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Content and social
Prices 2026 · inreallab

7.2 SMM

SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
SMM "Lite" (1 platform)	$250 – $500	**$320**	per month
SMM "Standard" (2 platforms)	$500 – $1,200	**$700**	per month
SMM "Premium" (+ video, reach)	$1,200 – $2,500+	**from $1,400**	per month
Turnkey SMM (studio-run)	from $1,900	**from $1,900**	per month
SMM strategy	$380 – $1,300	**$600**	project
Content plan	$65 – $250	**$100**	per month
Post / carousel design	500 – $40	**900**	each
Feed design templates	$190 – $650	**$320**	project
Community management	$190 – $500	**$250**	per month
Turnkey community setup	$130 – $500	**$230**	project
Chatbot for a social network	$190 – $1,000	**from $320**	project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Social media audit (platforms, content, competitors, funnel)	$65 – $380	**from $100**	one-off
Reels / Shorts / VK Clip production (concept + shoot + edit)	$40 – $190/video	**from $50**	video
Video editing for social media (from client footage)	$15 – $75/video	**from $25**	video
Content shooting day (Reels / photos for the feed)	$190 – $750/day	**from $250**	day
Post copywriting (text only, no design)	300 – $20/post	**from 500**	post
Stories design	400 – $25/story	**from 600**	story

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Warm-up sequence (story series / content funnel for a launch)	$190 – $750	**from $250**	project
Telegram channel management	$250 – $900	**from $380**	per month
Dzen channel management	$320 – $900	**from $380**	per month
Odnoklassniki management	$190 – $500	**from $250**	per month
YouTube / Rutube channel management (branding + releases)	$380 – $1,300	**from $440**	per month
VK Ads targeted advertising setup (one-off)	$130 – $380	**from $190**	one-off
Paid social management (excluding ad budget)	$190 – $500 or 10–20% of budget	**from $250**	per month
Telegram seeding (channel selection + buying + report)	$190 – $650 + budget	**from $250**	per month
VK mailings (Senler): funnel + chatbot broadcast	$100 – $380	**from $150**	project
VK community wiki menu / widgets	$65 – $320	**from $100**	project
Community header / avatar / cover design (set)	$40 – $190	**from $65**	project
Negative feedback handling / comment moderation (social reputation)	$130 – $380	**from $190**	per month
Contest / giveaway management (mechanics + terms + results)	$65 – $320	**from $100**	campaign
SMM report / social media analytics (metrics, conclusions)	$65 – $190	**from $65**	per month
UGC content production (reviews, unboxings, native videos)	$25 – $130/each	**from $40**	each
Post promotion / follower growth (growth advertising)	$130 – $380 + budget	**from $150**	per month

7.3 Content marketing

SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
SEO article	350 – $20/1000 characters	**700/1000 characters**	per 1000 characters
Expert article / longread	$40 – $190	**from $75**	article
Turnkey blog management	$500 – $1,900	**from $600**	per month

SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Copywriting (sales copy)	800 – $40/1000 characters	**$15/1000 characters**	per 1000 characters
Rewriting / product card copy	150 – 500/1000 characters	**300/1000 characters**	per 1000 characters
Reels / Shorts / Clip	$65 – $600	**editing/light production from $100; full shoot from $190**	video
Short video package	$500 – $1,900	**from $600**	per month
Turnkey video	$320 – $1,500+	**from $380**	video
Turnkey podcast	$380 – $1,500	**from $500**	episode/month
Dzen channel management (articles / Promo Pages)	$250 – $1,200	**from $250 (excluding Promo Pages ad budget)**	per month

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Content strategy (development)	$380 – $1,900	**from $500**	project
Content audit of a blog / website (copy)	$190 – $750	**from $250**	project
Blog editorial plan / content media plan	$130 – $380	**from $150**	per month
Keyword research for articles + clustering	$130 – $650	**from $190**	project
SEO brief for a copywriter	500 – $40	**from 800**	per brief
Optimisation / refresh of an old article	$20 – $75	**from $25**	article
White paper / e-book / guide (lead magnet)	$250 – $1,300	**from $380**	document
Case study (text + layout)	$100 – $380	**from $130**	case study
Landing page sales copy (wireframe + text)	$190 – $900	**from $250**	landing page
Email sequence / welcome series (copy)	$130 – $650	**from $150**	sequence
Slogan / value proposition / naming	$65 – $650	**from $100**	project
Script for a video / Reels	$20 – $130	**from $25**	script
Transcription + video subtitles	20 – 120 per minute	**from 50/min**	per minute
Video editing (per minute)	500 – $65 per finished minute	**from $20/min**	per minute

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Shooting day / production shift	$380 – $2,500	**from $500**	shift
Motion / animated explainer video	$500 – $3,200	**from $650**	video
Podcast editing / mixing (audio post)	$40 – $190	**from $50**	episode
Podcast cover / trailer / header	$40 – $250	**from $75**	project
Article with publication on VC.ru / Habr	$190 – $750	**from $250**	article
Content distribution / repack-aging across platforms	$65 – $250	**from $75**	per item

→ Как начать

Бесплатный разбор задачи. До сметы — созвон и разбор: что реально нужно, что можно не делать сейчас, где деньги. По итогу — фиксированная смета, план по этапам и сроки.

- **Оплата поэтапная:** аванс 30–50%, далее по этапам; абонентские услуги — помесячно.
- **Гарантия:** устранение дефектов бесплатно 3–12 месяцев по договору.
- **Скидка за полный цикл:** сайт + маркетинг + поддержка одной командой — скидка на разработку.
- **Срочность:** +20–50% к базовой цене.
- Рекламный бюджет площадок (Директ, VK, Telegram Ads и т.д.) оплачивается площадке напрямую и в стоимость услуг не входит.
- Все цены — стартовые «от», в рублях, без НДС. Итог зависит от объёма, сложности и сроков.

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Цены в рублях, без НДС · действительны в 2026 году
Финальная смета — после бесплатного разбора задачи