



Propello



INVESTMENT GUIDE

The Propello Investment Guide 2026.

Guide

You will know what each Propello solution includes, which phases it starts with, what each monthly tier delivers and the investment for every line, so you can plan a budget before your first conversation.

1 Every solution starts with a plan and then runs on a monthly tier

How the phases, the four tiers and the add-ons fit together.

2 Go-to-market starts with a strategy and a HubSpot onboarding

The two go-to-market phases, the four retainer tiers and nine add-ons.

3 Loop Marketing is planned, built and then run every month

The Loop plan and build, four retainer tiers and the Loop add-ons.

4 RevOps starts with a diagnostic of your revenue system

The diagnostic, the implementation, four retainer tiers and the RevOps add-ons.

5 Answer engine optimisation starts with a baseline audit

The baseline audit, the foundation build, four retainer tiers and the AEO add-ons.

6 A growth-driven website launches first and improves every month

The strategy, four Launch Pad packages, four retainer tiers and the website add-ons.

7 Single services can be ordered on their own

HubSpot setups, content, an SEO audit, pay-per-click setup and team workshops.

8 One set of terms applies to every amount

VAT, validity, payment, the minimum term, the term discount and the annual review.

Every solution starts with a plan and then runs on a monthly tier

How the phases, the four tiers and the add-ons fit together.

Propello sells five solutions: go-to-market, Loop Marketing, RevOps, answer engine optimisation and a growth-driven website. Each one opens with a plan, then puts that plan into your tools, then runs every month on a tier you choose.

The plan decides what the monthly work should be. Without it, a retainer has no target, so no solution can be bought without its strategy phase.

The plan decides what the monthly work should be, so every solution starts with one.

Four tiers carry every monthly programme

Every retainer has the same four tiers: Starter, Fast, Faster and Fastest. Fast is the default and the tier a typical proposal starts from. Starter suits a team with one person working alongside Propello.

Faster and Fastest suit teams with a revenue goal that needs several channels at once. The Faster and Fastest tiers of the go-to-market, Loop Marketing and RevOps retainers include a lead or a dedicated analyst working inside your team.

Every amount is set by the outcome it delivers

Every amount in this guide is set by what the line delivers and what that outcome is worth to you. You pay for a result, a fixed scope or a monthly programme.

Phases are one-time fixed amounts. Retainers and some add-ons are monthly. Some add-ons are sold per unit, such as per page or per integration, and a few carry a range set by scope.

Add-ons and single services sit around the solutions

Each solution lists add-ons that extend it once the strategy is in place. A separate list of single services, such as a HubSpot setup or a team workshop, can be ordered on its own.

KIND OF LINE	HOW IT IS CHARGED	EXAMPLE
Phase	One time, invoiced in full on acceptance	Go-to-market strategy, BWP 115,000
Retainer	Monthly, on one of four tiers	Go-to-market retainer, Fast, BWP 105,000 a month
Add-on	One time, monthly or per unit	Extra page, BWP 9,000 per page
Single service	One time or per unit, no solution needed	HubSpot CRM core setup, BWP 48,000

Go-to-market starts with a strategy and a HubSpot onboarding

The two go-to-market phases, the four retainer tiers and nine add-ons.

Go-to-market is a single plan for who you sell to, how they hear about you and how they buy. It is built for qualified pipeline and revenue growth.

Both phases are required. The retainer and every add-on are optional, and each one needs the go-to-market strategy first.

Go-to-market is a single plan for who you sell to, how they hear about you and how they buy.

Two phases set the plan and connect it to HubSpot

PHASE	WHAT YOU GET	INVESTMENT
Go-to-market strategy	Interviews across marketing, sales and customer success, an ideal customer profile and buying-committee definition, positioning, messaging, a go-to-market blueprint and an executive readout, in 30 to 45 days	BWP 115,000, one time
HubSpot onboarding	Your HubSpot portal set up and connected to the go-to-market plan, in 30 days	BWP 115,000, one time

The retainer runs the plan every month

The go-to-market retainer is the monthly programme: content, email and social run to the plan, with a review cadence and KPI reporting.

