

Pricing, scope, and how we'd work together

Sent following our intro call - the plain-English version of what a partnership looks like, what it costs, and how your client relationship is protected.

HOW THIS WORKS

I run paid media on your client accounts as a subcontractor to your agency. I'm invisible to your clients - you own the relationship, the billing, the reporting, and the brand. I own the strategy, buying, optimization, and creative direction on the accounts we agree on.

What I do	What you do
<ul style="list-style-type: none">• Channel strategy (Google, Meta, YouTube, TikTok, CTV, programmatic)• Campaign build, buying, bidding, and optimization• Creative direction and ad testing frameworks• Account audits and turnaround plans• Monthly performance write-ups for your team• Weekly sync with your account lead	<ul style="list-style-type: none">• Own the client relationship and communication• Own billing, contracts, and collections• Build or deliver client-facing reporting• Provide ad account access and brand assets• Handle tracking, pixels, GTM, and analytics setup• Approve creative before it ships to live accounts

PRICING

Two ways to structure. Pick whichever fits your agency's P&L better - most partners land on Option A after a few months because it scales cleanly.

Option A	Option B
<p>Flat monthly retainer \$8,000 / month</p> <p>Up to 8 client accounts · best for 5+ accounts</p> <ul style="list-style-type: none">• Fixed monthly cost, easy to budget• Scales across your book without per-account pricing gymnastics• Most partners land here• Additional accounts beyond 8: \$750/mo each	<p>Per-account retainer \$1,500 – \$3,500 / account / mo</p> <p>Tiered by client spend · best for 1–4 accounts</p> <ul style="list-style-type: none">• Tier 1: client spend under \$10k/mo → \$1,500/account/mo• Tier 2: client spend \$10k–\$50k/mo → \$2,500/account/mo• Tier 3: client spend \$50k+/mo → \$3,500/account/mo• Pay only for accounts I'm actively running

ONE-OFF WORK	Account audits (\$1,500 per account, 48-hour turnaround), rescue projects, or strategy-only engagements billed at \$225/hour. Use when you don't need ongoing buying but want senior eyes on a specific problem.
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TERMS THAT MATTER

Non-circumvention	I will not solicit, contact, or accept direct work from any of your clients during our engagement or for 24 months after. Written into every agreement. Your client relationship is 100% yours.
Confidentiality	I operate as a member of your extended team. Client names, data, and account details never leave our workspace. I don't list your clients as case studies without written permission.
Term & cancellation	Month-to-month after a 3-month initial term. 30-day notice to end. No long contracts, no termination fees.
Invoicing	Invoiced on the 1st of each month, net-15. You pay me directly; I am not in the client P&L unless you want me to be.
Ad spend	Media spend stays on client cards or your agency cards - I never touch the money. I only manage the accounts.
Account access	You grant me user-level access to Google Ads, Meta Business Manager, TikTok Ads Manager, and any other platforms needed. No password sharing; standard MCC/BM invitations.
Communication	Slack Connect or shared Slack channel preferred. Weekly 30-min sync with your account lead. Monthly written performance summary per account.

WHAT THE FIRST 90 DAYS LOOK LIKE

WEEK 1 Onboard Account access granted. I audit the first account(s). We sync on priorities and scope.	WEEK 2-4 Stabilize Fix the loudest problems. Kill waste. Restructure where needed. First measurable wins land here.	WEEK 5-8 Optimize Testing framework in place. Creative iteration cycle running. Channel mix refined.	WEEK 9-12 Scale Lift what's working. Decide together which additional accounts to roll me onto.
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NEXT STEPS

1. Pick one account to start on - ideally the one we discussed on our call.
2. Confirm which pricing option fits your P&L (flat monthly or per-account).
3. I send a short subcontractor agreement with non-circumvention and confidentiality terms.
4. Countersign, grant account access, first invoice goes out on the 1st of the following month.
5. We're in-seat within 7 days of signed agreement.

Questions or want to move forward?

Grab a 30-minute working session - we'll walk your pipeline, your target accounts, and whether this is a fit.

calendly.com/seb-crivelli/30min →

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