

**QUOTATION OPTION 1.**

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| **NO.** | **SERVICES** | | **DETAILS** | **UNITS** | |
| **1** | Social Media Management | | Includes:   * Posting periodically/daily. * Responding to Messages from clients. * Filling in the company details where required. * Revamping the accounts when necessary. | All digital platforms included | |
| **2.** | Running Sponsored ADS | | Includes:   * Coming up with the Advertisement concept. * Producing the concept. * Setting it up on the right social media platform. * Coming up with the Advertisemet budget. * Setting the target client parameters * Then runnning the advertisement. | Ads Budget On The Client  *(ON FACEBOK & INSTAGRAM)* | |
| **3.** | Content Production | Video | * Coming up with the video concept * Shooting the video * Editing the video * Producing the final video | (we will use an Iphone to produce the content) | |
| Photo | * Coming up with the product shoot concepts * Shooting the photos in a studio * Editing the video. * Production of final photos. | professional pictures each month. | |
| **4.** | **NO COMMERCIAL VIDEO** | | **NO COMMERCIAL VIDEO** | **NO COMMERCIAL VIDEO** | |
| **5.** | Graphic Design | | * Coming up with concepts for posters. * Coming up with the copywrites for the posters. * Designing the posters. * Posting the on the social media platforms. | \_  *graphic design posters per month.)* |
| **6.** | **NO CASTS( ONLY PRODUCT CONTENT)** | | **NO CASTS( ONLY PRODUCT CONTENT)** | **\_** |
| **TOTAL** | | | **Results might not be as good as it can be when we have casts.** | **Ksh. 95,000/mo** |



**QUOTATION OPTION 2.**

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| **NO.** | **SERVICES** | | **DETAILS** | **UNITS** | |
| **1** | Social Media Management | | Includes:   * Posting periodically/daily. * Responding to Messages from clients. * Filling in the company details where required. * Revamping the accounts when necessary. |  | |
| **2.** | Running Sponsored ADS | | Includes:   * Coming up with the Advertisement concept. * Producing the concept. * Setting it up on the right social media platform. * Coming up with the Advertisemet budget. * Setting the target client parameters * Then runnning the advertisement. | Ads Budget On the client  (ON FACEBOK & INSTAGRAM) | |
| **3.** | Content Production | Video | * Coming up with the video concept * Shooting the video * Editing the video * Producing the final video | (we will use an Iphone to produce the content) | |
| Photo | * Coming up with the product shoot concepts * Shooting the photos in a studio * Editing the video. * Production of final photos. | These will be professional pictures each month. | |
| **4.** | **NO COMMERCIAL VIDEO** | | **NO COMMERCIAL VIDEO** | **NO COMMERCIAL VIDEO** | |
| **5.** | Graphic Design | | * Coming up with concepts for posters. * Coming up with the copywrites for the posters. * Designing the posters. * Posting the on the social media platforms. | **\_** |
| **6.** | Photoshoot casts | | We will use different people to cast for the products | A full days shoot. |
| Videoshoot Casts | | We will use different people to cast for the products |
| **7.** | Email Marketing | | * Select a software. * Upload the emails to the software. * Create the marketing campaigns. * Create an automation funnel. * Create 3 campaigns every week. * Using internet images. |  |



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| **TOTAL** | **\_** | **Ksh. 150,000/mo** |

**QUOTATION OPTION 3.**

*(This is a list of everything needed to build a successful online marketing channel)*

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| **NO.** | **SERVICE** | | **DETAILS** | **UNIT PRICE** |
| **1.** | Social Media Management | | Includes:   * Posting periodically/daily. * Responding to Messages from clients. * Filling in the company details where required. * Revamping the accounts when necessary. * Making sure all the content is properly prodduced. | All digital platforms willl be coverd |
| **2.** | Running Sponsored ADS | | Includes:   * Coming up with the Advertisement concept. * Producing the concept. * Setting it up on the right social media platform. * Coming up with the Advertisemet budget. * Setting the target client parameters * Then runnning the advertisement. | We will recommend a budget that will work with the campign plan  (This is caterd by the client) |
| **3.** | Content Production | Video | * Coming up with the video concept * Shooting the video * Editing the video * Producing the final video | (we will use cameras and other pro tools to produce the content) |
| Photo | * Coming up with the product shoot concepts * Shooting the photos in a studio * Editing the video. * Production of final photos. | These will be professional pictures each month. |
| **4.** | Commercial Video Production | | * Find the casts; can be influencers or normal guys. * Prepare the script * Find the shoot locations * Do the shoot. * Editing the commercial. * Producing the final commercial. | A commercial **without an Influencer**  A commercial **with an influencer** might cost more than the indicated amount above because we have to include the influencer charges. |



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| **5.** | Graphic Design | * Coming up with concepts for posters. * Coming up with the copywrites for the posters. * Designing the posters. * Posting the on the social media platforms. | \_  *Design posters per month.)* |
| **6.** | Photoshoot casts | We will use different people to cast for the products | A full days shoot. |
| Videoshoot Casts | We will use different people to cast for the products |
| **TOTAL** | | This contains everything that is needed to make your brand among the Top Brands in The industry. | **Ksh. 220,000/mo** |

