 customers a day, 800 about 25, 2,500 about 80. **M-Pesa payment link:** the customer taps a secure link to pay. **M-Pesa prompt:** the PIN request appears on their phone without leaving the chat. Money goes to your own account. Setup covers training the AI on your business, connecting channels and M-Pesa, Meta verification, testing, staff training and 14 days of close support. Emails included: Basic 500, Smart 2,000, Elite 5,000 a month; Elite includes 300 SMS from your own sender name. AI costs are included; Meta message fees billed separately.

02 WEBSITES

● LIVE IN 1 TO 6 WEEKS

THE PROBLEM

Customers look you up before they call. Find nothing, and they call someone else.

THE FIX

A fast, mobile-first website with its own chat assistant, so every visitor gets an answer. You own all of it.

	STARTER New business	RECOMMENDED BUSINESS Established or catalogue	PRO Large site or store
Pages	Up to 4	Up to 10	Up to 25
Products	○ Not included	Up to 50	Up to 200
Site assistant	Included, 20 answers	Included, 40 answers	Included, 60 answers
Design revisions	2 rounds	2 rounds	3 rounds
Updates a month	2	6	12
Care included	Security, backups	Adds downtime alerts	Adds speed, priority
Build time	1 to 2 weeks	2 to 4 weeks	4 to 6 weeks
BUILD FEE	KES 40,000	KES 85,000	KES 180,000
MONTHLY FEE	KES 7,500	KES 14,000	KES 30,000

The site assistant answers visitors on your website, up to 200 chats a month, and sends every lead to your inbox. Cancel and you keep your site and files. Every site also has a WhatsApp button, enquiry form and Google setup. Hosting and domain quoted upfront, billed yearly. Want it on WhatsApp too? See Launch, page 8.

03 WEBSITE CARE

● STARTS WITHIN A WEEK

THE PROBLEM

Built once, never touched. Now it is slow, dated or about to break.

THE FIX

We keep the site you already have safe, current and working.

	ESSENTIAL Keep it safe	RECOMMENDED STANDARD Keep it current	PRIORITY Keep it fast
Updates a month	2 small edits	6	12
Security and backups	● Included	● Included	● Included
Downtime alerts	○ Not included	● Included	● Included
Speed work	○ Not included	○ Not included	● Included
MONTHLY FEE	KES 6,000	KES 15,000	KES 32,000

One-time setup KES 5,000 for a full site check and backup. Custom-coded sites add 15%.

04 META AND GOOGLE ADS

● RESULTS IN WEEKS

THE PROBLEM

Boosted posts bring likes, not customers.

THE FIX

Targeted campaigns that bring buyers to your chat or website.

	STARTER One platform	RECOMMENDED GROWTH Two platforms	PRO Three platforms
Platforms	Meta or Google	Meta and Google	Adds TikTok
Campaigns	1	2 to 3	Up to 5
New ad designs	2 a month	4 a month	8 a month
Sales tracking	○ Not included	● Included	● Included
Optimised	Monthly	Every two weeks	Weekly
MONTHLY FEE	KES 25,000	KES 45,000	KES 85,000

One-time setup KES 15,000 covers ad accounts, tracking, audiences and your first ads. Ad spend billed separately; we recommend at least KES 15,000 a month. Minimum three months.

05 SEO

● RESULTS IN 3 TO 6 MONTHS

THE PROBLEM

They search for what you sell, and find your competitor.

THE FIX

We earn you a place on Google, Google Maps and AI answers.

	RECOMMENDED STARTER The basics	GROWTH Climb	PRO Lead
Technical fixes and Google profile	● Included	● Included	● Included
Articles a month	○ Not included	2	4
Links from other sites	○ Not included	● Included	● Included
AI search visibility	○ Not included	○ Not included	● Included
MONTHLY FEE	KES 20,000	KES 40,000	KES 75,000

One-time setup KES 15,000 covers a full audit and keyword plan. Minimum three months. No one can honestly guarantee a ranking, and we never will.

ADS OR SEO?

Need enquiries now? Ads.

Building for next year? Add SEO.

06 SOCIAL MEDIA

RESULTS IN DAYS

THE PROBLEM

Your last post was weeks ago. Customers wonder if you are still open.

THE FIX

We plan, design and post, so your page stays active and on brand.

	RECOMMENDED STARTER One platform	GROWTH Two platforms	PRO Three or more
Posts a month	8	12	24
Short videos	☐ Not included	2 a month	6 a month
Comment replies	☐ Not included	Working hours	Working hours
Influencers	☐ Not included	☐ Not included	☒ Included
MONTHLY FEE	KES 18,000	KES 32,000	KES 65,000

One-time setup KES 7,500 covers your brand kit, templates and first month's calendar. Short videos are made by us; influencer fees are billed separately.

