



# SERVICE PRICELIST

Get Started





# ABOUT US

# STRATITAL

Stratital was built by agencies, for agencies, with strategic thinking and white-label execution.

Our team operates entirely behind the scenes, allowing your agency to scale seamlessly without the overhead. Every strategy we roll out is grounded in data, refined through experience, and tailored to help you win more clients and retain them longer.

We know agencies are under pressure to perform. That's why Stratital handles the execution, strategy, and reporting so you can focus on growth, client relationships, and results.



# OUR SERVICES AND PRICES

Stratital is a white-label digital marketing team that works exclusively with agencies. We stay fully in the background, providing seamless execution across SEO, social media, web, ads, and more, all under your brand. In every engagement, your agency is the client, not your end client.

All communication, reporting, and service delivery happen directly between your agency and Stratital. This ensures full control and brand consistency on your end, while we do the heavy lifting.



Plan your project

# Local SEO

## Become more visible to customers in your neighbourhood.

Optimisation of your website and online presence to attract local customers in a specific geographic area.

Stratital enhances your visibility in local search results by optimising your Google Business Profile, managing local citations, creating location-based content, and implementing technical SEO strategies to help your business appear in searches like “near me” or “[service] in [location].”

**Price: \$450/month - Custom pricing also available**



# Local SEO Service Inclusion

## 1. Initial Setup & Audit

- Google logins Required
  - Google Analytics
  - Google Search Console
  - Google My Business
- Website logins required (Wordpress, Wix, S/S, e.t.c)
- Keyword suggestions report (usually 2-4 at a time)

## 2. On-Page Optimisation

- Report optimising title tags, meta descriptions & headers
- Local landing page creation (service area/location pages) where relevant
- Internal linking with local keyword relevance

## 3. Google Business Profile (GBP) Management

- Optimisation of profile
- Post regular updates/offers (when relevant)
- Adding products/services (when relevant)
- Uploading photos & videos (when relevant)
- Review notification to client



# Local SEO Service Inclusion

## 4. Content & Engagement

- Blog creation with a local focus. Typically 2 per month
- City/region-based service pages (when relevant)
- FAQs targeting local search queries (when relevant)
- Social media integration for local reach (when relevant)

## 5. Technical SEO

- Crawlability & indexation optimisation
- XML sitemap & robots.txt management
- Structured data implementation (Organisation, Products, FAQ)
- Duplicate content & canonicalisation management

## 6. Authority & Link Building

- Guest posting on relevant sites
- Link building on relevant sites
- Tracking of links submitted on a monthly basis

## 7. Tracking & Reporting

- Weekly keyword ranking reports
- Monthly Traffic & lead reporting (Google Analytics/GA4)
- Conversion tracking setup (calls, form fills)



Plan your project

# National SEO

## Expand your reach and get discovered nationwide.

SEO strategy focused on improving visibility across a country, not tied to a specific city or region.

Ideal for businesses targeting customers nationwide, National SEO involves keyword targeting, competitive analysis, technical site optimization, and high-quality content creation to improve rankings in broader searches.

**Price: \$550/month - Custom pricing also available**

# National SEO Service Inclusions



## 1. Initial Setup & Audit

- Google logins Required
  - Google Analytics
  - Google Search Console
  - Google My Business
- Website logins required (Wordpress, Wix, S/S, e.t.c)
- Keyword suggestions report (usually 2-4 at a time)

## 2. On-Page Optimisation

- Report optimising title tags, meta descriptions & headers
- Local landing page creation (service area/location pages) where relevant
- Internal linking with local keyword relevance

## 3. Content & Engagement

- Blog creation with a local focus. Typically 2 per month
- City/region-based service pages (when relevant)
- FAQs targeting local search queries (when relevant)
- Social media integration for local reach (when relevant)

# National SEO Service Inclusions



## 4. Authority & Link Building

- Guest posting on high-authority, industry-relevant sites
- Outreach for higher-quality backlinks (national focus)
- Tracking of links submitted on a monthly basis

## 5. Technical SEO

- Crawlability & indexation optimisation
- XML sitemap & robots.txt management
- Structured data implementation (Organisation, Products, FAQ)
- Duplicate content & canonicalisation management

## 6. Tracking & Reporting

- Weekly keyword ranking reports (national focus)
- Monthly traffic & lead reporting (Google Analytics/GA4)
- Conversion tracking setup (calls, form fills, enquiries)

Plan your project

# Link Building



## Boost your credibility with powerful, high-authority backlinks.

The process of acquiring high-quality backlinks from reputable websites to boost your site's authority.

