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DIGITECH DYNAMICS

MARKETING

Service & *Pricing* Guide

WWW.LABTECHZONE.COM

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Hello &
Welcome

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Understanding This Service Guide

The intention behind this service guide is to provide a transparent, comprehensive overview of what I offer. I firmly believe that an informed client is an empowered one, and I've crafted this document with that sentiment in mind.
Whether you're engaging with my services for the first time or you've returned to work with me again, this guide is designed to answer your questions, clarify my offerings, and ensure every interaction you have is seamless and insightful.

My *Mission* And Vision

My Vision

Our vision is to empower businesses of all sizes to thrive in the digital age. We strive to provide comprehensive digital marketing and IT solutions, courses, services, and consultations to help them reach their full potential. We believe in staying ahead of the curve and providing our customers with the most up-to-date strategies, tools, and resources to help them succeed in the ever-evolving digital world.

My Mission

01.

Unwavering Commitment to Quality

To provide comprehensive digital marketing and IT courses to help businesses thrive in the digital age.

02.

Strategic Marketing

Helping our clients develop and execute effective digital marketing strategies that will help them reach their goals and maximize their return on investment.

03.

Education & Collaboration

Offering ongoing support and assistance to ensure clients get the most out of their digital marketing efforts.

Our *Services* Overview

Our digital marketing services are comprehensive and unparalleled.

Our team of professionals provides effective digital marketing strategies, including website design, SEO, PPC, and social media marketing, to help businesses grow. We offer expert consulting and ongoing support to achieve digital marketing goals with proven results.

Here's a snapshot of the services I offer

01. Content Marketing

My content marketing services include creating written content such as blog posts and articles, as well as multimedia content such as infographics, videos, and podcasts.

02. Marketing Consulting

I provide marketing consulting services for businesses of all sizes. My services include strategic planning, market research, competitive analysis, brand development, and digital marketing.

03. Visual Content and Print Design

From logo design, to company branding, to marketing material, I can create a wide range of products to suit your needs. My experience in graphic design and print production means I can deliver the highest quality results, on time and on budget.

04. Social Media

I offer high-quality social media marketing services to help businesses maximize their online presence. My services include creating and managing social media accounts, crafting engaging content, running campaigns, and analyzing performance.

05. Web Development

I provide custom web development applications that are tailored to meet the individual needs of my clients. My services include front-end development, database design, web application programming, back-end integration, and more.

06. Artificial Intelligence Services

I offer Artificial Intelligence services to help businesses and individuals reach their goals. My services include machine learning, natural language processing, computer vision and robotics, all of which can be used to automate mundane tasks and optimize processes.

Content Marketing

Basic

- 2 blog posts per month
- 2 social media posts per week
- 2 weekly email newsletters

Price starting from

R6 000,00

Standard

- 3 blog posts per month
- 3 social media posts per week
- 3 weekly email newsletters
- 1 monthly press release

Price starting from

R9 000,00

Premium

- 4 blog posts per month
- 4 social media posts per week
- 4 weekly email newsletters
- 2 monthly press releases

Price starting from

R12 000,00

Marketing Consulting

Types of consulting
- Branding consulting
- Digital marketing consulting
- Social media consulting
- Content marketing consulting
- Market research consulting

- I offer marketing consulting services that can help you create effective strategies for promoting your business and reaching your target audience. My services include:
- Assessment of current marketing campaigns and strategies
- Development of creative and effective marketing plans
- Research of target markets and audiences
- Analysis of consumer trends and behaviours
- Strategic planning for marketing goals
- Identification of the most effective marketing channels
- Creation of compelling and effective marketing content
- Implementation of marketing campaigns
- Evaluation of marketing results

Pricing for 30 minutes of marketing consulting is R450.

