



## What we do. What it costs. How it works.

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Every engagement is fixed-scope, fixed-price, and designed to produce a specific output. This document covers all our products and services — what each one is for, what it costs, and what you walk away with.

All prices in Kenyan Shillings (KES), exclusive of VAT. Prices effective April 2026.

The most current version of this document is always at [qallann.com/pricing](https://qallann.com/pricing)

## How we work

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We do not start with execution. We start where the problem actually is.

Most marketing relationships begin at the point of doing: build this, run that, post here. The brief is inherited. The direction is assumed. The structural problem that makes results unclear goes unexamined because the execution pressure makes examining it feel like a delay.

We work in three layers.

<b>01</b>	<b>Diagnose</b> The reviews	Confirm what is actually happening. Identify the real constraint. Produce a decision-ready document.
<b>02</b>	<b>Architect</b> The system design	Translate the confirmed direction into a designed system. The map. The brief any team can build from.
<b>03</b>	<b>Execute</b> Build and capability work	Build websites, systems, and campaigns from the Architecture — the designed brief that eliminates guesswork.

Each layer is independent. You can take the output of any layer and proceed with your own team or another agency. The system is designed to be useful without the next layer. The next layer makes it compound.

## The Market Read

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Market intelligence before execution. Know what the landscape looks like before you spend.

### The Market Read

AI-generated market intelligence report. Five components covering your competitive landscape, messaging gaps, and unclaimed market positions.

Timeline: 5-7 business days

**KES 75,000**

100% upfront

### What it covers

- **Visibility Benchmark:** how you compare to five nearest competitors across search and social
- **Logic-to-Language Gap:** audit of competitor messaging against structured frameworks
- **Engagement and Content Intelligence:** format, frequency, and performance across the category
- **Search and Media Intelligence:** unclaimed keyword gaps and paid media benchmarks
- **Strategic Group Map:** white space and competitive positioning across the market

### What you need to provide

- Company name
- Website URL
- Industry or sector
- The markets you serve or intend to serve

### Credit policy

If you proceed to a Qallann review engagement within 90 days of your Market Read, KES 20,000 is credited against the review fee. The scan and the review ask complementary questions. The scan tells you what the market looks like. The review tells you what to do about it.

## The five reviews

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Fixed-scope diagnostic engagements. Each one investigates a specific category of problem, produces a defined output, and gives you a decision-ready document.

The reviews are traffic lights. They tell you what is actually happening, what to stop, what to protect, and what the next decision must be built on.

Payment terms for all reviews: 60% upfront to confirm the engagement, 40% on delivery of the output document.

### Operational Momentum Review

High activity, unclear results. The most complex and most consequential review. For businesses already in motion where the constraint is buried.

Timeline: 3-4 weeks

**KES 280,000**

60% / 40%

### Strategic Direction Review

Before commitment. New market, new product, major spend. Confirms the direction before investment is made.

Timeline: 2-4 weeks

**KES 220,000**

60% / 40%

### Market Position Review

Revenue not scaling to effort. Investigates the positioning or market fit problem that is capping growth.

Timeline: 2-4 weeks

**KES 220,000**

60% / 40%

### Build Readiness Review

Before building a website, CRM, product, or digital service. Confirms the thinking before the budget is committed.

Timeline: 2-4 weeks

**KES 180,000**

60% / 40%

### Customer Growth Review

Customers exist but growth has stalled. Identifies where growth is leaking across the customer journey.

Timeline: 2-4 weeks

**KES 180,000**

60% / 40%

## What all reviews produce

- A clear diagnosis of what is actually happening, not what appears to be happening
- Identification of the primary constraint: the one thing that changes everything else if resolved
- A written output document you can act on with your own team or any agency

- A sequenced recommendation for what should happen next

Market Read credit applies: if you have purchased a Market Read within 90 days, KES 15,000 is credited against the review fee.

## The Architecture layer

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The Architecture translates the confirmed direction from a review into a designed system. It is the map. It is the brief that any team builds from.

Without Architecture, execution runs from an unexamined brief. With Architecture, every decision in the build phase has a confirmed foundation underneath it.

