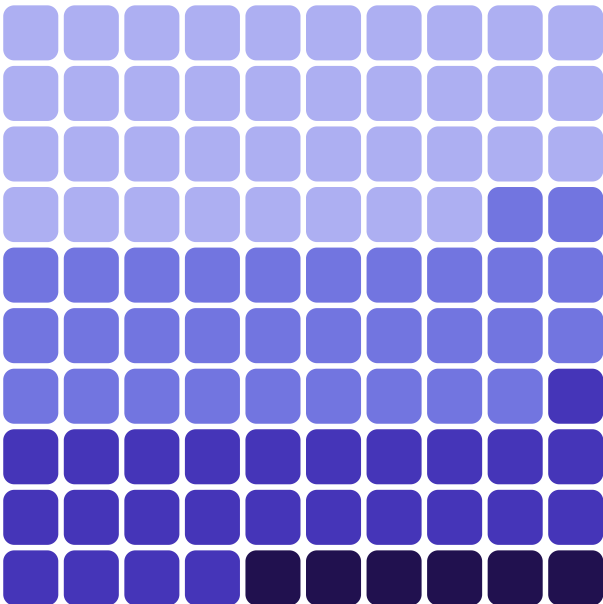


Social Media Agency Pricing 2026

Minimum project sizes of 765 social media agencies, by country, region and team size

According to Edvido's analysis of 765 social media agencies (October 2026), the median minimum project size is \$5,000: 38.1% of firms that publish a minimum start at \$1,000 or less, and 30.6% ask for \$10,000 or more.

Firms analysed	Median minimum
765	\$5,000
562 publish a minimum	per project
\$1,000 or less	\$10,000 or more
38.1%	30.6%
of firms with a minimum	5.7% at \$25,000+



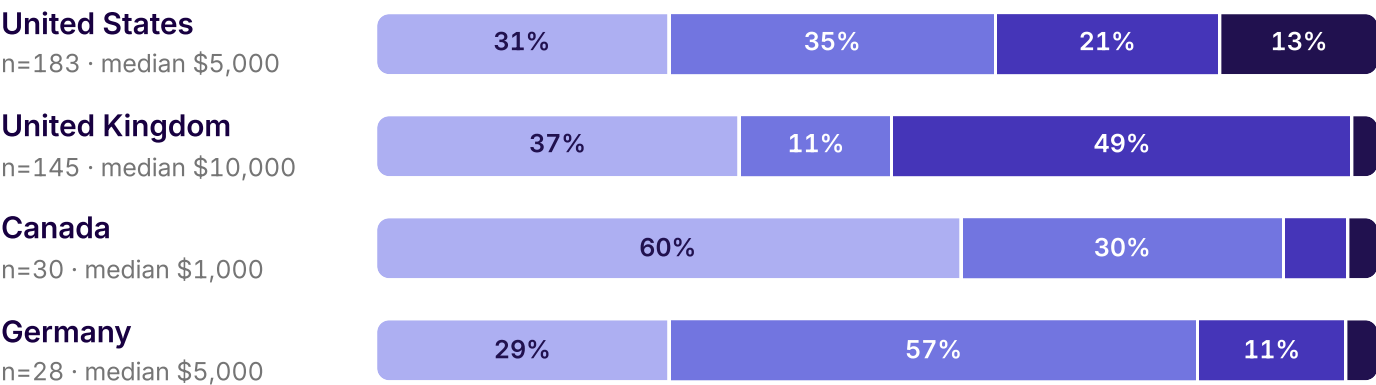
Each square is 1% of the 562 firms that publish a minimum project size.

	\$1,000 or less	38.1%
	\$1,500 – \$9,999	31.3%
	\$10,000 – \$24,999	24.9%
	\$25,000 or more	5.7%

Minimums by country

Countries with at least 20 firms publishing a minimum.

