



**propel**  
digital

## Propel Action Packages

If your business needs marketing or design support, but you don't have the budget for a full service agency, then our Propel Action Packages could be what you've been searching for. These quick-fire solutions cover a range of different business needs and help give your business the edge.

[PROPELDIGITAL.COM.AU](http://PROPELDIGITAL.COM.AU)

# MORE ABOUT PROPEL

## Hi! I'm Lauren...

After over 7 years of marketing industry experience with big brands, I could see that small, local businesses were getting swallowed up in the white noise of the online world. So, after making a tree change from the big smoke to regional North East Victoria (with my loveable pup Archie in tow), I set my sights on trying to make a difference in this space. Enter Propel Digital...

I started Propel Digital because I've always been one for an underdog story of success. Nothing gives me more joy than seeing the small-medium sized businesses I work with excel in their digital business goals.

Essentially, that's why I've created these Propel Action Packages - so that I can help your business see the success it deserves.





# **DESIGN & BRANDING PACKAGES**

# LOGO CREATION

Your business logo is so much more than your calling card, it should embody your brand goals, values, positioning, identity and perception. We at Propel Digital know this, and are here to design a logo that speaks to all of this and more.

## **Your Propel Digital Logo Creation package will include:**

- + Consultation to define the design wants and needs of your business.
- + Create a logo for your business that's more than just your business' name in a pretty font. We'll provide three different logo options for consideration.
- + Develop said logo into business card design with three design options.
- + Up to three design revisions.

## **COST:**

\$250

# BRAND IDENTITY

Whether you're a new business starting out, or an existing business looking to update your look and feel, the Propel Digital team can help your brand get the edge with its design.

**Your Propel Digital Brand Identity package will include:**

- + Create a logo for your business that's more than just your business' name in a pretty font!
- + Develop a tone of voice guide that helps bring your brand's persona to life.
- + Create a fully comprehensive brand guide complete with brand colours, fonts and signatures.
- + Get you started with the design and printing of collateral that every business needs (we're talking business cards, flyers and promotional items).
- + Give you the guidance to use these assets to the best of their ability - at the end of the day, we want to give you the keys to your well-branded kingdom!

**COST:**

\$800

# WEB DESIGN

Hands up if you've been guilty of judging a business by the state of their website. Believe us, it's more common than you think. So, if your existing website needs a refresh, or if you need a new website built from scratch, we can help your business put it's best foot forward online with a site that is easy-to-use, beautiful and effective.

## **Your Propel Digital Standard Web Design package will include:**

- + Build your website using a wide range of established platforms such as Wordpress, Shopify, Strikingly & more.
- + Create the right visuals and user experiences to maximise your business returns
- + Give you a complete training session on how you can make website updates after the process is done and dusted. Ultimately, we want you to end up in the driver's seat, and feel confident about it!

## **COST:**

From \$1,000\*

\*Further consultation is required to determine full costing

A grayscale photograph of a desk with a laptop, papers, and a hand writing on a notepad, overlaid with the text "STRATEGY PACKAGES".

# STRATEGY PACKAGES

# MARKETING STRATEGY

Not quite sure where to start with your marketing strategy? We can help. Through data-led insights, Propel Digital will create a comprehensive and tailored strategy for you to take away.

**Your Propel Digital Marketing Strategy will include:**

- + A comprehensive audit of your digital analytics including your social media insights, google analytics and a thorough audience review.
- + A deep dive into your business as a whole, including your branding, past successes (and failures) and where you'd like your business to be heading.
- + A SWOT analysis of your business
- + A breakdown of your funnel to conversion including capturing the right audience, exploring opportunities and giving you the keys to get real results from your marketing.
- + Pinpointing key performance indicators to help measure success for your business.

**COST:**

\$1,500

# MARKETING CONSULTATION

To keep momentum with the ongoing success of your marketing and business, why not take advantage of our consulting package? Propel Digital will offer bite-sized sessions to help touch base on where things are at with your business, discuss any arising issues and make plans for future activities and strategies.

