



Acorn Games Advertising® LTD

Full Pricing List

Document version: JULY 2022

Prices in USD

Pricing Guide

Service	Acorn Pricing
Existing or new price	Plain Text
Price discounted from JULY 2021	HIGHLIGHTED GREEN
Price increased from JULY 2021	HIGHLIGHTED RED

Social Media and Community

Social Media Packages

Service	Acorn Pricing
The #IndieDev (6 months) monthly	\$2300
The #IndieDev (12 months) monthly	\$1840
The #SoloDev monthly	\$1250
Enterprise Options monthly	Starting from \$3800

The #IndieDev	The #SoloDev	Enterprise Options
<p>Includes</p> <p>Social Media Management Daily social media content, per channel, across 3-4 channels (72 max deliverables monthly). Full content creation including copywriting and asset creation from original and client supplied assets. Content may be split at request between traditional social media, announcements or 'live' posts such as Stories. Weekly social media planning in a clear planner with client approval. Execution of posts across all channels at appropriate times. Ongoing evaluation of channels and content strategy. Shared weekly reporting spreadsheet with clear metrics and recommendations.</p> <p>Community Management Daily community management across 3-4 channels.</p> <p>Included within cost Add On: Written Content x1 written piece per month up to 500 words each (article, blogpiece, Steam Community, newsletter or other use). Add On: Live Content Dedicated regular Instagram Stories, TikTok or other 'live' posts, additional to regular content creation. Add On: Influencer Discovery Up to x10 prospective influencers or community members identified and listed monthly.</p>	<p>Includes</p> <p>Social Media Management Regular social media content, across 2-3 channels (36 max deliverables monthly). Full content creation including copywriting and asset creation from original and client supplied assets. Content may be split at request between traditional social media, announcements or 'live' posts such as Stories. Weekly social media planning in a clear planner with client approval. Execution of posts across all channels at appropriate times. Ongoing evaluation of channels and content strategy. Shared weekly reporting spreadsheet with clear metrics and recommendations.</p> <p>Community Management Daily community management across 2-3 channels.</p>	<p>Initial Social Audit and ongoing deliverables including Social Media Management, Community Management, Written Content, Video Production, Influencer Discovery, Influencer Campaigns and Custom Livestreams.</p>



Community Management

Discord Setup and Management

Optional initial setup and ongoing management of Discord servers. Establishment of roles, permissions and integrated bots. Working towards discovery featuring, and eventually partnership. Daily community management and development designed to grow the community and push KPIs.

Service	Acorn Pricing
Initial setup, building strategy and roles specific to community	\$190
Management and community development 4-5 hours monthly	\$480
Management and community development 8-10 hours (15% discount)	\$820

Community Management and Development

Ongoing community management for all relevant social channels. Responses to comments, replies and direct messages. Additional ongoing work to build the community through daily organic interactions within relevant search queries, hashtags and timeline interactions.

Service	Acorn Pricing
Monthly, across 3 channels	\$390

Paid Advertising

Paid Advertising Management and Execution

Development and execution of paid social strategy. Top level reporting at conclusion of campaign. Focus in line with client guidance on growth, engagement, conversion or other KPIs. Suggested \$750 minimum spend.

Service	Acorn Pricing
Budget \$0-5000	18%
Budget \$5001+	16%

Example	Acorn Pricing
Budget \$750	\$135
Budget \$1000	\$180
Budget \$2500	\$450
Budget \$5000	\$900
Budget \$7500	\$1200
Budget \$10,000	\$1600

Consultancy and Auditing

Social Media Account Audit

Full audit of all client social media channels, detailing current strengths and weaknesses. Actionable steps provided in order to improve on these learnings.

Service	Acorn Pricing
10-page evaluation document	\$450

Custom Reporting

Standard weekly reporting is included in all social packages. Custom reporting for enterprise clients. Monthly report developed in your corporate style with bespoke KPIs and analysis.

Service	Acorn Pricing
Monthly report	\$175

Consultancy

Standard rate pricing on consultancy, provided in the form of a web-based voice conference. Topics may include:

- Social Management and Strategy
- Community Management and Development
- Paid Advertising
- Building Game/Brand Presslist
- Game Page Social Conversion (Steam or other)
- Influencer Management and Cultivation
- Other

Service	Acorn Pricing
1 hour	\$290
4 hours (15% discount)	\$986

Influencer

Influencer Discovery

Independent personality research based on client brief. Names and channel IDs provided alongside concurrent viewership data, subscriber insights and previous gameplay history.

Service	Acorn Pricing
Up to 10 names	\$200

Influencer Campaign

Influencer Discovery included within pricing. Full management of influencer activations from concept through to execution. Includes post-campaign reporting. Individual campaigns to not exceed a period of 6 months.

Service	Acorn Pricing
Per x1 influencer	Flat fee \$450

Written Content

Article Production

Full written article production including original newsletters, articles, blogpieces, interviews, listicles and reviews. Full thumbnails and metadata included on request.

Service	Acorn Pricing
Up to 500 words created in line with client style guidance	\$180 per piece
Up to 500 words. Newsletter content in full HTML built from supplied assets including imagery, buttons and formatting	\$330 per piece

Video Content

Dedicated Video Production

Rich media video per minute from provided or original footage, audio, and graphics. Web-friendly .mp4 deliverable.

Service	Acorn Pricing
Per 1 minute deliverable	\$220

Livestream Production

Full professional livestream content with a live studio host including gameplay, event coverage, let's plays, interviews and product reviews. Stream may be co-hosted with client, or influencers on request. VOD submitted post execution.

Service	Acorn Pricing
1 hour	\$1320
2 hours (15% discount)	\$2244

Motion Graphics

Standalone animation based solely on custom motion graphics, or leaning heavily on complex animations (including mockups) utilizing provided assets. Web-friendly .mp4 deliverable.

Service	Acorn Pricing
Per 1 minute deliverable	\$220

Live Content

Dedicated regular Instagram Stories, TikTok or other 'live' posts, additional to regular content creation.

Service	Acorn Pricing
Bespoke monthly content	\$300

