



## **DIGITAL PACKAGE**

*Professionalise your Communications. Focus your Strategy. Elevate your Brand.*

We specialise in creating marketing content tailored for rural and farmer audiences, providing them with the information they need to make informed purchasing decisions when interacting with your brand online.

Magnetic messaging is designed to resonate with your target audience at every step of their journey, from building brand awareness and engagement to driving conversions. We craft strategic social media and digital content that captivate potential customers, guiding them towards choosing your brand and increasing brand visibility.

By streamlining the customer journey, we ensure a seamless experience that helps attract specific audiences and nurtures them through digital advertising, social content and email marketing. Our package aims to optimise your online traffic and increase the likelihood of converting visitors into customers.

Our strategies ensure your brand remains top-of-mind and ultimately contributes towards revenue growth for your business.

## ONGOING DIGITAL & SOCIAL MEDIA MARKETING

### PACKAGE SCOPE:

Onboarding: 2 hour Marketing Strategy session via zoom + communication processes and set up

Quarterly analytics and online meet ups held via Zoom. The annual review to be conducted in our 4th quarterly catch up.

3-5 social media posts created and published per week.

Includes creating copy (captions), publishing all content and 1x 30-90 second short video reel compilation per week. Basic social media graphics created using your branding palette and font styling.

Fortnightly/Monthly Social Media planners will be submitted for you to review and approve content prior to publishing.

Not included: sourcing of imagery / videography.

Minor website updates (Wordpress / Wix sites).

Adding news articles to the site. Changing images. Adding to gallery. Adding links/files. Editing some text. Helping refresh pages on a basic level.

Not included in this package: full website rebuilds or redesigning pages. Additional costs may apply.

1 email compiled per quarter (or 4 emails per year) in a blog/editorial/newsletter style.

1 paid ad set up and monitored on Facebook per month (or 12 ads per year). Not included: cost of ad spend.

Access to the Ag Marketing Accelerator Digital Program (valued at \$2,500).

**Fee:**

\$3,000 + gst per month retainer. *Premium Service for your Premium Brand.*

Exclusively available to a limited number of clients each year ensuring our unwavering focus and dedicated attention.

**Ts&Cs:**

Package requires a minimum 12 months commitment.

Client is to provide content notes using templates we supply you to be submitted through our private content sharing platform (Google Drive).

Please note that our monthly billing structure is designed to cover the costs associated with providing our services, regardless of the extent of utilisation.

Even if you don't fully utilise the service, you will still be billed as per the agreed terms and conditions.

**Thank you for the opportunity to provide you with this proposal.**

I look forward to hearing from you soon. If you have any questions please don't hesitate to contact me.

**Tegan Buckley**

CEO/Founder, Mallee Marketing Pty Ltd

0421 750 544

[tegan@malleemarketing.com.au](mailto:tegan@malleemarketing.com.au)

[www.malleemarketing.com.au](http://www.malleemarketing.com.au)

## **Additional Services Offered Separately:**

- Marketing Strategy Fees: \$2,500 + GST to help create strategic playbook, content plan and communication processes per organisation.
- Press Release / post event report Copywriting: from \$1200 + GST per 1000 words report.
- Email Marketing: Writing, Setting up branded email templates, managing CRM lists: from \$1,200 + GST per email compilation.
- Photography services: \$250 + GST per gallery of edited images (50-70 high resolution photos).
- Videography services: \$650 + GST per polished minute. E.g. 2 minute video = \$1300 + GST.
- Creative fees: \$120 per hour + GST for script writing, storyboarding and strategic consulting fees.
- Do it yourself Marketing (Coaching and Advisory): [Ag Marketing Accelerator Coaching Program](#): \$2,500 + GST one off fee to enrol in a self-paced online program with modules filled with resources, templates, how-to video tutorials and more.
- Travel: Flights, Accommodation TBC. Or \$1 + GST per km travelled.