

2025 Business Packages:

Marketing vs. Management

Here's a clear distinction between our **Marketing Packages** and **Management Packages**, ensuring tailored offerings for different client needs.

- **Marketing Packages** prioritize strategic growth through campaigns and ROI-focused actions.
 - **Management Packages** ensure day-to-day social media activity and organic growth.
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Management Packages

(Instagram, Facebook, TikTok)

1. Basic Management Package (Single Platform)

- **Price:** R3,500/month (covers 1 platform)
- **Includes:**
 - 10 Posts + Stories per month.
 - Basic Community Engagement (responding to DMs and comments).
 - Monthly Analytics Summary.

2. Standard Management Package (Two Platforms)

- **Price:** R7,500/month (covers 2 platforms)
- **Includes:**
 - 14 Posts + Stories per month (distributed across both platforms).
 - Advanced Community Engagement.
 - Monthly Growth Strategy Recommendations.
 - Platform Monitoring (5 days/week).

3. Premium Management Package (All Three Platforms)

- **Price:** R12,000/month (covers Instagram, Facebook, and TikTok).
- **Includes:**
 - 18 Posts + Stories per month.
 - Full Community Management (6 days/week).
 - Bi-Monthly Strategy Sessions.
 - Competitor Monitoring.

4. Multi-Platform Management Package (Custom Quote)

- **Price:** Starting at R20,000/month.
- **Includes:**
 - Fully Tailored Posting Schedule.

- Multi-Platform Support for Instagram, Facebook, TikTok, and additional platforms (if required).
 - Dedicated Social Media Manager.
 - Advanced Analytics Reporting.
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Marketing Packages

(Instagram, Facebook, TikTok)

1. Basic Marketing Package (Single Platform)

- **Price:** R7,000/month (1 platform)
- **Includes:**
 - 1 Paid Campaign (R1,500 Ad Budget included).
 - 8 Custom Posts + Stories tailored to the selected platform.
 - Target Audience Analysis.
 - Monthly Performance Report.

2. Growth Marketing Package (Two Platforms)

- **Price:** R12,000/month (covers 2 platforms)
- **Includes:**
 - 2 Paid Campaigns (R3,000 Ad Budget included).
 - 12 Custom Posts + Stories (distributed across both platforms).
 - Separate strategies for each platform's unique audience.
 - Monthly Report + Recommendations.

3. Premium Marketing Package (All Three Platforms)

- **Price:** R18,000/month (covers Instagram, Facebook, and TikTok).
- **Includes:**
 - 4 Paid Campaigns (R5,000 Ad Budget included).
 - 20 Custom Posts + Stories.
 - Platform-specific content strategies.
 - Competitor Analysis & Strategy Adjustments.
 - Bi-Monthly Strategy Meetings.

4. Enterprise Marketing Package (Custom Quote)

- **Price:** Starting at R25,000/month.
- **Includes:**
 - Unlimited Paid Campaigns (Ad Spend Tailored to Client Goals).
 - Fully Customized Content Strategy for all three platforms.
 - Video Content Creation (Long format).
 - Weekly Analytics and Dashboard Access.

How Platforms Are Integrated into Packages

1. **Instagram**

- Focus: Visually appealing content, Reels, and Story engagement.
- Audience Targeting: Younger, trend-driven demographics.

2. **Facebook**

- Focus: Community building, event promotion, and Ads.
- Audience Targeting: Broader age range, often slightly older than TikTok and Instagram audiences.

3. **TikTok**

- Focus: Trend-based short videos, viral content creation, and creative paid campaigns.
- Audience Targeting: Gen Z and younger Millennials.

Branding

3x Logo Design + Font + Colour Palette

(corporate identity in JPEG and PNG)

for R1500

Flyer Design (A5)

from R700

Business Card Design (Front only)

for R500

Business Card Design (Front & Back)

for R800

Facebook business page Setup

(Setup + cover design + auto-responses + bio)

for R750

Instagram business page Setup

(Setup + highlights + auto-responses + bio)

for R750

Business Profile (3 pages)

for R1000

Websites

Starter WS Package

3 page website

Includes:

home, contact,

gallery OR about

starting from R 4999 once off

+R 1000 monthly (maintenance, hosting)

Standard WS Package

5 page website

Includes:

home, contact

gallery, blog, about

starting from R 6999 once off

+R 1000 monthly (maintenance, hosting)

Premium WS Package

Unlimited page website

Includes:

home, contact, gallery, blog, about, real content,

online store, catalogues

starting from R 11 999

+R 1500 monthly (maintenance, hosting)

Additional Considerations:

- **Design Complexity:** Custom designs with unique graphics and interactive elements can increase costs.

- **Functionality:** Features like e-commerce capabilities, content management systems, and advanced SEO services contribute to higher pricing.
- **Ongoing Costs:** Monthly maintenance, hosting, and updates are additional expenses to consider.