ИП Чапаев Руслан Рафаэлевич
inreallab.ru · wildgear@inbox.ru
+7 993 390-99-36 · t.me/rus_dikiy

VK and social media
Prices 2026 · inreallab

6.2 Targeted advertising

PLATFORM	SETUP	MANAGEMENT
VK Ads	**$380**	**$380/month or 15% (min $320)**
Telegram Ads	**$500** (via resellers such as eLama — no upfront deposit, pay later; first top-up from €250; direct entry to Telegram at €2m is not relevant for the client)	**$440/month + 15% on top-ups**
Odnoklassniki / Dzen (Promo Pages)	**$320** (myTarget as a standalone platform is closed — absorbed into VK Ads)	**$320/month or 12%**

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Audit of a paid-social ad account (VK/Telegram)	$40 – $190	**from $100**	one-off
VK Ads setup (new campaign, one-off)	$130 – $380	**from $190**	one-off
VK Ads management / ongoing support (excluding ad budget)	$190 – $500/month or 10–20%	**from $250/month**	per month
Audience parsing (TargetHunter / Segmento Target)	$40 – $190	**from $75**	per project
Look-alike setup and segments from pixel/CRM	$65 – $190	**from $100**	per project
VK pixel installation and setup + events	$40 – $150	**from $75**	per project
Retargeting from a customer list/pixel (audience cascade)	$65 – $250	**from $130**	per project
VK lead forms (setup + CRM integration)	$65 – $250	**from $130**	per project
Promotion of VK Clips / video formats	$130 – $380 setup	**from $190**	one-off
Telegram Ads setup via a reseller (eLama and others)	$250 – $650	**from $500**	one-off
Telegram Ads management (topic/channel selection, moderation)	$320 – $650/month and/or 10–20%	**from $440/month**	per month

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Ad setup in Odnoklassniki / Dzen (Promo Pages)	$190 – $440	**from $320**	one-off
Ad copywriting + creatives (package of variants)	$40 – $190	**from $90**	per package
Test campaign (audience/creative tests, hypotheses)	$130 – $380	**from $190**	per project
Media plan / paid-social forecast before launch	$65 – $250	**from $130**	one-off
Transfer / rebuild of an account from a previous contractor	$130 – $320	**from $150**	one-off
Paid-social reporting / dashboard	$130 – $440	**from $190**	one-off

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

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Post copywriting (text only, no design)	300 – $20/post	**from 500**	post
Stories design	400 – $25/story	**from 600**	story
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

→ 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.

ИП Чапаев Руслан Рафаэлевич · inreallab.ru
+7 993 390-99-36 · wildgear@inbox.ru · t.me/rus_dikiy

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