

Digital Marketing Services

Marketing Consulting • Facebook • Online Advertising



*Please note all the our marketing services are subject to change without notice. Prices for these services are exclusive of GST and current as of 7 April 2015.

Get in touch with us today on 02 4341 3313 or email enquiries@centralcoastwebdesign.com.au

Marketing Consulting

Our Digital Marketing Expert will sit down with you to assist you in developing a marketing plan for your new website. We introduced this package as we found a number of clients have an idea for a website or online shop, but require some assistance on how best to market it to their target audience.

Inclusions:

- In-office consultation to discuss your business, competitors, industry types and target customers
- We then take the information you have provided, do some research of our own and develop a Digital Marketing Plan for your business
- In-office consultation to review the marketing plan and answer any questions that you might have about our recommendations
- Follow-up after 3 months to review how everything is progressing for your business

Get your Digital Marketing Strategy in order for only
\$495.00 (ex gst)

Face to face consult

Marketing Plan Preparation

Recommendations / Evaluation

Post Campaign Analysis

Facebook Services - Startup Packages

Basic Facebook Starter Package - \$249

Our Starter Facebook Package is suitable for very small businesses or individuals who are looking to establish a presence on Facebook.

Inclusions:

- Setup of Facebook Page using company branding (you must provide us with your branding images)
- Adding basic information about your business and contact information to your Facebook page (you provide us with the content)
- Uploading up to 5 photos to establish a Gallery to showcase your business on Facebook (you must provide us with relevant images)

Optional Extras

Add \$125 for Twitter setup or add \$250 for Google+ setup

Facebook Kickstarter Package - \$995

Our Social Media Kickstarter package is suitable for businesses looking to create more than just a social media presence - this package will see us establish your Facebook page and then work with you to build an audience.

Inclusions:

- All of the above 'Basic Facebook Starter Package' options plus;
- Establish a marketing plan to build your audience on Facebook (this may include the creation of paid advertising or post boosting strategies)
- Work with you on posts/content creation for your first 15 posts
- Review of implementation with recommendations on best ongoing strategy

Optional Extras

Add \$495 for Twitter marketing package or add \$995 for Google+ marketing package



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Facebook Services - Update Packages

Standard Facebook Updates - \$99 per month

Let's face it, we all get busy and sometimes our social media plan, despite all good intentions, gets left to the wayside. Let us take the hassle out of keeping your Facebook page up-to-date with your current specials, events, news and photos!

Inclusions:

- Monthly consult to determine content
- 2 -3 posts per week
- Ongoing work to assist in building followers
- Monitoring and response of engagement (weekly)
- Quarterly reporting

Optional Extras

- Add \$10 per month for content re-formatted and posted on your Twitter account
- Add \$10 per month for content re-formatted and posted on your Google+ page

Premium Monthly Facebook Updates - \$499 per month

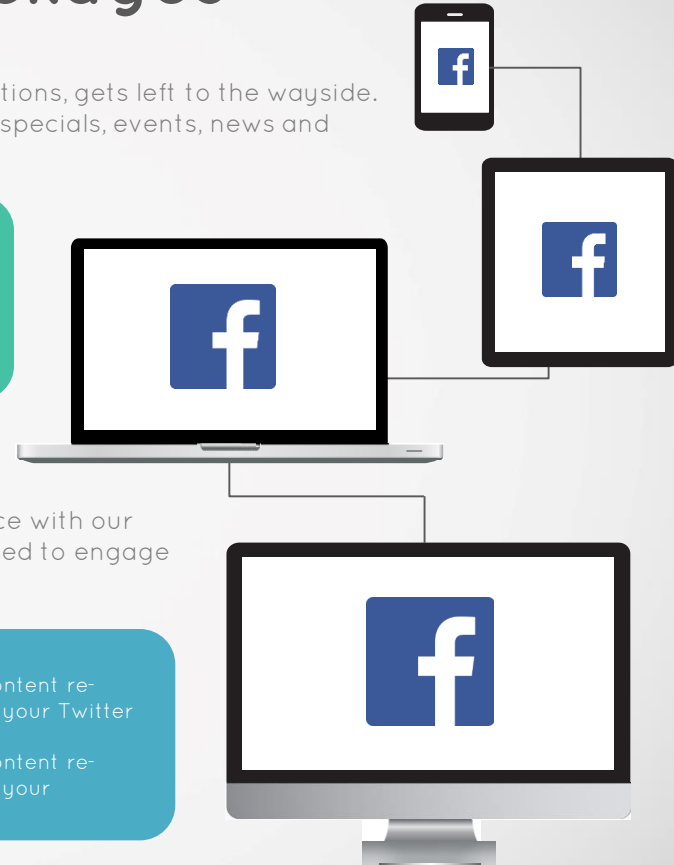
If Facebook is an essential part of your marketing plan, you may need to step up the pace with our Premium Monthly Facebook Package. This is a highly frequency approach that can be used to engage customers and followers to build your brand and gain traction in the market.

Inclusions:

- Weekly consult to determine content
- Daily posts made on business Facebook page
- Monitoring and response to engagement on your Facebook page (several times a week)
- Work with you on strategies to engage and build on your followers
- Monthly report of Facebook performance

Optional Extras

- Add \$99 per month for content re-formatted and posted on your Twitter account
- Add \$99 per month for content re-formatted and posted on your Google+ page



Online Advertising Services

Google Adwords Starter Package - \$499

Google Adwords is great way to attract customers through online advertising. It's targeted, flexible, trackable and the best news is, you can choose how much you want to invest each month! Our Google Adwords Starter Package is suitable for any small business or individual looking to drive more traffic to their website.

Inclusions:

- Setup of Google Adwords account
- Identify and set the target audience and networks for the campaign
- Ad writing for up to 3 ads in the campaign
- Analysis of relevant keywords and search phrases to trigger the ads to appear

Ongoing Google Adwords Maintenance - \$149 per month

Not sure how to make the most out of your online advertising? No problem. We can manage your entire AdWords campaign and monitor its performance for you. We have extensive knowledge on how to get the most for your marketing dollar through online channels.

Inclusions:

- Management and distribution of specified budget (daily / monthly spend)
- Cost-Per-Click and keyword bid management
- Keyword performance management
- Monthly reporting on campaign performance
- Quarterly in-depth review and recommendations for improved performance



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Blogging Services

Blog Starter Package - from \$99 per month*

A regular blog is a great way to help build SEO organically, generate traffic and promote your website name and business services. Essentially a blog is a means of communication used to examine a topic that often consists of written text, video, audio or other ways to exchange information.

Inclusions:

- Research on your specialised business area/field of interest to determine the best blog topics & keywords
- 1 x 500 - 800 word blog article per month written by our in-house content author (with 1 round of minor revisions for each article)

*This service is based on a minimum commitment of 6 months



Website Review Package

Are you unsure if your current website is effective and allowing you to engage with customers or prospective customers? Let us work with you to analyse your current website and help you determine what is and isn't working and offer you some suggestions on the best way forward!

Inclusions:

- Phone or in-office consult to discuss your website and your goals.
- Search Engine Optimisation review of your website.
- Performance review of your website.
- Traffic analysis of your website.
- Recommendations on how you can improve your website.
- Phone or in-office consult to discuss or findings along with a Performance Report.



Get your Website Review
for only
\$999.00 (ex gst)



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