

LANDING PRICING



How we work with Fashion & Lifestyle brands.



Anthony Bafort
CEO @Landing

**“We are real
partners to your
Fashion or
Lifestyle Brand.”**

In the realm of fashion and lifestyle, we've chosen a different path at our digital marketing company – one centered around enduring partnerships rather than one-off projects.

We've found that by committing to long-term collaborations with brands we can truly showcase the depth of our skills and leverage our suite of tools to elevate your brand's presence in the digital landscape.

For fashion and lifestyle brands, this approach is especially valuable; it allows us to immerse ourselves in the essence of your brand, ensuring that our strategies are not just effective but resonate seamlessly with your unique style and identity.

In addition thanks to our specialization in the fashion and lifestyle domain we add an extra layer of understanding and expertise to our collaborative journey, ultimately delivering results that stand the test of time.

This was a small introduction so you can understand that our prices are all on a monthly basis unless specified otherwise.

In the next pages you'll find

1. Our 2 main collaboration formats
2. Extra's that can be added depending on the brand's needs

If you have any questions, don't hesitate to contact us.

CONTACT



Pricing Partnerships

Every great lifestyle brand deserves a great partner. And we're your trusted digital advisor to make it happen. We increase your online sales thanks to our data-driven but human approach, topped by a unique industry expertise. We're trusted by 40+ fashion & lifestyle brands in Europe.

How we collaborate with Brands:

As an Advertising Partner	As a Full Digital Marketing Partner
We run your advertising activities on the most important channels for Fashion & Lifestyle Brands.	We run your digital marketing activities (advertising, email automation, CRO & coaching) on the key elements of your Fashion & Lifestyle brand.
<ul style="list-style-type: none">• Facebook + Instagram advertising strategy & implementation• Google Branded + Performance Max strategy & implementation• Dedicated brand manager• Team of senior digital marketing strategists• Bi-weekly meetings and monthly reports	<ul style="list-style-type: none">• Facebook + Instagram strategy & implementation• Google Branded + Performance Max strategy & implementation• Email automation strategy insights• Webshop conversion rate optimization strategy insights• Recurrent heatmap analysis• Performance benchmarking with 30+ brands• Dedicated brand manager• Team of senior digital marketing strategists• Bi-weekly meetings and monthly reports
€1.950/month*	€2.600/month*

Our values.

Transparent & clear communication | Data-driven | Result-oriented | Respect for your brand.

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**EXTRA SERVICES ON
THE NEXT PAGE**



*variable sales fee excluded, + 950 euro for a fixed fee arrangement

Pricing Extras (1/2)

Depending on the needs of your brand we can help with other services ranging from Marketplaces to TikTok Advertising to Development support.

<p>Mail Automation Personalization & Testing +700 Euro or one-off project 2,7keur</p>	<p>Advice: once your mailing list achieves a certain size systematically enhancing and optimizing marketing automation is worth every penny. Our work includes 5 mandays per quarter where we analyse and implement:</p> <ul style="list-style-type: none">• Personalization Strategies: Analysis on personalized content and user experiences.• A/B Testing: Conduct A/B tests to optimize email content and maximize engagement.• Usability Enhancements: Provide improvements to enhance customer acquisition process on specific campaigns.
<p>CRO Personalization & AB testing +700 Euro or one-off project 2,7keur</p>	<p>Advice: once your webshop achieves a certain size systematically enhancing and optimizing your user experience is worth every penny. This includes 5 mandays per quarter where we analyse and implement:</p> <ul style="list-style-type: none">• Personalization Strategies: Analysis on personalized content and user experiences.• A/B Testing: Implement A/B testing for key pages like product page, home pages, check-out, ...• Full analysis of Webshop for improvements with report.
<p>Extra platforms (TikTok, Pinterest, Google Performance Max)</p>	<p>Advice: Meta (Facebook & Instagram) represent 80% of your advertising potential for Fashion & Lifestyle brands .</p> <p>Depending on the brand you could think about adding other channels to the mix if you've achieved a certain size.</p> <ul style="list-style-type: none">• Google Full (+350 euro): including Search, Display, Shopping and YouTube, to drive performance based on your specified conversion goals.• Pinterest (+500 euro): leverage the platform's visual discovery capabilities to engage and convert a style-conscious audience.• TikTok (+800 euro): captivate a youthful and trend-focused audience through short-form, visually compelling videos, fostering brand awareness :

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MORE EXTRA'S



Pricing Extras (2/2)

Depending on the needs of your brand we can help with other services ranging from Marketplaces to TikTok Advertising to Development support.

Marketplaces +1 500 Euro	<p>Advice: If you're serious about Marketplaces we strongly advice to work with a partner. The process can be burdersome (+6 monhts integration and asks a lot of specific insights).</p> <p>We help by:</p> <ul style="list-style-type: none">• Selection & application management for your ideal marketplace(s)• Paid advertising strategy & implementation on marketplaces• Organic reach and marketplaces score management• IT Management, communication and integration between the webshop and the marketplaces• Dedicated brand manager with senior digital strategists• Bi-weekly meetings and monthly reporting
Marketing Manager 680 Euro / Day	<p>We help by providing a Brand Manager to help your cover your overall marketing strategy. This is a fixed day per week and can be used for any marketing activity you see fit.</p>
Creative Support 60 Euro / Hour	<p>We help with converting your imagery into advertising visuals or write your copy for advertisements or email marketing.</p>
Development support 80 Euro / Hour	<p>We help with implementing changes in your webshop both on Shopify as in WordPress/ WooCommerce. Other platforms are not native to us.</p>

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**We grow
your
lifestyle
brand
online.**

[CONTACT](#)

