

OUR DIGITAL MARKETING PACKAGES

REVISED ON: JULY 26TH 2020

Services	Basic Package (For individuals & small businesses) KSH 10,000.00/P.M	Pro Package (For mid-sized companies & agencies) KSH 25,000.00/P.M	Elite Package (For competitive companies & organizations) KSH 45,000.00/P.M	Custom Package (Custom Pricing) KSH ---
Ideal for:	For individual targeted posts & page followers on Facebook and IG	Businesses, product or services marketing. Recommended for online market awareness to preferred target audiences locally	Increasing targeted leads, users & prospects into CRM/sales funnel. Recommended for competitive businesses to drive conversions.	For businesses & organizations to increase awareness, convert leads, ran nation-wide digital campaigns and delight brand followers
No. of Platforms:	Facebook + Instagram	Facebook + Instagram	Facebook + Instagram + Twitter	Facebook + Instagram + Twitter + YouTube + LinkedIn + E-mail marketing + Website Optimization
Messaging Content Creation:	✓	✓	✓	✓
Graphic Design & Artwork	✓ 1 Cover Photo, ✓ 2 Social Media Posters per week	✓ 2 Cover Photos ✓ 5 Social Media Posters per week	✓ 2 Cover Photos ✓ 12 Social Media Posters per week	✓ Unlimited Cover Photos ✓ Unlimited Social Media Posters per week
Video Content Creation:	X	3 Videos per month	3 Videos per week	✓ custom
No. of posts per week:	14	21	22	Custom no. of posts
Product photography	X	X	✓	✓
Digital Strategy: ✓ Complementary Strategy ✓ Custom Ad-sets ✓ Well researched ✓ Project planner ✓ Recommendations	X	✓	✓	✓
Targeted Advertising (Custom campaign ad-sets to reach your preferred customer or target.)	X	✓	✓	✓
Outbound Links: (Boost posts to drive online traffic to website, e-commerce store products, campaign landing page, mobile app or specific services & solutions.)	X	✓	✓	✓
Blog Posts:	X	X	✓	✓
E-mail Marketing (✓ Database Marketing ✓ Custom e-mail template ✓ Up-to 1,000 emails ✓ Campaign report ✓ Databases available)	X	X	X	✓
Social Influencers: ✓ Trend on Twitter ✓ Hashtag Tracking ✓ Promoted Trend ✓ Bloggers & Influencers	X	X	X	✓
Website Optimization: (✓ Basic on-page SEO ✓ Increased site speed ✓ Custom landing page metatags & headings)	X	X	✓	✓
Contextual marketing: (✓ Personalized User Experiences on web platforms)	X	X	X	✓
Contextual marketing: (✓ Personalized User Experiences on web platforms ✓ Keyword Research & Integration ✓ Custom Menus ✓ Custom call-to-action buttons ✓ Content Audit Custom Forms)	X	X	X	✓
Campaign Duration: (✓ Overall Campaign Details ✓ Scheduled Posting ✓ Inbound Marketing Approach ✓ 30 Days Custom campaign captions ✓ 24/7 Support)	30 Days	30 Days	30 Days	Custom Duration
Campaign Report:	✓	✓	✓	✓
Support:	✓	✓	✓	✓