

DIGITAL MARKETING



Sourcebranding
Digital Agency

DESIGN
DEVELOP

SERVICE RATES

ADVANCE

Digital Marketing Packages

Monthly Maintenance of Your Facebook, Twitter, Instagram, LinkedIn, Pinterest, Including SEO

Our team can help where we will take care of on-going day-to-day communication, strategy, management and growth of your social media and manage your SEO; See our most popular packages below. Each package can be tailored using the options below or **if you feel your business needs something different, then contact us and we will tailor you a specific package.**

	Bronze package	Silver package	Gold pack
Strategy Development	Yes	Yes	Yes
Number of posts (Text, Image and Videos)	30	60	90
Facebook Advertising	2 x Paid Ad campaigns- Additional Investment Req.	4 x Paid Ad campaigns- Additional investment Req.	Unlimited Paid Ad campaigns- Additional investment Req.
Interaction & Engagement with Customer (guide)	5 Hours of Customer engagement	10 Hours of Customer Engagement	16 Hours of Customer Engagement
Accounts Managed (Social Accounts- Twitter, IG, LinkedIn, Pinterest)	2 Platforms (Facebook + 1)	3 Platforms (Facebook +2)	All Accounts Managed
Increase Network Popularity (Following of profiles- expect 30% to follow back)	200	500	800
Number of tweets/Posts	30	60	100
Interaction and Engagement (guide)	5 Hours	10 Hours	16 Hours
Reporting (KPI's)	Monthly reporting and feedback	Monthly Reporting and Feedback	Monthly Reporting and Feedback
Content Creation	Yes, Photo, Video	Yes, Photo, Video, Cinema graphs	Yes, Photo, Video, Cinema graphs
Extras Included	SEO Starter Package Video Creation (x1)	SEO Starter Packages Video Creation (x1) Cinema graphs (x2) Social Media Account Setup	SEO Packages Video Creation (x1) Cinema graphs (x2) Social Media Account Setup Facebook Page Optimisation Facebook Competitions
Price (per month)	R8500	R14500	R19500

Search Engine Optimisation Packages (Website Only):

	SEO Starter	SEO *Best Seller*	Advanced SEO
Analytics Set up & Tracking	Yes	Yes	Yes
SEO Strategy (audit & recommendations)	Yes	Yes	Yes
Local SEO Listing/ Directories-Setup	Yes	Yes	Yes
On Page SEO	Yes-Selected Landing & Home Pages	1 URL	1 URL
Keyword Analysis	3 Keywords	5 Keywords	10 Keywords
Keywords Targeting	-	Yes On page & Blogging	Yes On page & Blogging
Authority Backlink Creation	-	Yes-2 Article per Month	Yes-4 Article per Month
PA & DA Tracking & Improvement	-	-	Yes
Social Linking & Social Proof	Yes-Linking	Yes- Linking and social Proof Management	Yes- Linking and Social Proof Management
Reporting (KIPs)	Monthly	Monthly	Monthly
Cost Per Month	R3000	R6200	R8500
PPC (Google Adwords Set up & Management)	R1500 per Month + Ad Spend	R1500 per Month + Ad Spend	Yes+ Ad Spend
Ecommerce SEO	R1500 per Month	R1500 per Month	R1500 per Month

If you feel your business needs something different, then contact us and we will tailor you a specific package.

Social Media & SEO Strategy Assistance (No Management) R3700 per month

Small Businesses package will include:

- *Full audit of current online presence .*
- *Recommendations to improve including competitor analysis.*
- *Complete Digital Marketing Strategy.*
- *3 Social posts per week created for you & assistance with posting / engagement.*
- *Content Creation and Audience for 1 Ad campaign.*
- *SEO Business Page assessment and detailed strategy.*
- *Initial Search Engine Optimisation set up and tracking for your website.*
- *Facebook Likes campaign, increasing your likes and audience.*
- *Online and telephone support for your business.*
- *No set up fee.*