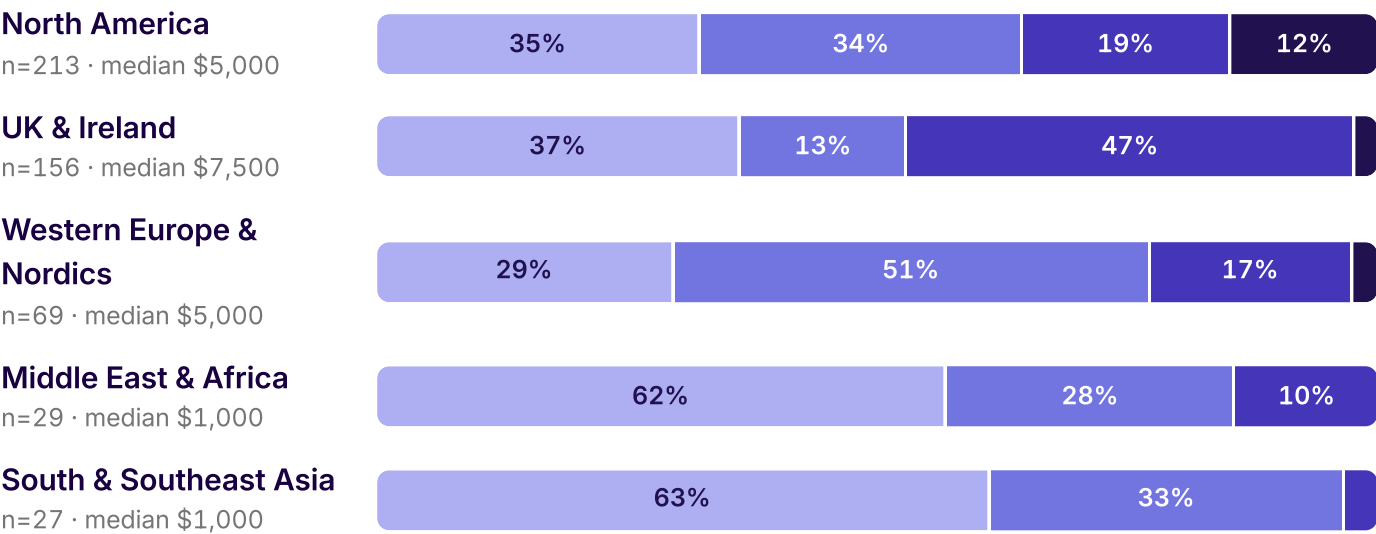
\$1,000 or less
\$1,500 – \$9,999
\$10,000 – \$24,999
\$25,000 or more



Country	Firms (n)	Median minimum	\$1,000 or less	\$1,500 – \$9,999	\$10,000 – \$24,999	\$25,000 or more
United States	183	\$5,000	30.6%	35%	21.3%	13.1%
United Kingdom	145	\$10,000	37.2%	11.1%	48.9%	2.8%
Canada	30	\$1,000	60%	30%	6.7%	3.3%
Germany	28	\$5,000	28.6%	57.1%	10.7%	3.6%

Minimums by region

\$1,000 or less \$1,500 – \$9,999 \$10,000 – \$24,999 \$25,000 or more



Region	Firms (n)	Median minimum	\$1,000 or less	\$1,500 – \$9,999	\$10,000 – \$24,999	\$25,000 or more
North America	213	\$5,000	34.7%	34.3%	19.3%	11.7%
UK & Ireland	156	\$7,500	37.2%	12.8%	47.4%	2.6%
Western Europe & Nordics	69	\$5,000	29%	50.7%	17.4%	2.9%
Middle East & Africa	29	\$1,000	62.1%	27.6%	10.3%	0%
South & Southeast Asia	27	\$1,000	63%	33.3%	3.7%	0%

Published minimum bands

Share of the 562 firms that publish a minimum, by the band they publish.