TIER	WHAT IS INCLUDED	MONTHLY INVESTMENT
Starter	4 articles, 1 newsletter, a working session each quarter	BWP 75,000

TIER	WHAT IS INCLUDED	MONTHLY INVESTMENT
Fast	8 articles, 2 newsletters, a new eBook every quarter, a fortnightly working session	BWP 105,000
Faster	12 articles, a quarterly eBook, 10 social posts a week, 2 custom emails, a weekly working session	BWP 145,000
Fastest	Everything in Faster, two campaigns a quarter, a named strategist	BWP 210,000

Add-ons extend the plan once it is in place

ADD-ON	WHAT YOU GET	INVESTMENT
Outbound programme	A monthly outbound channel: target account lists, multi-step sequences across email and LinkedIn, call scripts, and weekly reply handling and reporting	BWP 90,000 a month
Sales enablement	A sales playbook, objection handling, a pitch deck, CRM sequences and one live training session	BWP 75,000, one time
RevOps sync for go-to-market	Funnel stages, lead routing and reporting mapped into HubSpot lifecycle stages and dashboards, so every channel reports to one view. Needs a HubSpot portal	BWP 55,000, one time
Executive alignment workshop	A session that takes your leadership team through the strategy findings and agrees the priorities	BWP 30,000, one time
Extra department interview round	One more department, such as finance or operations, interviewed and written up inside the strategy	BWP 14,000 per department
Messaging pack for another product line	Positioning and messaging for one more product line or segment, reusing the strategy research	BWP 40,000 per product line
Ideal customer profile and buying-committee refresh	A yearly refresh of the profile and the buying-committee map, using the last twelve months of pipeline data	BWP 26,000, one time
Go-to-market KPI dashboard in HubSpot	One dashboard that tracks the agreed go-to-market KPIs, with owners and targets	BWP 30,000, one time
Quarterly go-to-market review and re-plan	A facilitated review of results against the plan and a re-planned next quarter, for clients not on the retainer	BWP 40,000 per quarter

Loop Marketing is planned, built and then run every month

The Loop plan and build, four retainer tiers and the Loop add-ons.

Loop Marketing is marketing that learns from every campaign and feeds the result into the next. It runs through four stages: Express, Tailor, Amplify and Evolve. It is built for a compounding flow of engaged, qualified leads.

The plan and the build are both required. A loop only compounds while it keeps running, so the smallest order also includes the Starter retainer for the six-month minimum term.

A loop only compounds while it keeps running.

Two phases design the loop and put it into your tools

PHASE	WHAT YOU GET	INVESTMENT
Loop plan	Your brand story and point of view (Express), a CRM and web data audit (Tailor), a multi-channel activation plan (Amplify) and loop reporting and governance (Evolve), in 20 to 30 days	BWP 115,000, one time
Loop build	The loop put into your tools: audiences, journeys and reporting built in HubSpot, in 30 days	BWP 145,000, one time

The retainer runs the loop every month

Each month the retainer runs Express, Tailor, Amplify and Evolve, and each stage goes deeper as the tier rises. The retainer needs the Loop build first.

TIER	WHAT IS INCLUDED	MONTHLY INVESTMENT
Starter	A quarterly refresh, segment-level personalisation, 2 channels	BWP 90,000
Fast	3 channels, fortnightly reporting	BWP 125,000

TIER	WHAT IS INCLUDED	MONTHLY INVESTMENT
Faster	A monthly refresh, behavioural triggers, 4 channels	BWP 175,000
Fastest	One-to-one AI personalisation, a dedicated Loop lead	BWP 250,000

Add-ons deepen one stage or add a channel

Answer engine work is sold only as answer engine optimisation, so it is never bought twice. A Loop client who wants it adds the AEO module, which is the AEO retainer at the same four amounts.