Stratital builds contextual, niche-relevant backlinks that increase your domain authority, improve SEO rankings, and drive referral traffic. We use white-hat methods to ensure long-term SEO gains.

**Price: \$200/month - Custom pricing also available**

# Link Building Service Inclusions



## 1. Initial Setup

- Agreed monthly link submissions target

## 2. Outreach & Prospecting

- Research and identification of relevant websites for placement
- Outreach to high-authority, niche-relevant sites

## 3. Content for Link Acquisition

- Guest post content creation (SEO-optimised)
- Link insertions in existing relevant content (when available)

## 4. Link Types & Diversity

- Guest posting on relevant industry sites (when relevant)
- Editorial mentions & PR links (when relevant)
- Niche directory submissions (when relevant)
- Resource page & “best of” link opportunities

# Link Building Service Inclusions



## 5. Quality Assurance

- Ensuring contextual and dofollow links (when applicable)
- Avoidance of link farms and low-quality placements (when relevant)

## 6. Tracking & Reporting

- Tracking of all submitted links
- Monthly reporting on link performance



Plan your project

# Google Advertising

**Reach ready-to-buy customers right when they're searching.**

Paid advertising on the Google Ads platform to target users searching for your services or products.

From keyword research to ad copy and conversion tracking, we manage your Google Ads to drive qualified traffic and leads. Includes Search, Display, and Remarketing campaign management.

**Price: \$450/month - Custom pricing also available**



# Google Ads Service Inclusions

## 1. Initial Setup & Audit

- Google Ads account setup and access (or audit of existing account)
- Competitor research & keyword analysis
- Campaign choice (Search, Display, Shopping, or Video)
- Conversion tracking setup (calls, forms, purchases)
- Integration with Google Analytics/GA4

## 2. Campaign Creation

- Ad group and campaign build-out
- Keyword targeting (broad, phrase, exact match strategies)
- Negative keyword list setup
- Ad copywriting (multiple variations for testing)
- Responsive search ads and extensions setup (sitelinks, callouts, call extensions)
- Landing page recommendations (or creation if included)

## 3. Ongoing Optimisation

- Bid strategy adjustments (manual & automated bidding)
- Budget optimisation to maximise ROI
- Keyword expansion and refinement
- Ongoing ad copy testing & optimisation
- A/B testing for ads and landing pages
- Quality Score improvement strategies



# Google Ads Service Inclusions

## 4. Audience & Targeting Enhancements

- Demographic targeting adjustments
- Device and location bid adjustments
- Remarketing campaign setup (Display or Search)
- Lookalike and custom audience creation (when relevant)

## 5. Reporting & Insights

- Weekly performance snapshots (clicks, impressions, conversions)
- Monthly in-depth reporting with recommendations
- ROI analysis and budget reallocation suggestions
- Competitor ad monitoring (where relevant)

UNITS SOLD
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Plan your project

# Organic Social Media Management



**Stay active, on-brand, and connected with your audience.**

End-to-end management of your social media accounts to build brand presence and engagement.

Stratital creates and schedules engaging content, monitors performance, and manages interactions across platforms like Facebook, Instagram, and LinkedIn—ensuring your brand stays consistent and relevant.

