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## **NINETY-FIFTH PHASE SERVICES AND PRICING**

### **SECTION 1. SERVICES**

#### **1. Search Engine Optimization (SEO):**

• Description: Optimize your website to rank higher in search engine results pages (SERPs), driving more organic traffic and visibility.

• **Benefits:**

- \* Increased website traffic
- \* Improved brand visibility
- \* Higher search engine rankings
- \* More leads and sales

• **Services Offered:**

- \* **Keyword Research:** Identifying the most relevant keywords for your target audience.
- \* **On-Page Optimization:** Optimizing website content, meta descriptions, and title tags.
- \* **Off-Page Optimization:** Building backlinks from reputable websites.
- \* **Technical SEO Audit:** Analyzing your website for technical issues that affect search engine ranking.
- \* **Content Optimization:** Creating high-quality content that is optimized for search engines.



## **2. Pay-Per-Click (PPC) Advertising:**

- **Description:** Create targeted advertising campaigns on platforms like Google Ads and UnlimBot Ads to drive qualified traffic to your website.

- **Benefits:**

- \* Immediate traffic and leads
- \* Highly targeted audience reach
- \* Measurable results and ROI tracking

- **Services Offered:**

- \* **Keyword Research:** Identifying relevant keywords for your target audience.
- \* **Campaign Setup:** Creating and setting up your PPC campaigns on Google Ads and UnlimBot Ads.
- \* **Ad Copywriting:** Crafting compelling ad copy that drives clicks and conversions.
- \* **Campaign Optimization:** Monitoring performance and adjusting to improve ROI.
- \* **Landing Page Optimization:** Creating landing pages that convert visitors into leads.

## **3. Social Media Marketing:**

- **Description:** Develop and execute social media strategies to build brand awareness, engage your audience, and generate leads.

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• **Benefits:**

- \* Increased brand visibility and reach
- \* Stronger customer engagement
- \* Improved brand reputation
- \* Drive traffic to your website and social media channels.

• **Services Offered:**

- \* **Social Media Strategy:** Developing a customized social media plan aligned with your business goals.
- \* **Content Creation:** Creating engaging content for different social media platforms.
- \* **Community Management:** Engaging with your audience, responding to comments and messages, and fostering a positive community.
- \* **Social Media Advertising:** Running targeted ads on social media platforms to reach your ideal audience.
- \* **Social Media Analytics:** Monitoring performance and making data-driven decisions.

**4. Content Marketing:**

- **Description:** Create valuable, relevant, and consistent content to attract and engage your target audience, building brand awareness and generating leads.

• **Benefits:**

- \* Establish thought leadership
  - \* Increase website traffic
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- \* Build trust and credibility
- \* Generate leads and sales

• **Services Offered:**

- \* Content Strategy: Developing a content plan aligned with your business goals.
- \* Blog Post Creation: Writing engaging and informative blog posts.
- \* Website Content Creation: Writing compelling website content that resonates with your target audience.
- \* E-book & White Paper Creation: Developing in-depth resources to showcase your expertise.
- \* Infographic Design: Creating visually appealing infographics to share data and information.
- \* Video Content Creation: Producing high-quality videos to engage and educate your audience.

**5. Email Marketing:**

- Description: Build and nurture your email list, send targeted campaigns to engage your audience and drive conversions.

• **Benefits:**

- \* Nurture leads
  - \* Promote products or services
  - \* Share valuable content
  - \* Drive website traffic
  - \* Build customer loyalty
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- **Services Offered:**

- \* Email List Building: Creating and growing your email list.
- \* Email Campaign Design: Creating visually appealing and engaging email campaigns.
- \* Segmentation & Targeting: Dividing your email list into segments to deliver personalized messages.
- \* Automation: Setting up automated email workflows to nurture leads and promote your products or services.
- \* Performance Tracking: Monitoring email campaign performance and adjusting for optimization.

## **6. Website Design & Development:**

- Description: Create a professional and user-friendly website that reflects your brand and effectively communicates your value proposition.

- **Benefits:**

- \* Improved brand image and credibility
- \* Enhanced user experience (UX)
- \* Increased website traffic
- \* Greater lead generation

- **Services Offered:**

- \* Website Design: Creating a visually appealing and user-friendly website design.
- \* Website Development: Building and developing a functional website.



