
COST GUIDE 2019

CONTENT (To be supplied by the client)

Images (Minimum sizes):

1200 x 700 pixels (width x height [landscape](#) orientation)

700 x 1200 pixels (width x height [portrait](#) format)

1200 x 1200 pixels (Square format)

Text:

[Plain text format](#), either attached to an email or inside an email

Videos:

[See best video options here](#)

HOSTING & DOMAINS

Hosting (Basic package R99/month) Includes server & 5 email accounts setup 90 email addresses available in price	Annual fee	R1 188.00
Hosting (Standard package R149/month) Includes server & 10 email accounts setup 90 email addresses available in price	Annual fee	R1 788.00
Hosting (Advanced package R279/month) Includes server & 20 email accounts setup 90 email addresses available in price	Annual fee	R3 348.00
Hosting (Master package R438/month) Includes server & 40 email accounts setup 90 email addresses available in price	Annual fee	R5 268.00
.Co.Za Domain registration fee with central registry	Annual fee	R 90.00
.Com Domain registration fee with central registry	Annual fee	R 149.00

SETUP

Wordpress premium theme license + 12 months coding support	Annual fee	R 871.00
Wordpress installation & configuration	1 Hr once off	R 450.00
Website Pages setup & layout per page	30 Mins each	R 225.00
Pictures / images resizing & optimisation per image	10 Mins each	R 75.50

SEO

On-page SEO / Search Engine Optimisation per page	1 Hr each	R 450.00
Off-Page SEO - Integration with Google, Bing & Yahoo search	5 Hrs once off	R2 250.00
Other off-page SEO Listings, press releases, specials	1 Hr each	R 450.00
Other off-page SEO High value Domain Authority backlinks	(TBA)	
Website analytics reports setup delivery via email monthly	1 Hr once off	R 450.00

MAINTENANCE

Maintenance - Wordpress core, theme, plugin updates, security scan & manual backups. (R133.33/month) Includes monthly screenshot / reports pdf	Annual fee	R1 600.00
Website content updates (Per hour / Per min)	Ad hoc	R 450.00
Video / Youtube uploads & optimisation per video	1 hr once off	R 450.00

SOCIAL MEDIA BUSINESS PAGES SETUP

Setup of business page, following look and feel of website and / or corporate identity. Verification of business, linking to website & Vice versa. Verification of domain. Admin access. Per business page

Facebook	1.5 hrs once off	R 675.00
LinkedIn	1.5 hrs once off	R 675.00

Instagram	1 hr once off	R 450.00
Twitter	1 hr once off	R 450.00
Pintrest	1 hr once off	R 450.00
Other	1 hr once off	R 450.00

ONLINE ADVERTISING CAMPAIGNS

Client to supply text and images to spec

Note that existing pages may also be used as campaign landing pages for campaigns

Optional) Copywriting for a Promotional Landing Page R4.00 per word R1 200.00
Write From Scratch. 300 words minimum

Optional) Copywriting, editing or re-writing existing text R2.00 per word R 600.00
Anti-plagiarism check. 300 words minimum

Unique Promotional Landing Page Setup & Layout 45 Mins R 337.50

Unique Promotional Landing Pagee On-Page SEO 1 hr R 450.00

Social Media **Debugging** of Promotional Landing Page

Facebook	15 Mins	R 112.50
Twitter	15 Mins	R 112.50
LinkedIn	15 Mins	R 112.50

Social Media conversion tracking

[pixel script](#) setup, on-site, per channel

Facebook	1 hr	R 450.00
Twitter	1 hr	R 450.00
LinkedIn	1 hr	R 450.00
Other	1 hr	R 450.00

Google Tag Manager / Tags (TBD – Dependant on requirements)

PPC Paid Ad Campaign Setup & Management Per channel 4.5 Hrs R2 450.00
Video Ads, Google Ads, Gmail Ads, Twitter Ads, LinkedIn Ads, Inmail Ads, Youtube Ads, Display Ads, Text Ads or Carousel Ads.

PPC Paid Ad Campaign Management – Existing Campaign 2 Hrs R 900.00
Maintaining & monitoring of existing campaign - per channel

Ad Campaign Placement Budget per channel Minimum R 500.00

SOCIAL MEDIA (ORGANIC, NON-PAID AD)

Per / each post (with linked image to website page, provided page has been optimised). [Debugging](#) of website page, liking, checking in, sharing from 5 profiles to followers, inviting respondents to like page

Facebook	30 Mins	R 225,00
Twitter	30 Mins	R 225,00
LinkedIn	30 Mins	R 225,00
Other	30 Mins	R 225,00
Screenshot / reports pdfs	1 hr	R 450.00

HTML EMAILER SETUP

Setup & verify account, website signup form & privacy policy	1 hr	R 450.00
Purchase 40 000 send limit Lite package 10 000 recipients	Monthly fee	R 381,00
Setup, verify SendInBlue.com email system	30 mins	R 225,00
Client to supply email addresses in MS Excel format		

HTML MAILER PER CAMPAIGN

Setup html template & design	1.5 hrs	R 675,00
1st Send to all recipients (week 1)	15 Mins	R 112.50
2nd send to non-openers (week 3)	15 Mins	R 112.50
Screenshot / reports pdfs	1 hr	R 450.00

CENTRALISED CAMPAIGN REPORTING (OPTIONAL)

Digital Ecosystem [Live Online Reporting Dashboard Setup & Testing](#) (Once-off)

Unique, live online dashboard with pdf export options, including data from:

Mailchimp	R1 500.00
Facebook Insights	R1 500.00
Facebook Ad Manager	R1 500.00
Twitter Insights	R1 500.00
Twitter Ad Manager	R1 500.00
Google Analytics	R1 500.00
Google Ads Manager	R1 500.00
Google My Business Insights	R1 500.00
Other	R1 500.00

Digital Ecosystem Live Reporting (Monthly reporting)

Including data (Likes, clicks, reach, impressions, +- stats) from:

Mailchimp	R 550.00
Facebook Insights	R 550.00
Facebook Ad Manager	R 550.00
Twitter Insights	R 550.00
Twitter Ad Manager	R 550.00
Google Analytics	R 550.00
Google Ads Manager	R 550.00
Google My Business Insights	R 550.00
Other	R1 500.00

Quarterly Cross-Channel Comparison Report (Optional)

Additional, unique live online dashboard - including comparable data from previous 3 months, with pdf export options.	R9 500.00
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ASSESSMENTS, CONTENT ACQUISITION & STRATEGY

SEO Diagnostics

Detailed analysis of current site with proposal for improvement (According to global SEO standards)	R650 per hr	R3 250.00
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Content Collection / Acquisition

Such as downloading images, copying content from a website, Converting pdfs or images to text	R450 per hr	TBA
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Proposal Writing / Scheduling

Action plans & schedules (4 Hrs @R650 per hr, per quarter)		R1 800.00
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Competitor Analysis & Strategic Marketing Planning

Contact us for more info		TBA
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