




ONLINE MARKETING VALUE COMPARISON CHART

	DIY	PARADOX COMMUNICATIONS SIMPLE & STRATEGIC PLAN	PARADOX COMMUNICATIONS DONE-FOR-YOU ADD-ON	AGENCY
DESCRIPTION	With this approach, all planning, writing, and posting fall on you—a high-effort approach with limited return.	We provide a clear, quarterly plan for consistent online marketing, plus optimized post suggestions to ease the load of social posting.	We create, design, and schedule your content, freeing you to spark conversations and spur engagement in just a few minutes each day.	Agencies provide full-service marketing support suited for businesses with larger needs and budgets. This approach still requires meetings and approvals.
 MONTHLY COST	\$0 upfront, but thousands lost every month in missed leads and wasted time.	\$165/month (\$495/quarter).	\$19 per social media post , per platform; \$249 per blog post.	\$1,500–\$3,000/month retainer (typical small business agency pricing).
 TIME REQUIRED	Costs 44-80 hrs/month planning, creating, and scheduling marketing tasks.	Frees 20–40 hrs/month by providing a ready-to-use, strategically organized marketing plan that eliminates guesswork and planning time.	Frees an additional 24–40 hrs/month by handling all post creation and scheduling, while you simply engage a few minutes per day.	Agencies take execution off your plate, but you'll still spend time in meetings, approvals, and providing input.
 COST EFFICIENCY	At \$50/hr, 44–80 hrs wasted each month costs \$2,200–\$4,000 in unrealized earnings.	Reclaims \$1,000–\$2,000+ monthly.	Reclaims \$1,200–\$2,000+ monthly.	Higher cost (often 10–18x more than our base plan) but appropriate for larger-scale campaigns.
LEAD GENERATION	Inconsistent posting costs \$500–\$2,500+ in missed leads every month, leaving significant revenue on the table.	A documented marketing plan makes lead generation far more effective—studies show up to 48% more qualified leads compared to ad-hoc efforts.	Our done-for-you option removes the burden of execution—ensuring consistency without the stress, so your lead flow never stalls when you get too busy for the DIY approach.	Agencies may boost lead generation with broad, full-service campaigns, but usually at 3–8x the cost of our done-for-you option.
ENGAGEMENT & REACH	Irregular posting leads to declining engagement, as algorithms reward consistency and penalize gaps.	A clear quarterly plan strategically positions all your communication channels, and delivers consistency and relevance — key drivers of higher engagement and visibility.	Done-for-you posting keeps your brand consistently active, boosting visibility and strengthening audience engagement.	Agencies may help sustain engagement through full-service campaigns, but results can feel less personal without your involvement.
SCALABILITY	Growth is capped by the owner's time—once hours run out, marketing momentum stalls.	A structured strategic quarterly plan creates a clear framework for growth, keeping marketing consistent without wasting time, overspending, or adding stress.	Content and scheduling are done for you, so expanding to more platforms is seamless, with no added strain on your time.	Full-service agencies offer scalability, though expanding reach usually requires larger retainers and budgets.