ADD-ON	WHAT YOU GET	INVESTMENT
Express refresh	A refresh of the brand story, tone and point of view, with updated messaging for the next loop	BWP 22,000 per refresh
Tailor segment build	Three audience segments built from CRM and web data, with the personalisation rules that use them	BWP 22,000 per 3 segments
Evolve dashboard and KPI setup	A live loop dashboard in HubSpot with the KPIs and the review cadence	BWP 22,000, one time
Extra channel	One more channel beyond the number in your retainer tier. Needs the retainer	BWP 35,000 a month per channel
AEO module	Answer engine monitoring and optimisation added to a Loop client. Needs the AEO baseline audit	BWP 40,000, BWP 55,000, BWP 75,000 or BWP 110,000 a month, by tier
Quarterly Loop review	A facilitated review of the last loop and the plan for the next, for clients without the retainer	BWP 30,000 per quarter

CHAPTER 4

RevOps starts with a diagnostic of your revenue system

The diagnostic, the implementation, four retainer tiers and the RevOps add-ons.

RevOps puts marketing, sales and service on one set of numbers, so revenue stops leaking between teams. It is built on HubSpot.

The diagnostic is the only required phase. The implementation and the retainer are optional and follow the diagnostic.

RevOps puts marketing, sales and service on one set of numbers.

The diagnostic maps the system and the implementation rebuilds it

PHASE	WHAT YOU GET	INVESTMENT
RevOps diagnostic and architecture	A CRM audit across Marketing, Sales and Service Hub, a data model review, integration mapping, attribution design and an executive roadmap, in 30 to 45 days	BWP 115,000, one time
RevOps implementation	Custom objects and properties, a workflow rebuild, dashboards, integrations, data migration and QA with documentation, in 45 to 60 days	BWP 175,000, one time

The retainer keeps the data and the reporting clean

The RevOps retainer covers data hygiene and dashboards every month, with audits and architecture reviews added as the tier rises.

TIER	WHAT IS INCLUDED	MONTHLY INVESTMENT
Starter	Monthly data hygiene and dashboards	BWP 60,000

TIER	WHAT IS INCLUDED	MONTHLY INVESTMENT
Fast	Monthly hygiene and dashboards, plus fortnightly workflow audits	BWP 85,000
Faster	Everything in Fast, plus a quarterly architecture review	BWP 120,000
Fastest	A weekly cadence and a dedicated analyst	BWP 170,000

Add-ons fix one part of the system at a time

Integration and migration work carry a range. The low end is a native connector or a clean source, the high end a custom API or a large, messy one. The hygiene clean-up stands alone and needs no diagnostic.

ADD-ON	WHAT YOU GET	INVESTMENT
Third-party integration build	One system connected to HubSpot with field mapping, error handling and documentation	BWP 29,000 to BWP 58,000 per integration
Data migration and cleanup	One source system cleaned, deduplicated and imported, with a reconciliation report	BWP 29,000 to BWP 58,000 per source system
Reporting dashboard	One built and tested dashboard with a short walkthrough for your team	BWP 7,000 per dashboard
CRM data hygiene clean-up	A one-off clean-up of duplicates, properties and lifecycle stages, with no architecture change	BWP 43,000, one time
Attribution and reporting model	A documented attribution model and the HubSpot reports that show it	BWP 25,000, one time

Answer engine optimisation starts with a baseline audit

The baseline audit, the foundation build, four retainer tiers and the AEO add-ons.

Answer engine optimisation (AEO) makes your business the answer AI assistants cite when buyers ask about your category.

The baseline audit and the foundation build are both required. The smallest order also includes the Starter retainer for the six-month minimum term.

AEO makes your business the answer AI assistants cite when buyers ask about your category.

The audit shows where you stand and the build fixes the foundations

PHASE	WHAT YOU GET	INVESTMENT
AEO baseline audit	How ChatGPT, Gemini, Perplexity and Google AI Overviews answer 50 buyer questions in your market, who they cite, and a ranked fix list, in 2 to 3 weeks	BWP 45,000, one time
AEO foundation build	Your prompt set loaded into tracking, structured data and AI crawler access, and a brand and entity clean-up, in 30 days	BWP 85,000, one time

The retainer tracks your answers and wins more citations

Each month the retainer tracks your prompts, reports your share of answers and updates pages to win more citations.

TIER	WHAT IS INCLUDED	MONTHLY INVESTMENT
Starter	25 prompts tracked, a monthly report	BWP 40,000
Fast	50 prompts, a fortnightly report, 2 page updates	BWP 55,000

TIER	WHAT IS INCLUDED	MONTHLY INVESTMENT
Faster	100 prompts, 4 page updates	BWP 75,000
Fastest	150 prompts, a weekly report, 8 page updates	BWP 110,000

Each part of the foundation can also be bought alone

Every add-on below needs the baseline audit first.

