

Assessment and Roadmap: R1500 (once off)

- We explore your needs and objectives
- We assess your current marketing & social media presence
- We benchmark against competitors
- We suggest additional social media networks and advertising channels
- We create a list of industry specific social media influencers (if applicable)
- We draw up a marketing & social media road map

Corporate Identity Refresh: R2000 (once off)

- We assess your current corporate identity in relation to your vision, objectives and target audience
- Development or update of business logo (3 – 4 options/revisions)
- Development of a CI Guideline Cheat Sheet (includes all fonts, logo formats, stock image suggestions etc)
- Layout of logo in correct formats for social media profiles

Basic Social Media Package: R1500 monthly

- We find engaging, newsworthy content and post on your profiles.
- Minimum 2 weekly updates on 3 social media channels.
- Monthly update of Cover Photos on Facebook and Twitter
- Drafting of social media bio's for relevant platforms

Add Content Creation & Engagement: R2250

- Drafting of 1 blog post per month (shared from your website to social media platforms)
- Community Management (responses to comments and DM's)
- Reputation Management (Active engagement on relevant blogs, posts and groups to build credibility)
- Liaise with industry specific blogs and influencers

Add a Monthly Social Media Competition: Instagram, Facebook: R1875 monthly

- We plan the competition, make sure it complies with legal requirements, inform influencers, create the competition artwork and publish.
- Management of the competition process & entry compliance
- We inform the winners
- We report on success of competition

2020



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Additional Content Creation:

- We create memes: R1125
- We create additional SEO optimized blog posts between 300 and 600 words: R2250
- We create videos: R2000