07 GRAPHIC DESIGN

RESULTS IN DAYS

THE PROBLEM

The offer is ready. The poster is not. Again.

THE FIX

Finished designs every month, ready to post or print. No setup fee.

	STARTER Posts and flyers	RECOMMENDED GROWTH Adds ad designs	PRO A dedicated designer
Designs a month	8 to 10	15 to 20	Up to 30
MONTHLY FEE	KES 15,000	KES 32,000	KES 70,000

WHICH ONE?

Design: you get the files.

Social media: we post and reply for you.

08 BRANDING

● ONE-TIME, 1 TO 4 WEEKS

THE PROBLEM

Great work, homemade logo. You look smaller than you are.

THE FIX

A professional identity, and you own every file.

	RECOMMENDED START The essentials	IDENTITY The full system	COMPLETE Every surface
Logo, colours, fonts	● Included	● Included	● Included
Guidelines and stationery	○ Not included	● Included	● Included
Social templates	○ Not included	● Included	● Included
Packaging, signage, pitch deck	○ Not included	○ Not included	● Included
Revision rounds	1	2	3
ONE-TIME FEE	KES 25,000	KES 75,000	KES 140,000

09 CONTENT AND COPY

● BUILDS OVER MONTHS

THE PROBLEM

People read your page and still cannot tell why to choose you.

THE FIX

Clear writing that turns readers into buyers. No setup fee.

	STARTER Stay visible	RECOMMENDED GROWTH Nurture buyers	PRO Lead your field
Articles a month	2	4	4 long-form
Social captions	8 a month	8 a month	8 a month
Email series, 3 to 5 emails	○ Not included	One a month	One a month
Website pages rewritten	○ Not included	1 a month	2 a month
MONTHLY FEE	KES 15,000	KES 32,000	KES 60,000

BETTER TOGETHER

New brand? Add content to match.

Taking both? Save 10% on the second.

10 VIDEO

● RESULTS IN DAYS

THE PROBLEM

Video wins attention. Filming feels slow and costly.

THE FIX

Short videos for social, ads and your site, scripted and made in-house. No setup fee.

	STARTER Animated	RECOMMENDED GROWTH Animated and live	PRO Volume or a shoot
Videos a month	2 animated	3 to 4 animated, plus 1 edited from your footage	8 to 10, or one day of filming with our crew
Length	Up to 30 seconds	Up to 60 seconds	Up to 60 seconds
MONTHLY FEE	KES 25,000	KES 48,000	KES 85,000

Scripts included. Filming outside Nairobi adds travel costs.

11 CAMPAIGN SPRINTS

● ONE-TIME, 2 TO 4 WEEKS

THE PROBLEM

Launch day is fixed. A few posts will not fill the room.

THE FIX

One focused campaign, one fee, no monthly commitment.

	BASIC Focused push	RECOMMENDED GROWTH Two platforms	LAUNCH EVENT The full launch
Length	2 weeks	3 weeks	4 weeks
Designs	6	12	20
Videos	○ Not included	1	2
Landing page	○ Not included	○ Not included	● Included
Results report	● Included	● Included	● Included
ONE-TIME FEE	KES 35,000	KES 75,000	KES 140,000

Ad spend billed separately. Book two weeks ahead.

12 PACKAGES

● MOST CLIENTS START HERE

ONE TEAM. ONE SYSTEM.

THE PROBLEM

Five suppliers, five invoices, nobody responsible.

THE FIX

One team runs it all, for less. Levels as described in sections 01 to 11.

	LAUNCH Website and WhatsApp	RECOMMENDED GROW Add social media	SCALE Add ads, 3 channels	DOMINATE The full system
Website and site assistant	Starter	Starter	Business	Business
AI assistant on your channels	Basic	Basic	Smart	Smart
Social media	○ Not included	Starter	Starter	Growth
Ads	○ Not included	○ Not included	Starter	Growth
SEO and content	○ Not included	○ Not included	○ Not included	Starter
Support	Onboarding	Onboarding	Monthly review	Strategy calls
You save	KES 2,500 a month KES 20,000 on setup	KES 4,500 a month KES 17,500 on setup	KES 14,000 a month KES 42,500 on setup	KES 26,000 a month KES 27,500 on setup
MONTHLY FEE	KES 23,000	KES 39,000	KES 75,000	KES 132,000
SETUP FEE	KES 55,000	KES 65,000	KES 140,000	KES 170,000

START SMALL. GROW WITHOUT PAYING TWICE.

