



I4DESIGN

DIGITAL MARKETING

PRICE LIST - APRIL 2024



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HEY THERE BUSINESS OWNER!

Entering the online world is a **5-step process**, and we're here to assist you at every stage. Partner with us as we seamlessly transition your business into the digital realm with the comprehensive services we offer.

01

Branding & Graphic Design

Consider this your business's online appearance. Picture your brand as a person – their look, style, and voice. We'll craft a captivating persona for your online success, complete with a distinctive logo, business cards, email signature, and brand manual.

02

Website Design

Think of your website as the core of your digital presence. Every online effort, from social media to marketing, leads back to your website. It's where your brand comes to life, captivates visitors, and turns them into customers.

03

Social Media Management

Social media adds personality to your business, enhancing legitimacy and trust. It fosters customer connections, builds awareness, and drives website traffic. Consistent, branded posts solidify your online identity, leaving a lasting impact on potential clients.

04

Paid Online Ads

Effective marketing goes beyond social media posts. It entails running targeted paid ads, pinpointing your ideal client by considering factors such as age, gender, interests, and location. This strategic approach guarantees your business connects with and attracts new customers.

05

Content Creation

Crafting custom content through photos and videos is essential. This distinguishes your brand, exuding authenticity. Original content weaves a visual story that deeply connects with & captivates your customers, forging a lasting and impactful online presence for your business. It will elevate your brand, placing it head and shoulders above the competition.

1. BRANDING & GRAPHIC DESIGN

BASIC BRANDING & GRAPHIC DESIGN

These are essentials every business needs to thrive online*

LOGO	R 2,440
MINI BRAND MANUAL	R 3,250
BUSINESS CARDS (DOUBLE SIDED)	R 1,950
SOCIAL MEDIA POST TEMPLATE X 5	R 1,950
INSTAGRAM HIGHLIGHT COVERS X 5	R 1,650
SOCIAL MEDIA BANNER X 3	R 1,950
EMAIL SIGNATURE	R 1,950
LETTERHEAD	R 1,220
BRAND KIT (INCLUDES ALL THE ABOVE)	R11,450 (SAVE 30%)

ADDITIONAL BRANDING & GRAPHIC DESIGN

These are extra add-ons you might find valuable*

SOCIAL MEDIA POST / AD	R1,450
POSTER	R2,450
BROCHURE Z-FOLD (DOUBLE SIDED)	R2,650
FLYER (ONE SIDED)	R1,450
FLYER (DOUBLE SIDED)	R2,650
PRICE LIST (PER PAGE)	R1,450
POWERPOINT PRESENTATION (PER SLIDE)	R1,150
VEHICLE MAGNET	R1,450
PDF DOCUMENT (PER PAGE)	R 950
BROCHURE BOOK (PER PAGE PER SIDE)	R 950
COMPANY PROFILE (PER PAGE)	R 650
PRODUCT PACKAGING	POR

Excludes Printing*



2.WEBSITE DESIGN

STARTER WEBSITE

- 2 Pages
- Mobile friendly
- WhatsApp button
- Speed optimisation
- On page SEO
- Social media links
- Google map
- Google tools
- Contact form
- Backups
- Security
- SSL certificate
- Anti spam
- Hosting services (Monthly hosting fees will be incurred)

FROM R5,450

BUSINESS WEBSITE

- 5 Pages
- Mobile friendly
- WhatsApp button
- Speed optimisation
- On page SEO
- Social media links
- Google map
- Google tools
- Contact form
- Backups
- Security
- SSL certificate
- Anti spam
- Hosting services (Monthly hosting fees will be incurred)

FROM R12,450

E-COMMERCE WEBSITE

- 5 Pages
- Mobile friendly
- WhatsApp button
- Online shop
- Up to 9 products
- Payment gateway
- Speed optimisation
- On page SEO
- Social media links
- Google map
- Google tools
- Contact form
- Backups
- Security
- SSL certificate
- Anti spam
- Hosting services (Monthly hosting fees will be incurred)

FROM R24,450



3.SOCIAL MEDIA MANAGEMENT



1

1 x SOCIAL MEDIA PAGE

- Revamp/set up
- Post 3 times per week per page
 - We source images & info
 - Professional photo editing
 - Up to 200 words per post
- Post 3 stories per week per page
- Community management. Respond to:
 - Notifications
 - Comments
 - DM's
 - People sharing your posts
 - Interact with followers (Like & comment)

