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Marketing strategy
Prices 2026 · inreallab

8.2 Marketing strategy

SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Full marketing strategy	$1,900 – $7,500	**$3,200**	per project
Express strategy for SMB	$380 – $1,300	**$900**	per project
Media plan	$250 – $1,000	**$440**	per project
Unit economics and financial model	$500 – $1,900	**$750**	per project
Positioning and value proposition	$650 – $2,500	**$1,200**	per project
Go-to-market (product launch)	$1,900 – $6,300	**$2,500**	per project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Market and volume analysis (TAM/SAM/SOM, market sizing)	$380 – $1,900	**from $500**	per project
Competitor analysis (detailed, 5–10 players)	$250 – $1,000	**from $380**	per project
Audience segmentation and buyer personas	$250 – $900	**from $320**	per project
Customer Journey Map (CJM)	$500 – $1,900	**from $650**	per project
Brand platform (mission, values, essence, attributes)	$1,300 – $5,000	**from $1,900**	per project
Tone of voice / verbal identity	$380 – $1,500	**from $500**	per project
Value proposition (Value Proposition Canvas)	$250 – $1,000	**from $380**	per project
Positioning map (perceptual map)	$190 – $650	**from $190**	per project
Content strategy	$500 – $1,900	**from $750**	per project
Social media strategy (channels, content plan, formats)	$380 – $1,500	**from $650**	per project
Digital strategy (comprehensive, all online channels)	$1,000 – $3,800	**from $1,500**	per project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Marketplace entry strategy (Wildberries/Ozon)	$650 – $2,500	**from $900**	per project
Sales funnel design (marketing funnel)	$380 – $1,300	**from $500**	per project
JTBD research (Jobs To Be Done, in-depth interviews)	$750 – $2,500	**from $1,000**	per project
LTV/CAC calculation (unit metrics as a separate block)	$250 – $750	**from $320**	per project
KPI system and marketing metrics tree	$250 – $1,000	**from $380**	per project
Strategy session / workshop facilitation	$650 – $2,500	**from $750**	per session (1 day)
Marketing roadmap (6–12 months)	$250 – $1,000	**from $380**	per project
Media mix and budget allocation (media split)	$250 – $900	**from $380**	per project
Lead generation strategy	$500 – $1,500	**from $650**	per project
Product-market fit validation / customer development	$650 – $2,500	**from $900**	per project

8.3 Consulting and audits

SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
⚡ **2-day audit** (tripwire)	$65 – $440	**$130 (credited towards the project)**	one-off
Comprehensive marketing audit	$440 – $1,900	**$750**	per project
Digital audit (website + advertising + analytics)	$380 – $1,500	**$650**	per project
Competitor audit / benchmarking	$380 – $1,500	**$600**	per project
Strategy session / CMO hour	$190 – $650/session	**$95/hour · $440/session**	hour/session

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
SEO audit of a website (technical + semantics + links)	$190 – $750	**from $320**	per project
Technical website audit (speed, indexing, markup errors)	$190 – $650	**from $250**	per project
Paid search audit (Yandex Direct)	$130 – $500	**from $190**	per project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Targeted advertising audit (VK Ads / social media)	$100 – $380	**from $150**	per project
UX / usability audit (expert interface review)	$380 – $1,900	**from $650**	per project
Web analytics audit (Yandex Metrica/GA4, goals and events setup)	$150 – $750	**from $320**	per project
Social media audit (content, engagement, profile presentation)	$130 – $500	**from $230**	per project
Content audit / content marketing audit	$250 – $1,000	**from $380**	per project
Email / CRM marketing audit (campaigns, segmentation, automated funnels)	$190 – $750	**from $320**	per project
Sales funnel and sales team audit	$380 – $1,500	**from $600**	per project
Brand audit (perception, identity, tone of voice)	$500 – $1,900	**from $750**	per project
Reputation audit (ORM / SERM, search results and review sites)	$190 – $750	**from $320**	per project
ASO audit of a mobile app (App Store / Google Play)	$190 – $650	**from $320**	per project
Express website checklist (mini audit against a checklist)	$40 – $190	**from $65**	one-off
CustDev / target audience audit (in-depth interviews)	$380 – $1,900	**from $750**	per project
Mystery shopping	$15 – $100/location	**from $25/location**	per touchpoint
Audit of sales scripts and commercial proposals	$190 – $750	**from $320**	per project
Custom market research (tailored to the brief)	$650 – $3,800	**from $1,200**	per project
Customer Journey Map	$500 – $1,900	**from $900**	per project
Growth audit / audit of growth points (comprehensive, with a plan)	$500 – $1,900	**from $750**	per project
One-off expert consultation (not a strategy session)	$40 – $150/hour	**from $65/hour**	per hour

→ 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