

# DIGITAL MARKETING & BRANDING CONSULTING PACKAGES

Here are three packages designed to cater to different business needs and budgets, offering varying levels of support and expertise in digital marketing and branding.

## PACKAGE ONE

### Essential Startup

This package is designed for new businesses or startups looking to establish their online presence and build a foundational brand identity.

**Branding Consultation:** Initial consultation to define brand values, target audience, and messaging.

**Basic Website Audit:** Review of existing website (if any) with recommendations for improvements.

**Social Media Setup:** Assistance in setting up and optimizing two key social media profiles.

**Content Strategy Outline:** A brief outline of content ideas for the first month.

## PACKAGE TWO

### Growth Accelerator

This package is for businesses looking to expand their online reach, improve engagement, and drive growth through targeted digital marketing strategies.

**In-Depth Brand Analysis:** Comprehensive analysis of current branding and market positioning.

**Advanced Website Analysis:** Detailed website audit with actionable recommendations for SEO and user experience.

**Social Media Strategy Development:** Creation of a tailored social media strategy with content calendar.

**Paid Advertising Consultation:** Guidance on setting up and managing initial paid advertising campaigns.

## PACKAGE THREE

### Premium Enterprise

This package is a comprehensive, high-touch solution for established businesses seeking to significantly enhance their digital presence, brand reputation, and market leadership.

**Full Brand Transformation:** Complete review and potential overhaul of branding elements and messaging.

**Extensive Website Optimization:** Comprehensive SEO, UX/UI, and performance optimization.

**Multi-Channel Digital Marketing Strategy:** Development of a holistic digital marketing strategy across multiple platforms.

**Ongoing Performance Tracking & Reporting:** Regular reporting and analysis of key performance indicators with strategic adjustments.