Visual Content and Print Design

BASIC
From R2000

Up to 5 visuals
Basic colour palette
Edits and revisions

ADVANCED
From R5000

Up to 10 visuals
Custom colour palette
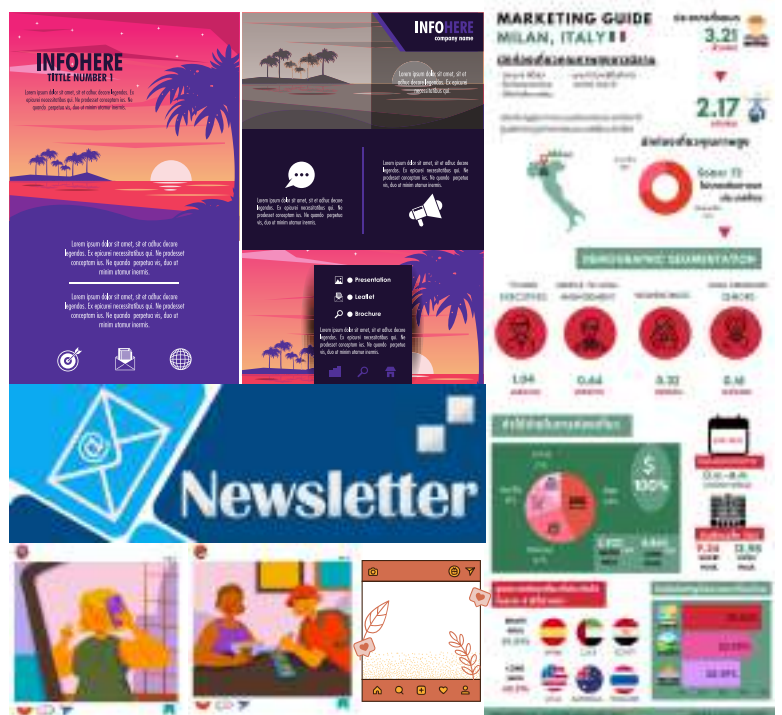Edits and revisions
Branding guidelines

BUSINESS
From R10 000

Up to 20 visuals
Custom colour palette
Edits and revisions
Branding guidelines

Type of content:

- Infographics
- Social Media Graphics
- Animated Videos
- GIFs
- Augmented Reality
- Presentations
- Webinars
- Brochures
- Flyers
- Banners
- Posters
- Email Newsletters

Content Types in Basic and Advanced are limited to basic design layouts

Social Startup (2 Channels)

- Social Channel paid advertising campaigns (4 campaigns)
- 2 posts per week (8 per month)
- Content creation (Image only)
- Monitoring, management, engagement & publishing
- In-depth reporting
- Audience targeting
- Campaign tracking and reporting

01

R2500

02

Social Branding (4 channels)

- Social Channel paid advertising campaigns (8 campaigns)
- 4 posts per week (16 per month)
- Content creation (Image only)
- Monitoring, management, engagement & publishing
- In-depth reporting
- Audience targeting
- Campaign tracking and reporting

R4375

Business Package (6 channels)

- Content calendar/post schedule
- Social media ad management
- Social media strategy consulting
- Content Creation and Copywriting (30 posts per month)
- Analytics and reporting
- Paid Media Campaign (2 campaigns)

03

R6250

Social media

WEB DEVELOPMENT

I specialize in creating tailored web applications to meet your unique needs, from basic website development to custom software design.

Tier 1

- Examples: Database driven web applications, content management systems, e-commerce applications, web portals, business intelligence applications.

STARTING FROM

R2500

Tier 2

- Examples: Intranet applications, custom web-based reporting solutions, custom web-based data analysis, custom web-based marketing applications.

STARTING FROM

R30 000

Tier 3

- Examples: Web-based mobile applications, enterprise resource planning solutions, customer relationship management solutions, enterprise content management solutions.

STARTING FROM

R70 000

Packages

Mobile Application Development

Mobile application development is the creation of applications for mobile devices like smartphones and tablets. It involves designing, developing, testing, and deploying mobile apps for platforms like iOS and Android, requiring skills in programming languages and UX design. The aim is to create engaging and user-friendly apps that provide value for entertainment, information, and productivity purposes.

01. Starter Package   From R7 000

This package is ideal for developing basic mobile applications such as calculator apps, note taking apps, and other basic applications.
It includes the following:
- Design and development of the mobile app
- Testing and debugging
- Publishing the app on the app store

02. Professional Package   From R50 000

This package is ideal for developing more complex mobile applications such as gaming apps, ecommerce apps, and other intermediate applications. It includes the following:
- Design and development of the mobile app
- Testing and debugging
- Integration of third party services such as payment gateways
- Publishing the app on the app store

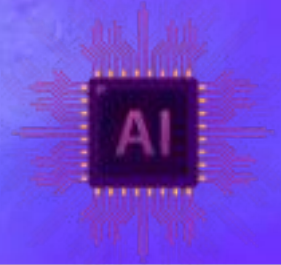### 03. Advanced Package   From R80 000

This package is ideal for developing highly complex mobile applications such as augmented reality apps, live streaming apps, and other advanced applications. It includes the following:
- Design and development of the mobile app
- Testing and debugging
- Integration of third party services such as payment gateways
- Publishing the app on the app store
- Ongoing maintenance and support

UNLEASHING THE POWER OF ROBOTICS AND AI:

ARTIFICIAL INTELIGENCE DEVELOPMENT

Basic

This tier includes the development of basic AI applications, such as chatbots, facial recognition, optical character recognition (OCR) and customer service automation.