**Price: \$450/month - Custom pricing also available**

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21

# Organic Social Media Management Service Inclusions



## 1. Initial Setup & Audit

- Social media logins required (FB, Insta, LinkedIn e.t.c)
- Social media account audit (profile health, content performance, competitors)
- Profile optimisation (bio, contact info, branding elements)
- Hashtag and keyword research

## 2. Content Creation

- Monthly content calendar planning
- Creation of branded graphics, posts, and captions
- Short-form video content (Reels, Stories, LinkedIn video posts – when relevant)
- Schedule created and sent for approval
- Content repurposing from blogs, articles, or other assets

## 3. Publishing & Scheduling

- Scheduling of posts in advance for consistent activity
- Optimal posting times research & implementation
- Platform-specific formatting (Facebook, Instagram, LinkedIn best practices)

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# Organic Social Media Management Service Inclusions



## 4. Engagement & Community Management

- Monitoring comments & direct messages and reporting to client if action needed
- Responding to follower interactions (when approved/required)
- Basic community engagement (liking, commenting, sharing relevant posts)

## 5. Reporting & Insights

- Monthly performance reporting (reach, engagement, follower growth)
- Content performance breakdown (top posts, best times, audience insights)
- Recommendations for ongoing improvements
- Competitor tracking (when relevant)

Plan your project

# Social Media Advertising



## Drive results with targeted campaigns that convert.

Running paid campaigns on platforms like Facebook, Instagram, and LinkedIn to reach targeted audiences.

We strategize, create, and manage ad campaigns focused on conversions, reach, or engagement. Includes audience targeting, A/B testing, and performance tracking to maximize ROI.

**Price: \$450/month - Custom pricing also available**

# Social Media Ads Service Inclusions



## 1. Initial Setup & Audit

- Social media logins required (FB, Insta, LinkedIn e.t.c)
- Ad account setup (or audit of existing account)
- Pixel/Conversion API setup and integration with website
- Campaign strategy development (objectives, funnels, targeting)

## 2. Campaign Creation

- Ad campaign build-out (awareness, consideration, conversion)
- Audience segmentation (demographics, interests, behaviours, lookalikes) where relevant
- Ad creative design (images, graphics, or short-form video where relevant)
- Copywriting for multiple ad variations
- Ad placement optimisation (feeds, stories, reels, in-stream, etc.)

## 3. Ongoing Optimisation

- Test and measure of creatives, copy, and audiences
- Budget allocation and optimisation for ROI
- Audience refinement and exclusion list updates
- Retargeting campaigns (website visitors, engaged users, CRM lists)
- Lookalike audience expansion for scaling successful campaigns (when relevant)

# Social Media Ads Service Inclusions



## 4. Tracking & Conversion Optimisation

- Conversion tracking setup for leads, sales, or sign-ups
- Monitoring of key events (purchases, calls, form submissions)

## 5. Reporting & Insights

- Weekly performance snapshots (impressions, clicks, conversions, cost per lead/sale)
- Monthly detailed reporting with analysis and recommendations
- ROI and cost-per-acquisition breakdown
- Competitor ad activity monitoring (when relevant)

Plan your project

# Web Design & Development



## Create stunning, user-friendly websites that convert.

Creation of professional, responsive websites tailored to your brand and business goals.

From simple brochure sites to advanced service pages, we design clean, conversion-focused websites using WordPress or Shopify. All websites are mobile-friendly, SEO-optimized, and easy to update.

- **Up to 5 pages: \$1000**
- **6–10 pages: \$1200**
- **11–15 pages: \$1500**
- **Custom pricing also available**

# Web Design & Development Service Inclusions



## 1. Initial Planning & Strategy

- Consultation on goals, branding, and functionality needs
- Competitor and industry analysis
- Discuss timeline and business needs

## 2. Design & Branding

- Custom website design aligned with brand guidelines
- Responsive design (mobile, tablet, desktop optimisation)
- Incorporation of brand colours, fonts, and imagery
- Wireframe/mock-up design home page then internal
- Approval to move to the development stage

## 3. Development

- CMS setup (WordPress or other preferred platform)
- Page build-out (home, about, services/products, contact, etc.)
- Blog setup (if required)
- E-commerce functionality (shopping cart, checkout, product pages – when relevant)
- Custom forms for enquiries, bookings, or lead capture
- Integration with CRM, email marketing, or third-party tools (when required)