Great for small and startup businesses

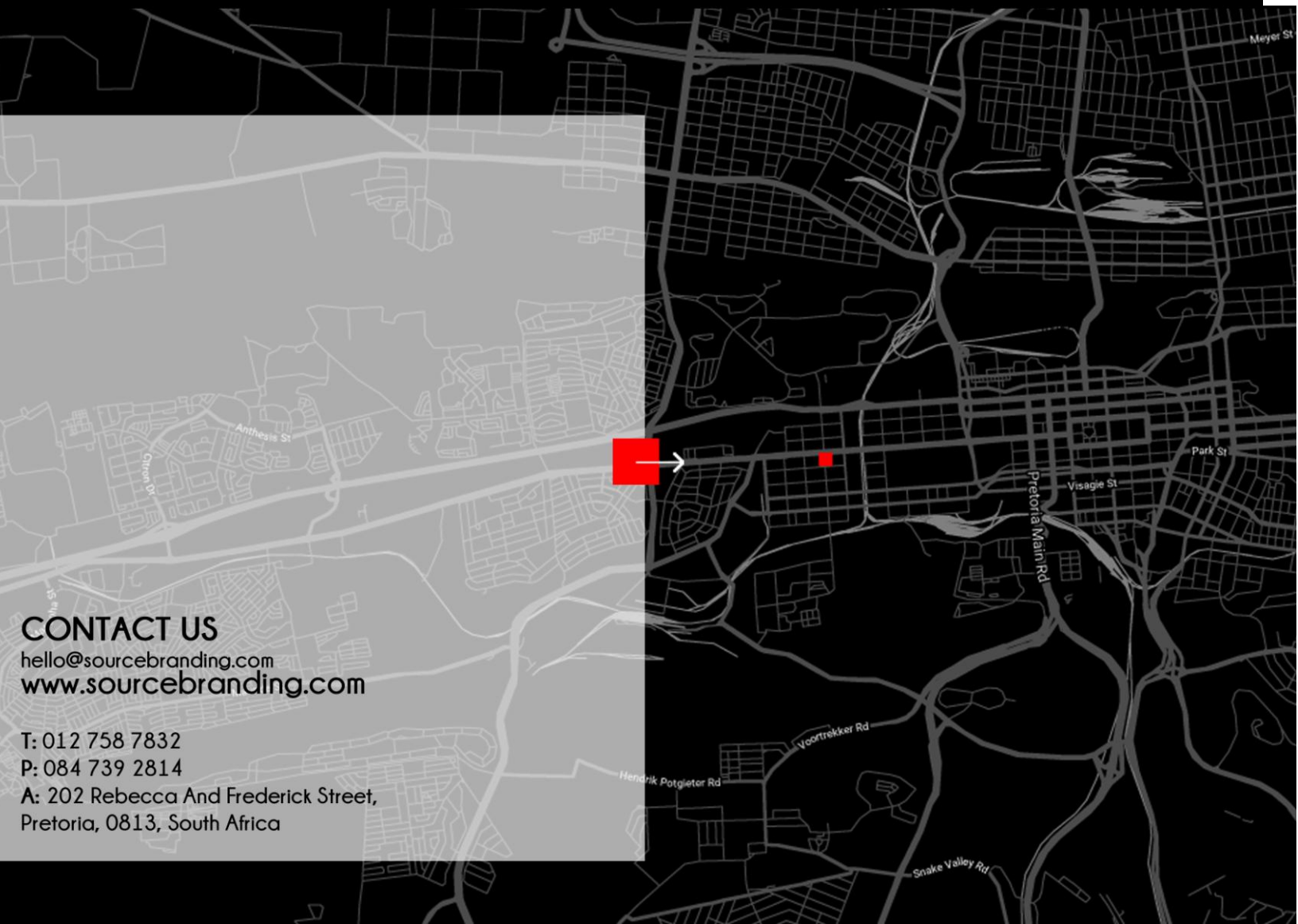
Package Extras (Additional Options):

Facebook Page / Social Profile Set Up & Review	R450 (each)
Facebook Tabs and App Creation & Management	R900
Facebook Notifications Setup (Targeted Notifications)	R1800 per month
Advanced Facebook Messenger Auto Responder Creation	R1900
Social Media Videos (Management and posting of FB Live posts)	R1900 per month
Cinema graphs (Moving Pictures included in posts x5)	R900 per month
Video Creation (Business / logo videos)	R900
Video Shooting (Onsite, professional video shoot)	From R5500
YouTube SEO (video distribution and higher ranking)	R3600 per month
Additional Content Marketing (1/2 Blogs per week min.800 words)	R1800 /R3600 per month
Email Marketing (Capture and Campaigns)	R3600 per month
Mobile Site Optimisation (Optimise your site for Mobile)	(Contact Us)
Website Creation (Specify Requirements & 1st year hosting)	(Contact Us)
Mobile App Creation (Specify Requirements, iOS & Android)	(Contact Us)

While it seems to take mere minutes to set up Social Media profiles, there is a lot more involved, to ensure they work correctly for your organisation, and is in-line with your company's goals. This includes, but is not limited to branding your profiles; correct SEO to make sure your organisation is being found on search engines, building your brand, creating a growth strategy that works and engaging with your customers, which results in higher ROI.

[1] There is an account setup fee dependent on requirements for setting up your account, amount may vary (approx. R900).

[2] Contract sign up for monthly rolling, 3 or 6 months.



CONTACT US

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