



MENU OF SERVICES

We work with clients in a variety of ways...

CONSULTING SESSIONS

Sessions with one or more analysts on a topic of choice.

Examples include: message testing, developer engagement strategy, go-to-market strategy, pricing, product launches and releases, market and competitive landscape discussions, roadmap review, Jobs to be Done, open source business and revenue discussions, pitch decks, and SWOT analysis.

Rates are per hour multiplied by the number of analysts on a call (any prep is an additional hourly charge):

- One-hour call with one analyst = 1 hour
- One-hour call with two analysts = 2 hours



CUSTOM RESEARCH & PROJECTS

Some consulting requests require more depth and breadth than a call or two can cover. For those projects, we offer our expertise on a larger scale. Example: a written market analysis report with opportunities for future growth.

Pricing is dependent upon project size and scope and can be determined after a planning call.

TECHNICAL COMMUNICATIONS

We can review your company's website, blog posts, documentation, demos, training materials, and tutorials.

The evaluation can include: purpose, user experience, content effectiveness, organization of materials, context, suitability, usability, discoverability, voice, tone, and pitch.

2 hours of consulting time per asset plus prep time, per analyst.



REDMONK VIDEO SERVICES

Interviews, Quick Takes, "What Is/How To" videos and custom video projects. Samples of our work can be found at redmonk.com/video/

Base rates are as follows (prep time varies and is an additional charge):

- "RedMonk Conversation" and "What Is/How To" videos: 6 hours
- "RedMonk Quick Take" videos: 4 hours

MEDIA & SPEAKING ENGAGEMENTS

We're available to present as a keynote speaker, panel moderator, session panelist, webinar guest, podcast guest, and the like for both in-person and virtual speaking engagements.

Rates (per analyst) start as follows and will vary depending upon the type of engagement and prep required; any related travel and expenses are an additional charge:

- Podcasts: 2 hours
- Webinars: 6 hours
- In-person speaking engagements: 8 hours
- Virtual speaking engagements: 6 hours



LIMITED PRESS SERVICES

Offered exclusively to RedMonk clients at no charge:

- Analyst quotes for press releases
- Ability to refer journalists for background