# Web Design & Development Service Inclusions



## 4. Technical Setup

- Domain & hosting setup support (if required)
- SSL certificate setup for site security
- Basic SEO setup (meta titles, descriptions, headings, image alt tags) when relevant
- Site speed optimisation (caching, image compression, lazy load) when relevant
- Google Analytics/GA4 and Search Console integration

## 5. Content & Media

- Content migration from old website (if applicable)
- Uploading of client-provided content (text, images, video)
- Stock image sourcing (if required)
- On-brand graphics/icons where relevant

## 6. Testing & Launch

- Browser and device compatibility testing
- Functionality testing (forms, checkout, links, responsiveness)
- Pre-launch client review & feedback rounds
- Website launch & handover

# Web Design & Development Service Inclusions



## 7. Training & Support

- Client loom video on CMS (adding content, editing pages)
- Website management guide (when required)
- Optional ongoing maintenance package (updates, backups, monitoring) or technical support



Plan your project

# Email Marketing

## Keep your audience engaged and your brand top of mind.

The use of email campaigns to nurture leads, promote offers, and build customer loyalty.

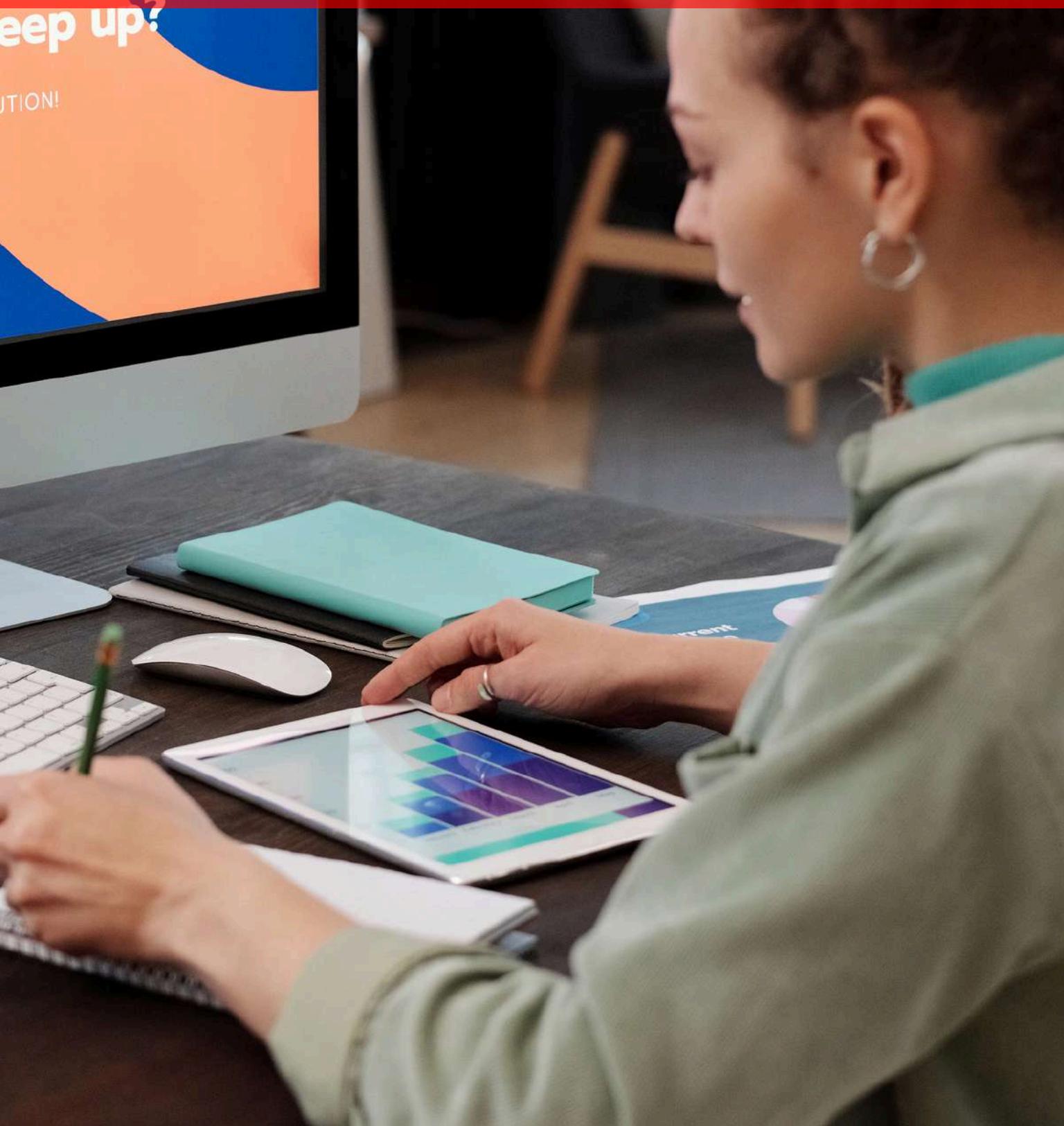
Stratital designs branded email templates, sets up automation flows, and crafts engaging copy to keep your audience informed and interested—driving conversions and repeat business.

