



# 2018 RATE CARD



## VIDEO FOR SOCIAL AND WEBSITES

We are experts at telling your brand's story on today's digital platforms. Video is the best ROI content available today. We can produce everything from candid through to broadcast quality for Television. We craft your video from start to delivery and can also assist with distribution and marketing campaigns to support it.

FROM \$1999



## SOCIAL MEDIA MANAGEMENT

We can manage all aspects of your Social Media Strategy. Our monthly management packages are guaranteed to grow your following fast. We typically see 50-100% growth month on month for our clients. Our packages include creating posts (images, video, product shots), audience targeting, branded template design and reporting. As little or as much as you require. Social Media is crucial to brand growth. It's only going to get more complex and more expensive. Talk to us today about your strategy.

FROM \$2499/MONTH



## MARKETING CAMPAIGNS

Our Award-winning comprehensive marketing campaigns follow a proven formula to drive engagement and customers. Our basic package includes Email Marketing (EDM) to your database, Web Banner, Facebook Cover, Facebook/Instagram Advert and report. More comprehensive campaigns include Blog writing, video production for adverts and campaign collateral, physical activations, web-apps and more.

FROM \$999  
(DOES NOT INCLUDE PAID MEDIA)



## MARKETING AUTOMATION

The latest buzzword in Marketing is Automation. The idea sounds great, automated marketing that keeps working for you day and night. At enterprise level, Marketing Automation through platforms such as HubSpot can be complex and incredibly effective. But it's expensive and often only available to larger enterprise businesses. With developments in technology in this space, we are now able to offer a simple but effective Marketing Automation package to small business in an affordable and effective way. Automation is the future - it's not a case of if, but when for ALL business. We can help you get started.

FROM \$2999  
(SET-UP) AND \$299/MONTH



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## DIGITAL MARKETING (ADWORDS)

We have Australasia's leading Adwords expert managing our clients Adwords campaigns with unbelievable results. Let us help you get MORE from your Adwords spend. We take less commission than most leading providers and guarantee to beat their results (or we will fully refund your money).

**AUDIT/SET-UP FROM \$1500**  
**MONTHLY MANAGEMENT FROM \$500/MONTH**  
(DOES NOT INCLUDE AD SPEND)



## WEB DEVELOPMENT

Your website is still the foundation of your digital presence. It's amazing how few websites are actually structured properly for SEO. If your website is not being found on Google, what is its purpose? Our process starts with Keyword research, competitor research, site mapping and structure, before any designing takes place. If they're built properly, they work.

**FROM \$3999**  
STANDARD

**FROM \$6999**  
E-COMMERCE



## FRANCHISE AND LARGE ORGANISATIONS

We specialise in working with Franchise organisations to maximise their return on their Marketing Activity Plan. We have demonstrated success in creating a structured and effective Marketing Strategy, detailed campaign schedules, creation and deployment of collateral, detailed (and auditable) budget tracking, reporting and more. With our network of specialist outsourcers, we are able to take your Marketing Budget to the next level and improve your ROI, brand identity and customer engagement.

**MIN MONTHLY BUDGET \$3499**



## STRATEGY CONSULTING FOR DIGITAL TRANSFORMATION

Trevor Topfer (a.k.a The Digital Guy) is a leading practitioner in the digital space with over 25 years experience. His CV includes VC funded Media companies, building platforms, sales and marketing for some of the largest pharmaceutical companies on earth, Brand development and engagement and much more. His gift is understanding how brands can use Digital PROPERLY. A lot of marketing money is wasted on the wrong strategy, wrong tools, hubris and more common mistakes. If you ask a social agency they'll tell you to spend on social, a SEO agency will tell you SEO, a Digital Agency will sell you Adwords - Trevor will tell you what you should be using without bias and find the right, if necessary, or work with your existing partners to make it happen.

**\$165/PER HOUR**