

Who says it has to be complicated?
With us digital marketing is simple.

STEP 1
Logo Design & Corporate Identity
for Small Businesses



**HIGH QUALITY
DESIGN & BRANDING**
15+ years of experience

What's included?

LOGO DESIGN (provided in JPG, PNG transparent, PDF)

BUSINESS CARD DESIGN (PDF production ready)

LETTERHEAD DESIGN (provided in PDF and MS Word)

EMAIL SIGNATURE (JPG/PNG only)

ADD ON COMPANY PROFILE (writing & graphic design)

How long does it take to create?

Typically it takes about 2 to 3 weeks.

Jump the queue by knowing what you want.

Terms and conditions apply. Prices are subject to change. E & OE excluded.
Does not include illustration type logos, we will quote additionally for this.



Is it for your business?

If you want to be taken seriously, you need to look the part. Even if you offer the most incredible service, if your company identity doesn't communicate this, people might not believe you! With a small initial investment, get it done professionally.

Why us?

We are brand communication specialists that have worked on local and international brands from as far as the Middle East and Canada - with a proven track record of many happy customers.

PRICE: from R3500

50% deposit

50% upon completion

ADD ON COMPANY PROFILE: FROM R2500

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w www.artribe.co.za

STEP 2

Dynamic, Tailored Business Website for Small Businesses



What's included?

UP TO 10 PAGES + BLOG

Consultation & Needs Analysis

Professional Web Design

Wordpress installation, setup and customization

Premium theme and plugin implementation

Content writing, if required

Up to 3 contact forms

Submission to Google

Subject to a hosting and maintenance plan*

* We have combined your hosting costs and WordPress maintenance fees into one simple monthly payment for your convenience and peace of mind. The monthly package includes WordPress maintenance essentials, data storage size of 5GB for your hosting. Please reference our website to see what is included.

Will my website be Google friendly?

All our web packages include initial image optimization, basic search engine optimization, submission to Google and the integration of website analytics to help your website rank better. This sets the stage for any additional online marketing services you may require in step 3.

How long does it take to build

Typically once we have all your info, it takes 3 to 5 weeks.

Jump the queue by being ready with content and images.

Terms and conditions apply. Price are subject to change. E & OE excluded.

Is it for your business?

Nowadays there are many options to have a website online, but which one to go for? It all sounds too technical anyway! You can use online systems that claim that it is easy to create your own website, only to find out it is not so simple or it lacks some serious flexibility, not to mention a lack of features. You want your website to be professional, but not cost the earth. You want a team to rely on, and to be able to make changes to your website without starting from scratch every time. So with our 15+ years of experience we feel we have found the sweet spot and work with technology that takes the frustration out of websites for ourselves and our customers. So yes, it is for you.

Why us?

Our collective experience in graphic design, copywriting and technical expertise means we can give you a website that delivers. Our clients enjoy individual attention and advice. We take the time to understand your company and help you grow - because after all, if your business excels, so does ours.

PRICE: from R6500

50% deposit

50% just before going live

R350 p/m thereafter

R250 annual domain registration

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STEP 3

Digital Marketing Growth Plan for Small Businesses



What's included?

Basic Website Analysis & Audit*

Website, technical and design suggestions*

Consulting

Content building (2 Blogs/Articles/News on website)

Company profile writing (text only)

Google My Business listing & posts

Google Ads Management

Optimized individual pages for keywords

Social Media banners and 8 brand message graphics

8 Social Media posts p/m (FB, Twitter, LinkedIn)

2 Social Media campaigns (FB)

Includes R250 paid advertising budget per month

Basic reporting

* It is possible that you need a website or that your existing website needs a structural overhaul in order for us to provide this service. In that case we will explain to you why and provide you with an additional quote for a new website, should you be interested, or you can ask your current web designers to make the changes for you.

Can I add posts myself?

We will share administration rights with you on your social media profiles and you are always free to make extra posts and blogs. However, our service includes consulting and you are welcome to send your content to us first in order for us to edit, improve and schedule it.

Duration

6 month agreement (renewable)

After this period we can add in new services / suggestions.

Terms and conditions apply. Prices are subject to change. E & OE excluded. Your exact plan may vary.