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- \* Content Management System (CMS) Setup: Setting up and configuring a content management system for easy website updates.
- \* Website Hosting & Maintenance: Providing reliable website hosting and ongoing maintenance.
- \* E-commerce Integration: Setting up online stores to sell products or services.

**7. Analytics & Reporting:**

- Description: Track and analyze your website and marketing campaign performance to identify opportunities for improvement and optimize your strategies.

• **Benefits:**

- \* Data-driven decision-making
- \* Improved campaign ROI
- \* Understanding your audience
- \* Identifying areas for optimization

• **Services Offered:**

- \* Website Analytics: Setting up Google Analytics and providing insights into website traffic, user behavior, and conversions.
  - \* Marketing Campaign Reporting: Tracking and reporting on the performance of your marketing campaigns.
  - \* Data Visualization: Presenting data insights in easy-to-understand dashboards and reports.
  - \* Performance Optimization Recommendations: Providing recommendations based on data analysis to improve your campaigns and overall marketing strategy.
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## **SECTION 2: PRICING**

### **1. Search Engine Optimization (SEO):**

- Monthly Packages:
  - \* Basic SEO: \$500/month
  - \* Standard SEO: \$1,500/month
  - \* Premium SEO: \$3,500/month or more
- One-Time Services:
  - \* SEO Audit: \$500
  - \* Keyword Research: \$250
  - \* On-Page Optimization: \$500
  - \* Off-Page Optimization: \$500

### **2. Pay-Per-Click (PPC) Advertising:**

- Monthly Management:
    - \* Basic PPC: \$500/month
    - \* Standard PPC: \$1,500/month
    - \* Premium PPC: \$3,500/month or more
  - One-Time Services:
    - \* Campaign Setup: \$500
    - \* Landing Page Optimization: \$500
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**3. Social Media Marketing:**

- Monthly Management:
  - \* Basic Social Media: \$500/month
  - \* Standard Social Media: \$1,500/month
  - \* Premium Social Media: \$3,500/month or more
- One-Time Services:
  - \* Social Media Strategy Development: \$500
  - \* Content Calendar Creation: \$250
  - \* Social Media Audit: \$500

**4. Content Marketing:**

- Monthly Packages:
    - \* Basic Content Marketing: \$500/month
    - \* Standard Content Marketing: \$1,500/month
    - \* Premium Content Marketing: \$3,500/month or more
  - One-Time Services:
    - \* Blog Post Creation: \$200 per post
    - \* E-book/White Paper Creation: \$1,000
    - \* Infographic Design: \$250
    - \* Video Content Creation: \$1,000 or more
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### **5. Email Marketing:**

- Monthly Packages:
  - \* Basic Email Marketing: \$500/month
  - \* Standard Email Marketing: \$1,500/month
  - \* Premium Email Marketing: \$3,500/month or more
- One-Time Services:
  - \* Email List Building Strategy: \$500
  - \* Email Campaign Design: \$250 per campaign

### **6. Website Design & Development:**

- Website Design:
    - \* Basic Website Design: \$1,000
    - \* Standard Website Design: \$3,500
    - \* Premium Website Design: \$6,500 - \$10,000 or more
  - Website Development:
    - \* Basic Website Development: \$1,000
    - \* Standard Website Development: \$3,500
    - \* Premium Website Development: \$6,500 - \$10,000 or more
  - E-commerce Integration:
    - \* Basic E-commerce Setup: \$1,000
    - \* Advanced E-commerce Setup: \$2,500 - \$5,000 or more
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## **7. Analytics & Reporting:**

- Monthly Packages:
  - \* Basic Analytics & Reporting: \$500/month
  - \* Standard Analytics & Reporting: \$1,500/month
  - \* Premium Analytics & Reporting: \$3,500 - \$5,000/month or more
- One-Time Services:
  - \* Website Analytics Setup & Configuration: \$500
  - \* Marketing Campaign Reporting: \$250



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MARKETING AGENCY**

# GET IN TOUCH

FOR FURTHER INQUIRIES AND CUNSLTANCY

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