Minimums by team size

\$1,000 or less
\$1,500 – \$9,999
\$10,000 – \$24,999
\$25,000 or more



Team size	Firms (n)	Median minimum	\$1,000 or less	\$1,500 – \$9,999	\$10,000 – \$24,999	\$25,000 or more
2 - 9	219	\$1,000	56.2%	25.1%	16.9%	1.8%
10 - 49	241	\$5,000	27.4%	35.7%	26.9%	10%
50 - 249	75	\$5,000	26.7%	33.3%	38.7%	1.3%

Cities

Cities with at least 10 firms publishing a minimum. Small samples: read as indicative.

City	Country	n	Median minimum	\$1,000 or less	\$10,000+	\$25,000+
Philadelphia	United States	12	\$10,000	8.3%	75%	8.3%
Exeter	United Kingdom	14	\$10,000	21.4%	71.4%	7.1%
New York	United States	14	\$10,000	21.4%	71.4%	35.7%
Manchester	United Kingdom	11	\$10,000	27.3%	63.6%	0%
Bournemouth	United Kingdom	15	\$10,000	33.3%	60%	0%
Leicester	United Kingdom	15	\$10,000	26.7%	60%	0%
Liverpool	United Kingdom	11	\$10,000	36.4%	54.5%	9.1%
Bath	United Kingdom	13	\$10,000	46.2%	53.8%	0%
San Diego	United States	13	\$5,000	38.5%	46.2%	15.4%
Athens	Greece	11	\$5,000	18.2%	45.5%	9.1%
Birmingham	United Kingdom	11	\$5,000	36.4%	45.5%	0%
San Francisco	United States	12	\$5,000	16.7%	41.7%	25%
Seattle	United States	12	\$5,000	16.7%	41.7%	8.3%
Los Angeles	United States	15	\$5,000	20%	40%	26.7%
Dublin	Ireland	11	\$5,000	36.4%	27.3%	0%
Paris	France	13	\$5,000	15.4%	23.1%	0%
Berlin	Germany	14	\$5,000	21.4%	21.4%	7.1%
Sacramento	United States	12	\$5,000	33.3%	16.7%	8.3%

City	Country	n	Median minimum	\$1,000 or less	\$10,000+	\$25,000+
Chicago	United States	14	\$5,000	28.6%	14.3%	7.1%
Houston	United States	13	\$5,000	23.1%	7.7%	7.7%
Hamburg	Germany	14	\$5,000	35.7%	7.1%	0%
İstanbul	Turkey	12	\$3,250	41.7%	25%	0%
Denver	United States	12	\$3,000	50%	25%	0%
Copenhagen	Denmark	12	\$3,000	50%	8.3%	0%
Leeds	United Kingdom	11	\$1,000	54.5%	36.4%	0%
Miami	United States	11	\$1,000	54.5%	27.3%	9.1%
Bangkok	Thailand	12	\$1,000	58.3%	0%	0%
Vancouver	Canada	15	\$1,000	60%	0%	0%

Methodology

Population	Firms listed on 57 Edvido city pages for social media agencies, collected from the public listing API on 2026-10-21.
De-duplication	One record per firm within the category (by website, else name); a firm listed in several cities is counted once.
Price field	Minimum project size as published in the firm's public B2B directory profile (such as Clutch and Sortlist), in USD (e.g. "\$5,000+"). Firms without a published minimum are excluded from price statistics.
Country	Country of the Edvido city page the firm is listed on.
Minimum sample	Countries, regions and team-size groups with fewer than 20 firms publishing a minimum are not shown; city rows need at least 10 and are small samples.
Median	Median of the published minimum project sizes (band lower bounds).

Data: 2026-10-21. Licence: CC BY 4.0 — cite as: Edvido, Social Media Agency Pricing Data 2026 (<https://www.edvido.com/social-media-agencies/pricing>). Full guide and live data: <https://www.edvido.com/social-media-agencies/pricing>. Raw data: <https://www.edvido.com/data/pricing/social-media-agencies.json>.

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