



The Marketing Math for Small Business

How much should professional marketing actually cost you?
Here are your three options — and what each really costs.

OPTION 1

Hire In-House

Salary \$45K–\$65K/year
+30% taxes & benefits
+ tools \$100–\$300/mo

MONTHLY COST

\$4,800–\$7,000

Plus hiring time, training & turnover risk.

OPTION 2

Agency / Freelancer

Agency \$2K–\$10K/mo
Freelancer \$1.5K–\$4K/mo
Per campaign \$300–\$800

MONTHLY COST

\$2,000–\$10,000

Plus 3–7 day waits; you're one of many.

BEST VALUE

OPTION 3

CampForge

Pro \$79/mo — 15 campaigns
Business \$199/mo — 50
Only ~\$4 per campaign

TURNAROUND

60 seconds

Images, copy, video, hashtags & plan.

The Bottom Line

	In-House	Agency	CampForge
Monthly cost	\$4,800–\$7,000	\$2,000–\$10,000	\$199
Cost per campaign*	~\$300–\$500	\$500–\$2,000	~\$4
Turnaround	Hours–days	3–7 days	60 seconds
Annual cost	\$58K–\$85K	\$24K–\$120K	\$2,388

* In-house per-campaign cost assumes ~15 campaigns/month from one salaried employee.

**Businesses doing regular marketing spend \$24,000–\$120,000 a year on agencies or staff.
CampForge Business is \$2,388 a year — up to a 98% cost reduction.**

Who CampForge Is For

CampForge is built for the millions of small businesses that agencies price out. For most owners, the real alternative to CampForge isn't a \$2,000/month agency — it's doing no marketing at all. If you need agency-quality campaigns without the agency price tag, CampForge does 80% of what a marketing team does, for a fraction of the cost, in seconds instead of days.

Start free at campforge.ai — 3 campaigns, no credit card required.

Questions? support@campforge.ai