## **Your Propel Digital Marketing Consultation will include:**

- + Approximately 5 hrs of on the ground consultation and support which involves:
  - Reporting on your marketing performance and how this has affected your business bottom line (social media, PR, website, ad spend etc.)
  - Meeting to review figures/KPIs and discuss arising issues/consult on marketing related activities i.e. website development, blog etc.
  - Action plan – Arising action points clearly outlining person responsible and time frame required to complete keeping all accountable
  - 1 month of email support to ensure that you're reaching your business goals

## **COST:**

\$400

A grayscale background image of a desk with a laptop, papers, and a hand writing on a notepad. The scene is dimly lit, with a hand in the foreground writing on a notepad. A laptop is open in the background, and various papers and a glass are scattered on the desk. The overall atmosphere is professional and focused.

# **SOCIAL MEDIA PACKAGES**

# SOCIAL MEDIA ACCOUNT SET UP

Do you see the value of setting up on the social networks for your business but don't have the time to do so? Perhaps you wish to diversify into other social media networks but are not sure what the best move would be? We can help you get started on the right path of social media success with our optimised account set up packages.

**Your Propel Digital Social Media Account Set Up package will include:**

- + The set up of one social media account will include:
  - Consultation with Social Media Specialist
  - Development and provision of basic two page Social Media Strategy
  - Identification of appropriate Social Media Page/Profile names
  - Write and/or optimise about/bio sections of social media sites
  - Custom designed profile and background images for each network we establish (where relevant)
  - Integration of Social Media icons on your website (where your site permits)
  - Integrate Social Media feeds on your site (where your site permits)
  - Handover of all networks with log in details via a document
  - Training in how to maximise new networks via Skype/phone

**COST:**

\$175 Per Platform

# SOCIAL MEDIA AUDIT & OPTIMISATION

The Propel Digital social media audit involves a comprehensive consultation around your existing social media platforms. We'll give you the run down on what's working, and more importantly, what's not. From there, we'll action a number of social media optimisations to make your platforms work better for your business

## **Your Propel Digital Social Media Audit and Optimisation package will include:**

- + An exploration of:
  - Which social media channels are working for you?
  - Which social media channels need improvement?
  - Exploring how you can increase traffic to your website
  - How to increase conversions.
  - Who in your target audience is being reached, and how you can better reach them.
  - How effective have your campaigns been?
  - What are your competition doing?
- + Optimisation of your social media channels to include:
  - Facebook pixel creation, custom conversion creation & audience creation

## **COST:**

\$1,000

# MONTHLY SOCIAL MEDIA CONTENT & ADS PLAN

Sick of 'boosting posts' and getting no results? Then, it's time to kick your Social Media content & advertising up a notch with Propel Digital. Through data led insights, we'll formulate a strategy that is focused on increasing your ROI and getting you real business results.

## Your Propel Digital Monthly Content & Ads package will include:

- + 30 minute briefing on desired advertising outcomes for coming month.
- + Audit - Review of your existing social media advertising structure and content activities to identify what is working and where improvements could be made.
- + Preparation of a high level social media advertising strategy outlining proposed changes required to existing campaign set up and any conversion tracking which may also need to be established.

Content and Advertising Strategy will include:

- + 8 posts/ads per month that align with the discussed objectives for advertising.
- + Reporting after the completion of the campaign

NOTE: 3 month commitment period is required for any advertising package to build on the learnings of previous month's activities.

## COST:

\$600\* + \$200 advertising spend

\*Management fee is negotiable dependant on number of post/ad outputs per month

A grayscale background image of a workspace. In the foreground, a hand is writing on a notepad with a pen. To the right, a laptop is open, and a hand is pointing at the screen. The desk is cluttered with papers, a glass of water, and other office supplies. The overall scene is dimly lit, creating a professional and focused atmosphere.

# **CONTENT CREATION PACKAGES**

# WEBSITE & SOCIAL MEDIA IMAGERY & VIDEO CREATION

Let your business be more than below-average stock photos and shaky iPhone videos. The Propel Digital team can help you take the look and feel of your business to the next level with our professional photography and videography services.

