

Online Marketing Packages – Maximize Your Online Marketing Opportunities



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Maximize Online Marketing Opportunities

Online Marketing Package 1 – Website Start up

- Research into niche and competition
- Website content, images, structure and function guidelines
- Domain name recommendations and registration
- Keyword research, content plan and writing consultation
- Website construction

Price: Depends on requirements

Recommendation: Once website is online move onto Package 3

Online Marketing Package 2 – Website Enhancement

- Research into niche and competition
- General website assessment and recommendations
- Website usability assessment and recommendations
- Keyword research and optimization
- Content proofread and advice on improving/expanding content
- Action Plan and advice on moving forward
- Work with client and Webmaster to meet improvement criteria

Price: **From \$295**

Recommendation: On completion move onto Package 3

Online Marketing Package 3 – Online Marketing Strategy & Implementation

- Comprehensive Online Marketing Strategy tailored to your business
- Set up and use of Google tools
- Submission to search engines and directories
- Link building strategy and implementation
- Improved ranking in search engines
- Implementation rolled out over 3 months

- Ongoing implementation (beyond 3 months) includes advanced online marketing strategies

Price: From \$295 set up – From \$120 per month for 3 months (option to continue monthly beyond 3 months)

Recommendation: Must be preceded by Package 2.

Online Marketing Package 4 – Online Reputation Monitoring & Management

- Research and analysis of individual and/or business reputation online
- Monitoring of websites, social networking sites, consumer review sites, forums and blogs for negative/positive feedback
- Monthly reports of information collected about your business
- Advice and implementation of strategies to improve image online
- Up to the minute damage control when negative feedback appears on the web

Price: From \$295 set up – From \$120 per month thereafter

Recommended: Must be preceded by Package 2. Can be bundled with Package 3 at **\$200 per month** (saving of \$40 per month) after initial set up fee.

Online Marketing Package 5 – Newsletter Design, Writing, Management, Production & Distribution

- Newsletter Initial set up with template and program
- Writing and edit to your requirements
- Set up and send
- Monitoring of statistics and results

Price: From \$295 set up – From \$120 per month thereafter

Recommendation: May be preceded by Package 2

Online Marketing Package 6 – Social Media Marketing Strategy & Implementation

- Development of Social Media Marketing Strategy tailored to your business
- Creation of Facebook Business Page & Twitter profile and integration with your website
- Training in use and promotion
- Action plan & steps to move into the future

Price: From \$495 set up. Option to manage at \$120 per month

Online Marketing Package 7 – Computer & Internet Training for Business Owners

- Basic computer skills training, email, Word, internet and general computer use for the business owner

Price: From \$270 for six hours of training across 3 x 2 hour sessions. Ongoing training charged at \$45 per hour.