



WHAT WE DO

WEBSITE DEVELOPMENT

- Hosting + Domain purchase & management
- Setup of essential systems
- Cost of Theme and related plugins
- Cost of security systems and regular updates
- Coding dependencies
- Ensuring theme stability over updates
- Content development, acquiring relevant images with licenses
- One-time data upload (first time)
- On site installation with guidance from SEO consultant

COST

- Secure Hosting + Domain
 - USD 200 per year
 - 100% payable in advance
- Content writing service
 - USD 250
 - 100% payable in advance
- Theme + Coding
 - USD 500
 - 50% payable in advance
 - Includes theme updates for a year
 - Maintenance of core system for 2 months

WEBINAR SETUP

- Setup of essential systems

- Setup of Theme and related plugins
- Content development, acquiring relevant images with licenses

COST

- USD 500 one time setup fee
- Monthly fee of USD 75 for the system payable directly
- 100% payable in advance
- Maintenance of core system for 2 months

SOCIAL MEDIA

- Facebook Page – where we setup your brand page and create the content that goes on it
- Twitter profile – where we setup your brand twitter handle and create the content that goes on it
- LinkedIn Brand page – where we setup your brand page and create the content that goes on it
- Blog / Medium page – where we manage the medium publication, and post articles on the blog and medium as “<brand>”

COST

- Social Media Content
 - USD 200 per week
 - 2 posts a day includes graphics
- SEO
 - USD 500 per month per 5 keywords
 - Includes off site and on-site SEO optimisation
 - Content writing not included
- SEO Content writing
 - Minimum charge USD 50 per article of 300 words
 - USD 1 per word beyond 150 words
 - Includes research
- Blogging
 - Minimum charge of USD 100 per article of 750 words
 - USD 1 per word beyond 750 words
 - Includes research

AD CAMPAIGNS

- Keyword management
- Strategy and outreach with live tracking, and quick management to improve efficiency of ads
- Sponsored article placement on websites / magazines

COST

- Ad strategy
 - USD 100 per platform (typically Google, FB, LinkedIn)
 - Does not include ad cost
 - Includes setup

MANUALS

- User manuals – Content for end user manuals that include essential installation, maintenance, and troubleshooting
- Admin manuals – detailed training manuals that include step by step part descriptions and installation sequence for advanced models

Actual Cost

- USD 1000 per manual
 - Costs include:
 - Drafting, revisions
 - Design and layout
 - Creating display PDFs with images
 - Versions for print and digital
 - Costs do not include
 - More than 3 revisions

TRAINING MODULES

- Setting up the training platform
- Building training module content for all stakeholders

- Drafting content, and creating videos in collaboration with marketing agencies
- Building drip content
- Enabling and managing access

COST

- USD 1000 for the website per training modules
- Costs include:
 - Creating the training structure
 - Building the systems for training
 - Integrate a simple design for the training section
 - Provide guidance in creating the relevant training material
 - Video recording and editing of all the training material, with voice over
 - Upload all training data
 - Maintenance for 3 months
 - Incremental management + service is task dependent
- Costs do not include
 - Cost of subscriptions for any integrations (eg. Wordpress / CRM)

MARKETING CHAT BOTS

- Drafting and creating the flowchart for the chat bot
- Building the necessary database for this chat bot
- Building the chat bot

COST

- USD 1000
 - Costs include:
 - Flowchart Drafting
 - Demo integration
 - Client-side integrations
 - Maintenance for 3 months
 - Costs do not include
 - Incremental service: USD 250 per issue
 - Monthly subscriptions for the chatbot
 - Cost of subscriptions for integrations (eg. Zapier)
 - Time taken for development depends on complexity

CASE STUDIES

- Reviewing existing clients to build case studies
- Researching, Interviews, drafts, assisting in graphic design for the case study
- Updating the sales enablement platform with these resources

COST

- USD 300 per case study
 - Costs include:
 - Drafting, revisions
 - Design and layout for each case study
 - Creating display PDFs with images
 - Costs do not include
 - More than 3 revisions
 - Content more than 5000 words

WHITEPAPERS

- Assessing the state of whitepapers
- Conducting Research necessary to draft the whitepapers

COST

- USD 750 per Whitepaper
 - Costs include:
 - Research with citations
 - Drafting, revisions,
 - Creating display PDFs with relevant images
 - Costs do not include
 - More than 3 revisions
 - Content more than 20000 words

COMMERCIALS

- Not included:
 - Graphic Design, unless specifically mentioned
 - Video Creation, unless specifically mentioned

- Photography, unless specifically mentioned
- Cost of travel, hotel, additional support, or technology setup, if any, not included outside of office location