Starting from: R10 000

Advanced

This tier includes the development of more advanced AI applications, such as natural language processing (NLP), predictive analytics, virtual assistants and vehicle applications.

Staring from: R50 000

Enterprise

This tier includes the development of enterprise-level AI applications, such as machine learning (ML), computer vision, deep learning (DL) and robotics. It also includes the development of AI-powered solutions for enterprise-level data management and analytics.

Starting from: R120 000

WELCOME TO THE ERA OF ROBOTICS AND AI, WHERE POSSIBILITIES ARE LIMITLESS, AND INNOVATION KNOWS NO BOUNDS! FROM SCI-FI DREAMS TO REAL-WORLD IMPACT, WE ARE WITNESSING A TECHNOLOGICAL REVOLUTION THAT'S RESHAPING THE WORLD AS WE KNOW IT.

Add-On
Packages

Logo Animation

PRICE:
R2500

- Variety of Animation Styles
- Multiple File Types (GIF, MP4, and WEBM)
- Two Revision Rounds
- Usage Guidelines
- Optimized for Web & Mobile

Business Card Design

PRICE:
R450

- Receive high-resolution PDFs
- Three Design Concepts
- Two Revision Rounds: Make necessary tweaks to finalize the design
- Recommendations for the best printing results
- Digital Version: A soft copy for electronic sharing

Letterhead Design Package

PRICE:
R700

- Standard and Custom Sizes
- Two Design Concepts
- Two Revision Rounds
- Print & Digital Formats: PDF for printing and DOCX for digital use.

Social Media Kit Package

PRICE:
R3200

- 15 Editable Graphics
- Editable in Canva
- Profile & Cover Images
- Two Revision Rounds: Refinements to get every detail right
- Quick Guide on Updates: How to keep your visuals fresh and relevant.

Merchandise Design Package

PRICE:
R4500

- 5 Designs on Product of your choosing (T-Shirt, Mugs, etc.)
- Print-Ready Files
- Editable vector files included
- Three Revision Rounds

Are We A *Good* Fit?

We Are A Good Fit If

✓ You value communication and collaboration in the design process.

✓ You understand the importance of investing in quality design.

✓ You're open to feedback and suggestions based on my expertise.

✓ You're committed to a timeline and respect the design process.

✓ You recognize the power of branding and its long-term impact.

✓ You're seeking a partnership, not just a transaction.

We Are Not A Good Fit If

✕ You expect immediate results without iterative refinement.

✕ You're seeking the lowest possible price over value and expertise.

✕ You prefer dictating every design detail without flexibility.

✕ You're unable to commit to timelines or provide timely feedback.

✕ You see branding as an optional extra rather than a core necessity.

✕ You view our interaction as a one-time engagement with no follow-up.

FAQ

01. What services do you offer?

My expertise lies in various digital marketing services, including social media marketing, SEO, and web development.

02. How long does a typical design project take?

Each project's timeline varies based on its complexity. A logo might take 2-4 weeks, while a complete branding package can range from 6-8 weeks. During our initial chat, I'll give you a clearer idea of the expected timeline.

03. Do you work with international clients?

Yes, I do! Digital tools make it easy for me to collaborate with clients from all corners of the world.

04. Will I own the rights to the designs?

Absolutely. Once we wrap up the project and I receive the full payment, all rights to the designs transfer to you. I'll ensure you have all the necessary files.

05. Do you provide support after the project is completed?

Definitely. I believe in nurturing lasting relationships. If you ever have questions or require tweaks post-project, I'm just an email away.

Ready to Start a *New Project?*

If you've got a clear vision and are eager to kickstart your project, let's dive in!

Fill out the project inquiry form at
WWW.LABTECHZONE.COM

If you're still in the exploration phase or have more questions, no worries at all.

Send any questions you have at: → info@labtechzone.com