**Price: \$450/month - Custom pricing also available**

# Email Marketing Service Inclusions

Keep up?

UTION!



## 1. Initial Setup & Audit

- Audit of existing email platform, list health, and automations, or
- Set up of email marketing platform (Mailchimp, Brevo, Klaviyo, etc.)
- Domain authentication (SPF, DKIM, DMARC) for deliverability
- Import & organisation of contact lists (segmentation by demographics, behaviour, etc.)

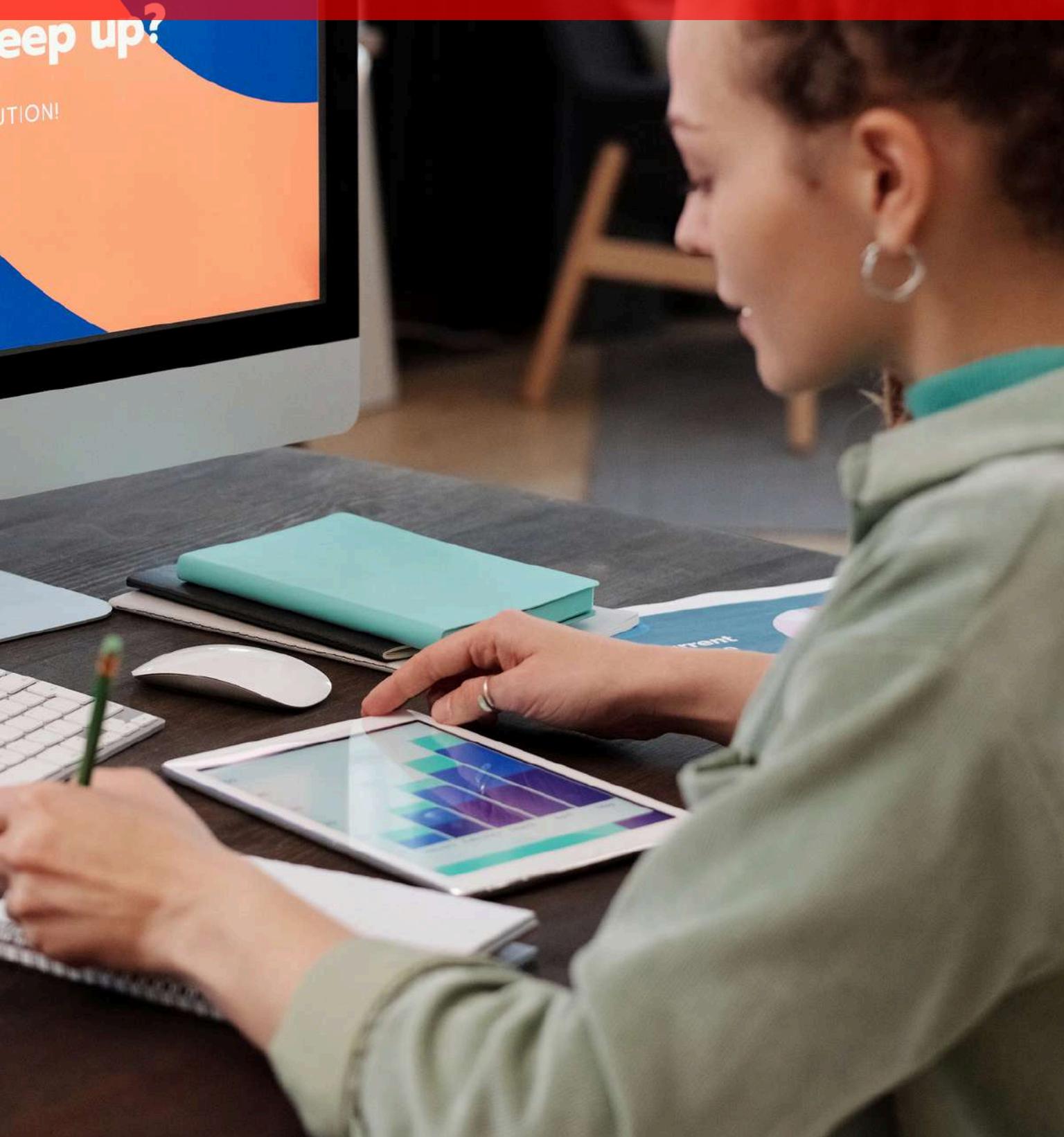
## 2. Campaign Creation

- Agree on strategy for campaigns (promotional, educational, nurturing)
- Branded email template design (mobile-responsive)
- Copywriting completed with compelling CTAs
- Graphic design or stock image sourcing (where required)
- Test and measure for subject lines, content, and CTAs
- Send for approval. Implement when approved

## 3. Automation & Funnels

- Set up of automated workflows (welcome series, abandoned cart, re-engagement, lead nurturing)
- Personalisation of emails based on contact metrics

# Email Marketing Service Inclusions



## 4. List Growth & Management

- Lead capture forms and pop-ups (website integration)
- Landing page creation for email opt-ins (when relevant)
- List cleaning and suppression of inactive contacts
- GDPR/Privacy compliance best practices

## 5. Reporting & Optimisation

- Campaign performance tracking (open rates, click rates, conversions, revenue attribution)
- Deliverability monitoring and improvement strategies
- Insights on best-performing subject lines and content
- Monthly reporting with recommendations for improvement

## 6. Optional Add-Ons

- SMS marketing integration (where the platform supports)
- CRM integration for advanced targeting

Plan your project