ADD-ON	WHAT YOU GET	INVESTMENT
Prompt library and tracking setup	Buyer questions written, grouped and loaded into HubSpot's AEO tracking, with a baseline reading	BWP 14,000 per 25 prompts
Structured data and AI crawl access	Schema markup, access for AI crawlers and an llms.txt file on your site	BWP 30,000, one time
Answer-ready page rewrite	An existing page rewritten to answer the question first, with FAQ markup and cited sources	BWP 7,000 per page
Brand and entity clean-up	Your business profile made consistent across Google Business Profile, directories, review sites and the knowledge sources answer engines read	BWP 35,000, one time
Authority and citation outreach	Monthly outreach to get your brand cited by the publications and directories answer engines trust. The amount depends on the number of targets each month	BWP 28,000 to BWP 48,000 a month

A growth-driven website launches first and improves every month

The strategy, four Launch Pad packages, four retainer tiers and the website add-ons.

A growth-driven website launches fast and then improves every month from what visitors do. It is built for a site that keeps converting.

The strategy is required. The smallest order is the strategy plus the Starter Launch Pad website. The retainer is optional and follows the launch.

A growth-driven website launches fast and then improves every month from what visitors do.

The strategy plans the site and the Launch Pad builds it

PHASE	WHAT YOU GET	INVESTMENT
Growth-driven design strategy	A website audit and user research, competitor and page-by-page SEO analysis, monitoring tools, a growth-driven design dashboard, a high-impact page strategy, a sitemap and wireframes, in 30 days	BWP 115,000, one time
Launch Pad website	The first version of the site, designed and built in HubSpot CMS with copy, QA and launch monitoring, sized by pages and templates	From BWP 185,000, one time

The Launch Pad website comes in four packages.

PACKAGE	PAGES AND TEMPLATES	INVESTMENT
Starter	10 pages, 5 templates	BWP 185,000
Fast	15 pages, 5 templates	BWP 230,000
Faster	30 pages, 10 templates	BWP 360,000
Fastest	45 pages, 15 templates	BWP 495,000

The retainer improves the site from what visitors do

The continuous improvement retainer makes high-impact changes and adds content offers each month, reported against the growth-driven design dashboard.

TIER	WHAT IS INCLUDED	MONTHLY INVESTMENT
Starter	2 high-impact changes a month, focused on usability and conversion rate optimisation	BWP 25,000
Fast	4 changes a month, 1 content offer a quarter	BWP 35,000
Faster	6 changes a month, 2 content offers a quarter	BWP 48,000
Fastest	8 changes a month, 4 content offers a quarter, weekly reporting	BWP 80,000

Add-ons grow the site beyond its package

Content migration needs the strategy. Every other add-on needs a Launch Pad website. Lines with a range are set by scope, as shown.

ADD-ON	WHAT YOU GET	INVESTMENT
Extra page	One more designed, written and built page on an existing template	BWP 9,000 per page
Content migration	Existing pages moved into HubSpot with redirects and on-page SEO preserved	BWP 18,000 per 10 pages
Additional language	One more language version of your pages on the same templates, with language switching and hreflang set up	BWP 35,000 per language, per 10 pages
Third-party integration	A booking, payment, map or travel-planning service connected to the site and to HubSpot. A native connector sits at the low end, a custom API at the high end	BWP 30,000 to BWP 350,000 per integration
QA, security and governance pack	Accessibility and security checks, a governance playbook and a contingency reserve before launch. Set by the Launch Pad package	BWP 30,000 to BWP 75,000, one time
Operator or member portal	A login area where operators or members manage their own listing, built on HubSpot memberships. Set by the number of member roles, listing types and workflows	BWP 120,000 to BWP 700,000, one time

Single services can be ordered on their own

HubSpot setups, content, an SEO audit, pay-per-click setup and team workshops.

The services below are sold as stand-alone orders with a fixed amount. None of them needs a solution first, and they can also be added to any solution.

Single services are sold as stand-alone orders with a fixed amount.