R3,450 pm

2

2 x SOCIAL MEDIA PAGES

- Revamp/set up
- Post 3 times per week per page
 - We source images & info
 - Professional photo editing
 - Up to 200 words per post
- Post 3 stories per week per page
- Community management. Respond to:
 - Notifications
 - Comments
 - DM's
 - People sharing your posts.
 - Interact with followers (Like & comment)

R5,550 pm

3

3 x SOCIAL MEDIA PAGES

- Revamp/set up
- Post 3 times per week per page
 - We source images & info
 - Professional photo editing
 - Up to 200 words per post
- Post 3 stories per week per page
- Community management. Respond to:
 - Notifications
 - Comments
 - DM's
 - People sharing your posts
 - Interact with followers (Like & comment)

R7,450 pm

4

4 x SOCIAL MEDIA PAGES

- Revamp/set up
- Post 3 times per week per page
 - We source images & info
 - Professional photo editing
 - Up to 200 words per post
- Post 3 stories per week per page
- Community management. Respond to:
 - Notifications
 - Comments
 - DM's
 - People sharing your posts
 - Interact with followers (Like & comment)

R9,350 pm



4. PAID ONLINE ADS

FACEBOOK & INSTAGRAM

ONCE OFF

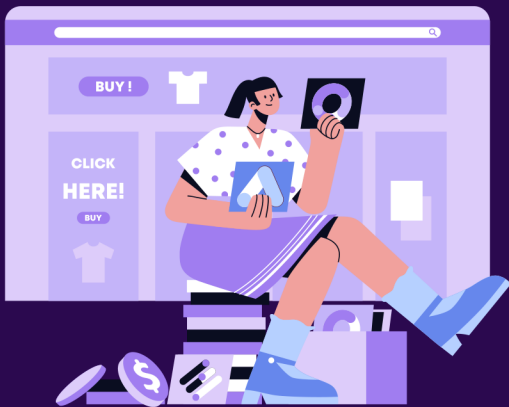
- Ad design
- Ad set up
- Target audience set up

R2,950

MONTHLY

- R1,000 Ad budget
- Ad management
- Basic analytics report

R1,450



LINKEDIN

ONCE OFF

- Ad design
- Ad set up
- Target audience set up

R4,950

MONTHLY

- R7,500 Ad budget
- Ad management
- Basic analytics report

R8,450

GOOGLE ADS

ONCE OFF

- Keyword research
- Ad set up
- Target audience set up

FROM R2,950

MONTHLY

- R3,000 Ad budget
- Ad management
- Basic analytics report

R4,550



5. CONTENT CREATION

Kindly inquire for a personalised quote on any of the listed services.

PHOTOGRAPHY

- **Product photography**
Product images for your e-commerce websites, social media and marketing materials.
- **Headshots**
Professional headshots for your employees, executives, and team members.
- **Lifestyle shoots**
Capturing scenes that showcase your brand in real-life situations, conveying a lifestyle or narrative.
- **Event photography**
Coverage of your corporate events, conferences, product launches, and other special occasions.
- **Interior & exterior photography**
Images of physical locations, offices, or storefronts.
- **Food photography**
Images of menu items for your restaurant, cafe, or food-related business.
- **Branded stock photography**
A library of custom stock photos aligned with your brand's style and messaging.
- **Social media content photography**
Custom visuals optimised for your various social media platforms.

VIDEOGRAPHY

- **Promotional videos**
Videos promoting your products, services, or your brand as a whole.
- **Explainer videos**
Videos explaining complex concepts or products.
- **Corporate videos**
Videos showcasing your company culture, values, and team members.
- **Product demonstration videos**
In-depth videos demonstrating how your products work or showcasing their features.
- **Client testimonials & success story videos**
Videos featuring satisfied clients sharing their experiences with the brand.
- **Event videography**
Coverage of corporate events, conferences, and seminars.
- **Interviews and Q&A sessions**
Video content featuring interviews with key personnel or experts in the industry.
- **Social media video content**
Short, engaging videos optimised for social media platforms.
- **Training videos**
Educational content for clients or internal use.
- **Virtual tours**
Interactive or guided video tours of physical spaces or products.
- **YouTube videos**
Create videos for your YouTube channel.