# Virtual Assistance Resources



## Extend your team with reliable, scalable virtual support.

Dedicated remote staff to assist with admin, digital marketing, or back-end tasks.

Get reliable, trained VAs to support your operations. Whether for content scheduling, CRM updates, data entry, email management, or customer service, boosting efficiency without hiring full-time.

- **20 hours/month: \$500**
- **40 hours/month: \$900**
- **80 hours/month: \$1600**
- **Custom pricing also available**

# Virtual Assistance Inclusion Options



## 1. General Administration

- Email management (sorting, filtering, flagging important messages)
- Calendar management & scheduling of appointments
- Data entry & database updates
- Document preparation (Word, Excel, Google Docs/Sheets)
- File organisation & cloud storage management
- Travel planning (flights, accommodation, itineraries)

## 2. Customer Support

- Responding to customer enquiries via email, chat, or social platforms
- Following up with clients or leads
- Ticket management (basic support desk tasks)
- Preparing FAQs and response templates

## 3. Marketing Support

- Social media scheduling & publishing (provided content or templates)
- Engagement monitoring (likes, comments, inbox notifications)
- Blog publishing & formatting on website CMS
- Updating website content (minor edits, image swaps, new posts)

# Virtual Assistance Service Inclusions



- Research for blog or campaign ideas
- Managing email lists & preparing campaigns (under guidance)

## 4. Sales & Lead Support

- CRM data entry and updating client records
- Preparing proposals & presentations (templates provided)
- Lead list building & basic research
- Appointment setting for sales calls
- Following up with warm leads (under direction)