Move up a level whenever you are ready. **Setup fees you have already paid count towards the next level**, so you only pay the difference. Add any other service to a package at 10% off.

Savings compared with buying each service on its own. Ad spend billed separately. Need Elite, a Pro website or video? Ask for a tailored proposal.

13 INDUSTRY BUNDLES

● TESTED STRUCTURES

THE PROBLEM

Generic marketing does not know how your sector sells.

THE FIX

Ready-made setups for three sectors.

	PROPERTY Agents, developers	ADMISSIONS Schools, colleges	INSTITUTIONAL NGOs, public bodies
Result	Enquiry to viewing to deposit, in one chat	Enquiries sorted by programme and intake	Every conversation logged for donor reports
Core	Business website and site assistant, Smart assistant	Business website and site assistant, Smart assistant	Business website and site assistant, Smart assistant
Marketing	Ads Growth, Video Growth, Content Starter	Ads Starter, SEO Growth, Content Growth	Content Growth
You save	KES 27,000 a month KES 30,000 on setup	KES 21,000 a month KES 40,000 on setup	KES 9,000 a month KES 25,000 on setup
MONTHLY FEE	KES 127,000	KES 122,000	KES 69,000
SETUP FEE	KES 145,000	KES 150,000	KES 135,000

14 BUILD YOUR OWN

● YOU CHOOSE

THE FIX

Combine any services. The more you add, the more you save.

10%

off your second service

15%

off each one after that

15K

minimum a month

EXAMPLE Smart assistant KES 32,000 + Social Starter less 10% KES 16,200 = **KES 48,200 a month**

Monthly fees only. Taking a package? Add any extra service at 10% off instead. Above KES 150,000 a month, ask for a proposal.

15 PAYMENT OPTIONS

Setup under KES 95,000

Paid upfront

Setup KES 95,000+

50% now, 50% at launch

Monthly

Invoiced monthly

Quarter Plus

Pay for 3.5 months, get 4

BEST VALUE

Annual

Pay for 10 months, get 12.
Setup fees on ads, SEO and social waived.

How to pay

M-Pesa or bank transfer

16 GOOD TO KNOW

Do I need a website for the assistant?

No. It works on WhatsApp and social media on its own. Every website we build comes with one.

What if we pass our allowance?

We alert you at 80%. No chat is ever cut off. Extra chats are added to your next invoice.

Is there a long contract?

No. Monthly services stop on 30 days' notice. Ads and SEO need three months to prove themselves.

How do you handle our customers' data?

Following the principles of Kenya's Data Protection Act, 2019: collected with consent, stored securely, never sold.

Do you work with institutions?

Yes. We accept LPOs and 30-day payment terms by agreement.

Which WhatsApp number do we use?

Your current business number or a new one. We advise at setup, and the number stays yours.

Can customers chat in Swahili?

Yes. Our AI assistants reply in the language the customer uses, and switch when they do.

What if we leave?

You keep your website, content, data and number. We hand everything over.

Do you guarantee results?

We guarantee the work, not the market. Every month you get an honest report.

How fast do you respond?

Within one working day, Monday to Saturday.

17 WORDS WE USE

Channel

WhatsApp, Instagram, Messenger, web chat or SMS.

M-Pesa prompt

PIN request sent to the customer's phone.

Revision

One round of your feedback, applied.

Conversation

One customer's chat within 24 hours.

Page

One screen of your site, like Home.

Handover

A person on your team takes over the chat.

AI reply

Written by AI from your information.

Update

One change: new text, photo or price.

CRM

Your list of customers and what they asked.

18 WHAT YOU CAN COUNT ON

We promise

- A written plan before you pay
- No surprise bills
- Payments go to your account
- You own your site, data and number

We ask

- Three months for ads and SEO
- 30 days' notice to stop
- Invoices paid within 7 days
- One revision round per piece

Ad spend, hosting, domains and Meta message fees billed separately. Allowances reset monthly. Quarter Plus and Annual apply to single services; packages, bundles and Build your own already include their saving. Detailed deliverables, timelines and terms are confirmed in your proposal and service agreement before work begins.

EVERY WEEK WITHOUT A FIX COSTS YOU CUSTOMERS.

01

Free review call

We find the leaks.

02

Plan in 3 days

One option, one price.

03

We fix it

Work starts that week.

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SCAN TO MESSAGE US

START

ASSISTANTS

WEBSITES

GET FOUND

SOCIAL

BRANDING

VIDEO

PACKAGES

BUNDLES

QUESTIONS

TERMS