



HAKIKA DIGITAL

Grow with Hakika

GRAPHIC DESIGN SERVICES

WEB / GRAPHIC DESIGN RATE CARD

LOGO DESIGN

BASIC PACKAGE (500,000 TZS)

- One custom logo design concept.
- Two rounds of revisions based on client feedback.
- Final logo files in standard formats.

PREMIUM PACKAGE (800,000 TZS)

- Custom logo design with additional stationary design (e.g., business card, letterhead).
- Three rounds of revisions for both logo and stationary.
- Final logo and stationary files in standard formats.

Overview: A distinctive and memorable LOGO is crucial for brand recognition. Our logo design services ensure a unique and representative visual identity.

Benefits:

- Enhances brand recognition.
- Communicates brand values effectively.
- Creates a professional and trustworthy image.



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BRANDING

STANDARD BRANDING PACKAGE (700,000 TZS)

- Development of consistent visual elements (color palette, typography).
- Branding guidelines document.
- One round of revisions.

COMPREHENSIVE BRANDING PACKAGE (1,200,000 TZS)

- Standard branding package inclusions.
- Additional brand collateral design (e.g., social media templates).
- Two rounds of revisions.

Overview: Comprehensive branding goes beyond a logo encompassing visual elements, messaging, and guidelines. It establishes a consistent and cohesive brand identity.

Benefits:

- Builds a strong and recognizable brand.
- Fosters brand loyalty and trust.
- Provides clarity in communication.

WEBSITE DESIGN

BASIC WEBSITE (1,500,000 TZS)

- Up to 5 pages with a responsive design.
- Basic SEO optimization.
- One round of revisions.

ADVANCED WEBSITE (3,000,000 TSH & Above)

- Custom features, e-commerce functionality.
- In-depth SEO optimization.
- Iterative design process with multiple rounds of revisions.

Overview: A well-designed website is a key digital asset. We create responsive and user-friendly websites that align with your brand, optimizing the user experience.

Benefits:

- Enhances online presence and credibility.
- Facilitates better user engagement.
- Supports business goals and conversions.

PRINT MATERIALS

BUSINESS CARD DESIGN (150,000 TZS)

- Design of a professional business card.
- One round of revisions.
- Final print-ready files.

BRONCHURE/FLYER DESIGN (300,000 TSH per Page)

- Custom design for brochures or flyers.
- One round of revisions per page.
- Final print-ready files.

Overview: Professionally designed print materials strengthen your offline presence. From business cards to brochures, we ensure consistency in design across all materials.

Benefits:

- Leaves a lasting impression on clients.
- Reinforces brand identity in physical spaces.
- Supports traditional marketing efforts.

DIGITAL MARKETING SERVICES

(i) SOCIAL MEDIA MANAGEMENT

BASIC PACKAGE (500,000 TZS per Month)

- Management of two social media platforms.
- Content creation and posting schedule.
- Monthly performance report.

PREMIUM PACKAGE (1,000,000 TZS per Month)

- Management of four social media platforms.
- Enhanced content creation with graphics and captions.
- Engagement monitoring and response.
- Bi-weekly performance reports.

(ii) CONTENT CREATION

SOCIAL MEDIA CONTENT (50,000 TSH per Post)

- Creation of one engaging social media post.
- Incorporation of client-provided content or ideas.
- High-quality visuals and copy.

(i) SOCIAL MEDIA MANAGEMENT

Overview: Effective social media management boosts brand visibility and engagement. We curate content, interact with your audience, and strategize to grow your online community.

Benefits:

- Expands brand reach and awareness.
- Fosters customer engagement and loyalty.
- Drives traffic to your website.

(ii) CONTENT CREATION

Overview: Engaging content is the cornerstone of a successful online presence. We create relevant and shareable content to connect with your audience and establish thought leadership.

Benefits:

- Positions your brand as an industry authority.
- Improves SEO and search rankings.
- Encourages audience interaction and sharing.

BLOG POST (200,000 TZS)

- Writing a 500-word blog post.
- Research on a relevant topic.
- One round of revisions.

(iii) SEO OPTIMIZATION

On-Page SEO (300,000 TSH per website)

- Comprehensive website audit.
- Keyword research and implementation.
- Optimization of on-page elements.

Off-Page SEO (500,000 TSH per month)

- Ongoing off-page SEO strategies.
- Backlink building and outreach.
- Monthly performance analysis and recommendations.

(iv) ONLINE ADVERTISEMENT

Ad CAMPAIGN SET-UP (300,000 TZS)

- Creation and setup of a targeted ad campaign.
- Strategic audience targeting.
- Implementation of tracking pixels.

MONTHLY MANAGEMENT FEE (400,000 TZS)

- Ongoing management of the ad campaign.
- Regular performance analysis and adjustments.
- Monthly performance reports.

Clients will receive these specified services and deliverables based on the chosen packages or individual offerings, ensuring a transparent understanding of what they can expect for the specified rates.

(iii) SEO OPTIMIZATION

Overview: SEO optimization is essential for higher search engine rankings. We conduct thorough keyword research and implement strategies to enhance your website's visibility.

Benefits:

- Improves organic traffic to your website.
- Enhances online visibility and credibility.
- Generates long-term, sustainable results.

(iv) ONLINE ADVERTISING

Overview: Strategic online advertising ensures your message reaches the right audience. We plan, create, and manage targeted ad campaigns to achieve your marketing objectives.

Benefits:

- Targets specific demographics for better ROI.
- Increases brand visibility and leads.
- Provides measurable and trackable results.