## 5. Bookkeeping & Admin Support (basic)

- Invoice preparation & sending reminders
- Expense tracking & reconciliation (non-licensed support only)
- Timesheet or payroll assistance (data collation, not compliance tasks)

## 6. Reporting & Tracking

- Weekly activity reports (tasks completed, hours tracked)
- Basic performance tracking (social posts, email campaigns, leads logged)
- Client notifications for tasks requiring approval or follow-up



Plan your project

# Lead Generation – Cold Calling

**Fill your pipeline with real conversations and booked appointments.**

Outbound calling to generate leads, book appointments, or qualify prospects.

Our cold calling specialists act as an extension of your sales team, professionally pitching your services, capturing qualified leads, and setting appointments to drive growth.

- **\$1500 per month**
- **Custom pricing also available**

# Lead Generation & Cold Calling Service Inclusions



## 1. Strategy & Setup

- Discovery call to define target audience and ideal client profile
- Script creation and refinement (with client input/approval) when relevant
- CRM setup or integration for lead tracking (if applicable)
- Data sourcing (qualified lead lists based on agreed criteria)
- Compliance checks with privacy/telemarketing regulations (when relevant)

## 2. Prospecting & Outreach

- Cold outreach (appt setting, opt-in for email) to targeted leads
- LinkedIn outreach (connection requests, messages – when relevant)

## 3. Lead Qualification

- Recording of detailed call notes in CRM or a reporting sheet
- Identification of decision-makers and influencers

# Lead Generation & Cold Calling Service Inclusions



## 4. Follow-Up & Nurturing

- Call-back scheduling for interested prospects
- Follow-up emails/messages after initial contact
- Passing warm leads to the client's sales team
- Basic nurturing of leads until ready for sales handover

## 5. Reporting & Insights

- Weekly reporting of call outcomes (dials, connections, appointments booked, followups required) to client.
- As it happens appointment reporting for timely response when interest is shown

## 6. Optional Add-Ons

- Multi-channel approach (calls + emails + LinkedIn)
- Integration with marketing automations (email/SMS drip campaigns)

# How It Works: Our 8 Step White-Label Process - Part 1

1 Select Services	You (the agency) choose the services your client needs: SEO, social, web, ads, or more. Need help deciding? We're happy to review your brief and recommend a white-label strategy.
2 Proposal & Quotation	We'll provide a service quote based on your selected products and quantity-based pricing. You're free to brand the proposal as your own when presenting it to your client.
3 Agreement & Contract	Once you're ready, we'll issue a simple service agreement (NDA included if needed) that defines responsibilities, deliverables, and timelines all under your agency's name.
4 Payment & Activation	We issue an invoice for the agreed service(s). Work begins upon payment confirmation. All pricing is in your local currency and billed monthly, with no hidden fees or lock-in contracts.
5 Client Onboarding	We'll collect relevant information, access credentials (e.g., website, social media, ad accounts), and any client-specific brand assets. You manage the client; we manage the execution.

# How It Works: Our 8 Step White-Label Process - Part 2

## 6 White-Label Execution

Our team gets to work behind the scenes. All deliverables, reports, graphics, content, and campaign dashboards are branded with your agency's identity. You remain the face of service.

## 7 Review & Reporting

We deliver reports monthly (or as agreed), ready for you to send to your client. We're also available to support you during client meetings, strategy reviews, or upsell pitches, still 100% white-label.

## 8 Ongoing Support

Scale up, scale down, or switch services anytime. Add more products at discounted rates or request one-off support when needed.

## Summary Flow (Quick Visual)

Select Services → Quote & Contract → Payment → Onboarding → Delivery → Reporting & Support

### White-Label Disclaimer:

Stratital operates as a fully white-label partner. We do not interact directly with your clients or represent ourselves publicly. All work is produced, delivered, and reported under your agency's name.

Our mission is to help your agency scale without the need to hire, manage, or train an in-house digital team. We are invisible to your clients but invaluable to your delivery.



# THANK YOU



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