**Your Propel Digital Standard Web/Social Photography & Video package will include:**

- + x10 Header / Slider Images
- + x20 Socials Images
- + 30 second about us videos

All shots will be fully edited and packaged together for digital transfer

NOTE: Images + video will be shot on one location at a location of your choice

**COST:**

\$1,000

\*Management fee is negotiable dependant on number of creative outputs required

# EMAIL CAMPAIGN & AUTOMATION SET UP

Today's businesses need to do more with less. They need to be able to connect with their customers in a highly personalised way, whilst staying on budget and increasing their returns. Sounds like the dream, right? Well, it can be possible with the right email campaign and automation strategy.

**Your Propel Digital Standard Email Campaign & Automation package will include:**

- + The creation of x1 beautifully designed email campaign template designed with the purpose of business outcome in mind.
- + Set up of x2 automation workflows that will send personalised emails to your customers when they take action on your website.
- + Connection of your email marketing platform with your website and social media to ensure that you're pushing out effective, consistent messaging.
- + Segmentation of your data lists so that you can target the right people with the right messages.

NOTE: This cost does not include the set up of businesses on email marketing platforms. This will incur an additional cost.

**COST:**

\$600



# **WEBSITE, SEM & SEO PACKAGES**

# SEO BOOST

Doing search engine optimisation (SEO) but not really sure if you're doing the right thing? Our SEO boost package starts with a complete audit of your onsite SEO including meta data, site speed, structure and content. Our team will then go about conducting quick optimisations that will see you rank higher on search engines.

**Your Propel Digital Standard SEO Boost package will include:**

- + Review of your existing SEO set up if any (preferable to be given back end access of your website + Google Analytics + Google Webmaster Tools to review)
- + Site auditor report to identify any errors from an SEO perspective
- + Google ranking report
- + Observations of your current structure and situation
- + Review of up to 10 pages of your website from a SEO perspective
- + Conduct 1 hour keyword research to evaluate future opportunities for words to rank for
- + Provide recommendations of what work needs to be done in order to improve your rankings and any other recommendations we may have for your online visibility to help you reach your objectives.

**COST:**

\$400

# GOOGLE ADWORDS CAMPAIGN SET UP

Propel Digital are passionate about getting your business to be seen. Our team's knowledge of Search Engine Marketing (SEM) not only helps you get seen, but can also help you get measurable results such as clicks, calls and conversions!

## **Your Propel Digital Google Adwords Set Up package will include:**

- + Briefing session to gain access, understand objectives, target markets, keyword niches, messaging, call to actions, landing pages, understand product or service lines, discuss how we will measure success, what conversions we are seeking from the campaign/s, etc
- + Conduct keyword research or review supplied keyword research to identify key phrases which will be used in campaign/s
- + Establishing architecture of Google Adwords account - up to 5 adgroups - up to 100 keywords + geographic targeting if required
- + Linking your adwords account to any existing Google Webmaster & Google Analytics account (where not already established)
- + Ensuring effective conversion tracking is in place on website and Google Analytics (where possible)

NOTE: Ongoing management of adwords not included in this costing

## **COST:**

\$500 + Desired Ad Spend (recommendation of \$150 per month).

# WEBSITE OPTIMISATION ESSENTIALS

The most valuable tool to increase a business' ROI all too often remains untouched, un-analysed and unloved. What is this tool we hear you ask? **Data!** Propel Digital are extremely passionate about enabling businesses to harness the power of their own data so that they can see an increase in returns.

**Your Propel Digital Website Optimisation Essentials package will include:**

- + Install and/or analyse Google Analytics to ensure that you're seeing the big picture of how users find your business, search for your business and navigate your website.
- + Get your Google My Business Listing up and running (if not already launched) and optimised through photo uploads, posting and information optimisation.

**COST:**

\$400

# Got any questions?



Don't hesitate to drop me a line! I'm always more than happy to chat about how we can tailor our packages to suit your needs.

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