



Brand.

Social Media and Business Marketing

SERVICES



fb.me/brandbusinessmarketing



[@brand_business_marketing](https://www.instagram.com/brand_business_marketing)

WWW.BRANDBUSINESSMARKETING.COM.AU



DIGITAL MARKETING

SIMPLE WEBSITE

Our "Simple Website Package" is perfect for small business owners looking to start small without all the bells and whistles of a bigger web site. Includes 3-4x Menu Tabs including set-up of shop feature (if required). All features on premium shared hosting plan available. Creation of content and communications included. Does not include digital poster/flyer designs for website or product/service photography (though we can offer this service at an extra charge). We create websites that our client personally owns and will always have the log in for. Usually completed within 7 working days.

COST: \$800 (+hosting plan and domain costs)

STANDARD WEBSITE

Our "Standard Website Package" is perfect for business owners looking to build their brand and interact with their customers on a regular basis. Includes 6-8x Menu Tabs and set-up of shop feature (if required). All other features on premium shared hosting plan available. Creation of content and communications included. Does not include poster/flyer designs for website or product/service photography (though we can offer this service at an extra charge). We create websites that our client personally owns and will always have the log in for. Usually completed within 10 working days.

COST: \$1,000.00 (+hosting plan and domain costs)

ONGOING WEBSITE MANAGEMENT AND UPDATING


Brand provides constant management and updates your website information for you as you require. **Quote prices vary from \$40.00p/h**

GENERAL CONTENT CREATION

Content for your initial website set-up should be supplied by yourself to Brand as nobody knows your business like you do but if you do require help with your ongoing creative content we are happy to create this for you. Creating fresh content regularly helps your site become better found on Google. Prices vary for different types of content creation.

PRODUCT, SERVICE & WORKPLACE PHOTOGRAPHY

Your site needs to look personalised to reflect your business. Therefore, you will need all photos for your website shot with a High Resolution camera E.g: A Nikon or Canon camera. Our in-house photographer can help you get some fantastic shots of your Product, Services, Club or Workplace. Prices vary **from \$150.00** for type of Photography shoot required.





DIGITAL MARKETING

LOGO CREATION

Custom designed Logo. You will receive all professional file formats including JPEG, PNG and Ai Epps files. **Quote prices vary from \$50.00.**

EVENTS MANAGEMENT

Brand can organise product launches and other business events. Holding events during the year and inviting your clients builds great customer relationships. **Quote prices vary.**

SET-UP OF SOCIAL MEDIA PLATFORMS

Includes your businesses chosen platforms e.g: Facebook, Instagram, Twitter, LinkedIn, Tik Tok, Snapchat, YouTube, Whatsapp etc...

\$50.00 1-2 Platforms

\$80.00 3-4 Platforms

\$120.00 5-7 Platforms

ONGOING SOCIAL MEDIA PLATFORM COMMUNICATION MANAGEMENT

Weekly packages available. Quotes are based on number of social media accounts.

SOCIAL MEDIA POSTING

Quotes are based on the number of social media posts to be created. \$23.00 for 1 designed post, includes the post being uploaded to platforms Facebook and Instagram and 30 word count of content (maximum). +\$3.00 admin charge for each post to be posted to other platforms.

To be eligible for retainer discounts you MUST commit to posting more than twice a week and for a period longer than 3 months.

For Example:

2-7 posts per week for 3 months will receive a 10% discount per monthly invoice.

2-7 posts per week for 6 months will receive a 15% discount per monthly invoice.

2-7 posts per week for 12 months will receive a 20% discount per monthly invoice.

VISUAL MERCHANDISING

Brand can create amazing visual merchandise displays for shop-front windows, design attractive in-store displays and style and stage amazing merchandise photoshoots. **Quote prices vary.**

BLOG WRITING

Business content writing **\$30.00 per 100 words..** Includes 2x feature photos (supplied by us) per 100 words, upload to site and links.

E-MAIL MARKETING

Business content writing **\$30.00 per 100 words..** Includes 2x feature photos (supplied by us) and suggested links. **SEND YOURSELF** price. Or +\$40.00 fee for us to send to your subscribers through your CRM system/website.

CRM Set-up extra charge-we recommened Mailchimp.

OTHER MARKETING SERVICES

BUSINESS PLANNING

Brand can create an in-depth Business Marketing Plan for your business.

COMPETITIVE AND POSITIONING ANALYSIS

Brand can compare your nearest competitors to help you determine your positioning in the market and help gain a competitive edge for your business.

CONTINGENCY/BUDGET PLANNING

Brand can create a yearly expenditure plan for your business.

CONSUMER BEHAVIOUR REPORTS

Let Brand study and research your consumers so you deliver what they want.

YEARLY DIGITAL STRATEGY PLANNING

Strategise your online marketing and follow a PLAN for the best results.

MARKETING/ADVERTISING SOURCING AND EXPENDITURE REPORTING

Find the best places to advertise online and through traditional Media channels.

FACEBOOK & GOOGLE ACCOUNTS MANAGEMENT-ANALYTICS AND ADWORDS

Price based on service per customer - Let Brand manage and build monthly reports on your Google and Social accounts. We can also manage all advertising. **Quote prices vary.**

SOFTWARE APP/RECOMMENDATIONS

Let Brand Social Media and Business Marketing suggest the Best Apps and Softwares that your business should be using.

Set-up charge \$50.00.

****** Per Hourly charge of \$30.00 will be added to itemised invoices and will incur an overall GST charge on final invoice. Payable within 7 Days.

******We may require full access at times to your log in information for social platforms and your websites. In this case an agreement will need to be signed prior to commencing any freelance works.

DIGITAL
MARKETING

SOCIAL MEDIA PRICING

FACEBOOK/INSTAGRAM ADS

\$40.00 per creation of campaign plus charge for cost of Ad campaign paid to Facebook directly.

SOCIAL MEDIA PRICING

Quotes are based on the number of social media posts to be created.
\$23.00 for 1 designed post, includes the post being uploaded to platforms Facebook and Instagram and 30 word count of content (maximum).
+ \$3.00 admin charge for each post to be posted to other platforms.

To be eligible for retainer discounts you MUST post more than twice a week and for a period longer than 3 months.

For Example:

2-7 posts per week for 3 months will receive a 10% discount per monthly invoice.

2-7 posts per week for 6 months will receive a 15% discount per monthly invoice.

2-7 posts per week for 12 months will receive a 20% discount per monthly invoice.

SOCIAL POST CREATION- THEN POST YOURSELF

\$20.00 per post design (Sent to you to post. NO copy/text provided for your post.

\$23.00 Per post design artwork and copy/text provided.
(30 Words maximum.

SET-UP OF SOCIAL MEDIA PLATFORMS

Includes your businesses chosen platforms e.g: Facebook, Instagram, Twitter, LinkedIn, Tik Tok, Snapchat, YouTube, Whatsapp etc...

\$50.00 1-2 Platforms

\$80.00 3-4 Platforms

\$120.00 5-7 Platforms

E-MAIL MARKETING

Business content writing \$30.00 per 100 words. Includes 2x feature photos (supplied by us) and suggested links. SEND YOURSELF price.

+ \$40.00 for us to send to your subscribers through your CRM system/website.

CRM Set-up extra charge -we recommended Mailchimp.

****Per Hourly charge of \$30.00 will be added to itemised invoices and will incur an overall GST charge on final invoice. Payable within 7 Days.**

****We may require full access at times to your log in information for social platforms and your websites. In this case an agreement will need to be signed prior to commencing any freelance works.**

DIGITAL
MARKETING