Architecture	Follows from	Price (KES)
<b>Strategic Architecture</b>	Strategic Direction Review	<b>180,000</b>
<b>Positioning Architecture</b>	Market Position Review	<b>150,000</b>
<b>Momentum Architecture</b>	Operational Momentum Review	<b>180,000</b>
<b>Build Architecture</b>	Build Readiness or Customer Growth	<b>120,000</b>

Architecture engagements are only available after the corresponding review has been completed. Payment: 60% upfront / 40% on delivery.

### **Solution Architecture (for complex build requests)**

When a build request contains portals, payment integrations, member systems, or multiple user journeys, a Solution Architecture engagement is required before we can provide accurate build pricing.

It maps all the components, sequences the phases, and produces a document that tells you exactly what you are commissioning and what it costs. Without it, any number we give you is speculative.

Scope	Price (KES)
Standard: single system, clear components, defined user journeys	<b>120,000–150,000</b>
Complex: multiple systems, multiple user types, integration requirements	<b>150,000–200,000</b>

## Build and capability engagements

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Execution follows Architecture. The Architecture document is the brief all build work runs from.

Build engagements are project-quoted based on scope. Capability engagements are either project-based or monthly, depending on the service.

### Website builds

Scope	Range (KES)
Simple informational site (client provides content, 5-7 pages)	65,000-80,000
Standard site with content development by Qallann	110,000-140,000
Complex site with custom functionality (10+ pages)	200,000-350,000
Full digital infrastructure (website + CRM + automation)	350,000-600,000
Large-scale platform (portals, integrations, web apps)	600,000-1,000,000+

Payment: 60% upfront, 40% on staging approval before go-live. Hosting, domain, and third-party licences billed separately.

### Capability engagements (indicative)

These engagements are scoped and priced after a completed intake brief. The figures below are indicative only.

Service	Indicative range (KES)
Brand identity and design system	From 120,000 (project)
SEO: technical phase	From 80,000 (project)
SEO: content execution phase	From 40,000/month
Social media management	From 40,000/month
Paid media management	15% of spend + management fee
CRM implementation	From 120,000 (project)
Content marketing	From 60,000/month
Copywriting and messaging	From 40,000 (project)

## Marketing Leadership

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Ongoing strategic advisory from outside the business. We hold the direction as the business moves.

### Marketing Leadership

Monthly strategic review, direction check, performance examination against Architecture outputs, early constraint identification. Not inside the business. Not execution management.

Timeline: Monthly

**KES 250,000/month**

Monthly in advance · Min. 3 months

### What it includes

- Monthly strategic review: is the direction holding, what has changed, what needs redesigning
- Examination of how execution is performing against the Architecture outputs
- Early identification of the next constraint before it becomes a crisis
- Access to Qallann for brief reviews and decision pressure-testing
- Quarterly direction check: has the commercial picture shifted enough to warrant a new review

### What it does not include

- Day-to-day execution management or agency oversight
- Content creation, campaign management, or media buying
- Operational firefighting or crisis response

### Entry condition

Marketing Leadership is only available to clients who have completed at least one Qallann review engagement. The advisory relationship only works when there is a confirmed direction to hold. Without it, the monthly conversations are reactive and we are both operating on assumptions.

12-month engagement rate: KES 220,000 per month.

## Quick reference: all products and prices

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Product	Type	Price (KES)
The Market Read	Market intelligence	75,000
Operational Momentum Review	Diagnostic review	280,000
Strategic Direction Review	Diagnostic review	220,000
Market Position Review	Diagnostic review	220,000
Build Readiness Review	Diagnostic review	180,000
Customer Growth Review	Diagnostic review	180,000
Strategic Architecture	System design	180,000
Positioning Architecture	System design	150,000
Momentum Architecture	System design	180,000
Build Architecture	System design	120,000
Solution Architecture	Complex build mapping	120,000–200,000
Website (simple)	Build	65,000–80,000
Website (with content)	Build	110,000–140,000
Website (complex)	Build	200,000+
Marketing Leadership	Strategic advisory	250,000/month

All prices in KES, exclusive of VAT. Third-party licences, hosting, and domains billed separately at cost.

Payment terms: 60%/40% for reviews and architecture. 100% upfront for Market Read. Monthly in advance for Marketing Leadership.

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