HubSpot setups configure each hub for your team

SERVICE	WHAT YOU GET	INVESTMENT
HubSpot CRM core setup	Deals, reporting dashboards, the meetings tool, documents, tasks, email extensions and filters set up and explained, in 30 days	BWP 48,000, one time
HubSpot Marketing Hub onboarding	Landing pages and blog, subdomains, forms, social accounts, SEO fixes, contact import, workflows, an email sequence and lead notifications, in 30 days	BWP 115,000, one time
HubSpot Sales Hub setup	Pipeline, deals, dashboards, meetings, quotes, products and lead scoring configured, in 30 days	BWP 115,000, one time
HubSpot Service Hub onboarding	Ticketing, inbox, knowledge base, routing, escalation workflows, dashboards and customer surveys, in 30 days	BWP 60,000, one time

Content, search and advertising services are priced per item

SERVICE	WHAT YOU GET	INVESTMENT
SEO audit	A technical and content SEO audit with keyword research and a prioritised fix list	BWP 30,000, one time

SERVICE	WHAT YOU GET	INVESTMENT
Landing page	One landing page on an existing HubSpot template, with copy, form, thank-you page and tracking	BWP 12,500, one time
eBook with landing and thank-you page	An eBook of up to 3,000 words with its landing page and thank-you page	BWP 30,000, one time
Pillar page strategy and content	A pillar page of up to 2,500 words with its strategy	BWP 35,000 per page
Customer case study	A customer case study of up to 1,000 words	BWP 19,000 per study
Pay-per-click strategy and campaign setup	Goals, audience and keyword research, ad copy, campaign build and conversion tracking for one ad platform, in 30 days	BWP 30,000 per channel

Team workshops come in two formats

A one-day workshop is an expert-led day for your team, with a slide deck, learning materials and a question and answer session. Topics are SEO, content for inbound, HubSpot Marketing Hub, sales enablement and customer success.

FORMAT	WHAT IS INCLUDED	INVESTMENT
Virtual	The full workshop day, online	BWP 55,000 per workshop
In person	The full workshop day at your location. Excludes travel and accommodation	BWP 75,000 per workshop

One set of terms applies to every amount

VAT, validity, payment, the minimum term, the term discount and the annual review.

Every line in this guide carries the same terms, so no proposal invents its own. Your proposal is priced from these lines and confirms the exact amount after a strategy session.

Every line in this guide carries the same terms, so no proposal invents its own.

Four steps take you from a conversation to a running plan

- A strategy session: a conversation about your goal, at no cost.
- A proposal in your name, priced from the lines in this guide and valid for 21 days.
- Phase fees, invoiced in full on acceptance. Work starts when payment clears.
- The monthly tier, invoiced in advance. Each month starts when it is paid.

The terms are the same for every client

TERM	RULE
Currency	Every amount is in Botswana pula (BWP).
VAT	Every amount excludes VAT. VAT at 14 percent is added to each invoice.
Validity	A proposal holds for 21 days from the date it is sent.
Payment	Paid in full before work starts. Fixed work, such as a strategy phase, is invoiced in full on acceptance and starts when payment clears.
Monthly lines	Each month is invoiced in advance, and work for that month starts when it is paid.

TERM	RULE
Minimum term	Monthly lines run for at least six months, then 30 days' notice.
Changing tier	You can change tier at the end of any month. The new amount starts with the next invoice.
Term discount	A 12-month commitment takes 5 percent off monthly lines.
Annual review	Prices are reviewed every 1 October, with 30 days' written notice of any change.
Advertising spend	Paid by you directly to the ad platforms. It is not included in any amount.
Travel	Workshops and on-site work exclude travel and accommodation, billed at cost.

The only reduction is a 12-month commitment

There are no line-item discounts. A 12-month commitment on a monthly line takes 5 percent off that line, and nothing else is reduced.

Every strategy phase is billed in full, including the plan for a second solution bought alongside the first. Each solution needs its own diagnosis, and the plan is never optional.



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Talk through your plan with Propello

Book a strategy session to map the solutions in this guide to your goal and agree which tier fits. Your proposal follows, priced from these lines.

Talk to Propello
gopropello.com