Is it for your business?

This Digital Marketing SME Growth Plan is for businesses that would like to start or expand their digital footprint, but don't have the budget to afford full-scale digital marketing on all channels at all times. What we offer instead, is gentle marketing support that gives you a solid presence on various channels; but spreads content, posting and advertising budgets out over a longer period.

How does it work?

We assess your company's needs and take initiative to focus on a specific area every month: For example one month we focus the majority of your retainer on writing keyword-rich articles to add to your website, while the next month we spend time on expanding your Facebook reach, another on optimizing content for search engines, another to create artwork for brand messaging. By the end of your 6 month agreement we will have executed many services and you will enjoy a comprehensive digital presence, which you can maintain yourself or we can extend your plan and include new services.

PRICE: from R1750p/m

R1500 p/m (min 6 months)

PLUS R250 advertising budget

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STEP 4

Social Media Marketing Plan for Small Businesses



Is it for your business?

You know you should probably have a social media presence but are too busy managing your business. Sporadically posting once a year or (even worse) flooding your channels with too much irrelevant content can actually be damaging to your brand. Rather than struggling along, let us enhance your sales and brand messaging with quality content and graphics in a consistent strategic way.

Setup & Branding R2250 Once off

Includes:
Setup platform for FB, Twitter, LinkedIn & Instagram
Design & Branding
Writing

Ensure your corporate identity is consistent over all social media channels and enhance your brand message by incorporating attractive, professional-looking banners. Complete your channels with an eloquently written business profile.

Content & SM Management R3750 per Month

Includes:
3 posts per week on 3 platforms
Writing
Image and design
Manage your pages
Respond to requests
Post relevant content

Enjoy the convenience of professional management of your social media channels. Entice your audience with fresh content and organically build your followers. Expand your reach while promoting your brand, in style.

Facebook Campaigns R1750+ per Campaign

Includes:
Setup & monitoring
Writing
Image and design
Add design according to Facebook specifications
Facebook advertising budget

Paid for Likes R750+ per Month

Includes:
Setup & monitoring
Facebook advertising budget

Expand your reach with attractive, paid advertising campaigns. There are many options for campaigns: driving traffic to your website, boosting certain posts, drawing attention to specific products and services you offer or promoting an event. Or lets focus only on gaining more followers for you, if that is your goal.

How does it work/what to expect?

Once you supply us with your logins we can go ahead and update your channels. If you have no channels as of yet, we can go ahead and set them up for you. With our monthly management services, best results are gained over time. Best outcomes are for clients who takes monthly management and content building services together with paid advertising to boost the amount of followers. No use having great content and sales pitches if no one reads them, right? Discuss your business goals with us and we will match the content with your goal.

Duration

SM Management: Min 3 month agreement | **Other services:** Once-off

After this period we can add in new services / suggestions.

Terms and conditions apply. Prices are subject to change. E & OE excluded. Your exact plan may vary.

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STEP 5

Newsletter Campaigns & blogs for Small Businesses



Is it for your business?

Do you want to stay in touch with your current and potential customers? Do you want to be established as an authority in your field and show your expertise? Stay top-of-mind with your customers and promote your services through regular informative and interesting blog articles and/or newsletters. This is a consistent way to build content on your website. The more keyword-rich, relevant articles you post, the higher the likelihood of customers finding your site.

Blogging, Articles & News R750+ per article

Includes:
Consulting
Research
Writing
Photos / graphic design
(stock photos charged additionally)

Presented to you in MS Word format or published online.

Newsletter Management Setup: R1250 R1250+ per newsletter

Includes:
Setup & brand banners
Database management
Writing
Photos / graphic design
Send out
Report

How does it work?

We develop a plan with you to publish 1 or 2 articles on your website every month so that over time you have high quality articles/ blogs that promote your services to the world 24/7. The aim of the articles is multifaceted - to showcase your knowledge, sell your services and have more to index on Google. By doing research on your company and competition we will come up with valuable content for your articles as well as images, which can also be distributed on your social media channels. We will manage your newsletter by compiling all the text and graphics, send it out, manage your subscribers and give you feedback.

Duration

Once-off, but we suggest an on-going plan for best results

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