

The Intersection of **Creativity** and ROI

With a **THIEL retainer**, your business will always be equipped with top-notch marketing, branding, digital, and design resources, freeing you from the hassle and expense of maintaining an in-house team. With a retainer, you gain access to a dedicated team of professionals who are committed to understanding your brand and delivering high-quality work on time and within budget.



Cost-effective savvy investment: Retainers offer more cost-effective pricing than ad-hoc project work. Since you're committing to a certain number of hours or a fixed fee, you'll often receive a lower rate compared to hiring an agency or consultant on a project-by-project basis.



Stay on track and in control with predictable budgeting: With a retainer, you know exactly what you're paying for upfront, making it easier to budget for marketing and design expenses. This can help prevent unexpected costs and allow you to plan your spending more effectively.



Unlock your full potential with dedicated resources: Retainers provide access to dedicated resources that are solely focused on your business. This means you'll have a team of professionals who understand your brand and can work collaboratively with you to achieve your goals.



VIP treatment with our priority service: Clients on retainer receive priority service, meaning their needs and projects are given higher priority over ad-hoc requests. This can help ensure that your work is completed on time and within your desired timeframe.



Simplify communication and streamline your success: Retainers include regular check-ins and status updates, keeping everyone on the same page and ensuring that projects progress smoothly from start to finish, helping to empower client success with streamlined communication.



Our experts never stop thinking about your brand: THIEL's team has expertise in a wide range of marketing disciplines, including branding, digital marketing, design, and more. With a retainer, you'll have access to this expertise, ensuring that your marketing efforts are comprehensive and effective.

Now, let's talk **ROI**

Let's say a business needs help with developing and implementing a comprehensive marketing campaign that will generate \$500,000 in additional revenue. They have three options: hiring an in-house team, working with an agency on a retainer basis for 12 months, or hiring an agency for a one-time project.

In-House Team: The business decides to hire a team of three marketing professionals for a salary of **\$150,000 per year** each, plus benefits and overhead costs. Over the course of one year, the in-house team successfully executes the campaign and generates **\$500,000** in additional revenue.

The business spent **\$450,000** in salary and overhead costs to generate **\$500,000** in revenue.

This translates to an ROI of 11%

Ad-Hoc Project: The business decides to hire an agency for a one-time project at a cost of **\$336,000**. The agency successfully executes the campaign and generates **\$500,000** in additional revenue.

The business spent **\$336,000** in project costs to generate **\$500,000** in revenue.

This translates to an ROI of 49%

Retainer: The business decides to work with THIEL on a retainer basis for **\$20,000 per month**, which includes 160 hours of work. Over the course of 12 months, THIEL's marketing team helps the business develop and implement the marketing campaign, and generates **\$500,000** in additional revenue.

The business spent **\$240,000** in project costs to generate **\$500,000** in revenue.

This translates to an ROI of 108%

THAT BRINGS US TO END, FOLKS

Thanks for the opportunity.
Now, let's get to work.



Milwaukee
320 E. Buffalo Street, Suite 501
Milwaukee WI, 53202

Chicago
2150 S Canalport Ave, Suite 5B-06
Chicago, IL 60608