wag the dog

Branding. Content. Strategy. Creativity.

Turning your big dreams into manageable realities since 2010;
we are *"the little branding firm with big results"*

Wag the Dog Brand Firm 2026 Services & Rate Sheet

Brand development, compliant marketing, and creative direction

Categories mirror our online booking system available on wagthedogbrand.com

Brand Development

Brand Development Package: $3,500 – $6,500
Logo & Corporate Identity Logo Design: Starting at $1,800
Complete Corporate Graphic & Logo Design: Starting at $6,500

Publicity & Media Relations

Publicity & Media Relations Retainer: $3,500 – $7,500 per month
(Pitch development, media targeting, outreach, follow-ups, and placement coordination)
Press Release Writing & Distribution: Starting at $1,500
Crisis / Rapid Response PR: Starting at $2,500 (short-term engagement)

R&D & Vendor Relations

R&D & Vendor Relations Strategy: $175 per hour
(Research, sourcing, vetting, negotiations, coordination)
R&D Sprint (30-day project): Starting at $3,500
(Vendor discovery, comparative analysis, recommendations, and handoff)
Ongoing Vendor Oversight: $150 per hour or packaged monthly

Website Design

Website Design & Development: $4,500 – $9,500
Third-Party / Shopify Page Design: $1,250 per page
Hosting, third-party tools, and advanced functionality billed separately.

Webmaster Services

Webmaster Services (Maintenance & Oversight): $750 per month
(Hosting coordination, updates, broken links, minor content edits, performance monitoring)
Hourly Webmaster Support: $150 per hour (2-hour minimum)
Design changes, new pages, or development billed separately

Tech Support

Client Tech Support (Non-IT / Business Systems): $125 per hour
(Email platforms, domains, CMS, booking tools, CRM setup, troubleshooting)
Tech Support Retainer: Starting at $1,250 per month (Up to 10 hours; additional hours billed hourly)
Does not include hardware repair or enterprise IT services

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Compliance & Email Marketing
FTC-Compliant Newsletter Setup: Starting at $1,500
Compliance Review & Fundraising Training (30-day project): $3,500

Advertising & Campaigns
Custom Advertising Campaigns (6 months): $3,500 per month
Billboard Design: Starting at $1,500

Events & Trade Shows
Trade-Show Booth Design & Custom Banners: Starting at $4,500
Rush Turnaround (14 days): +30% (min $1,500)
Corporate Event Planning: Starting at $6,500 per month

Training & Consulting
Social Media Training Tutorial: $1,250 per week
Writing & Business Operations (A-La-Carte): $175 per hour (2-hr minimum)
Vendor Relations & Oversight: $150 per hour

All third-party costs, advertising spend, printing, production, and platform fees are billed separately. Services providing compliance guidance do not constitute legal advice. Final scope and pricing confirmed prior to engagement.

R&D, vendor sourcing, and publicity services are advisory in nature and do not guarantee specific performance outcomes or media placements.