



SALT & LIGHT
CREATIONS



Price List

Marketing Strategy Options



BASIC MARKETING PLAN

WHAT IS INCLUDED?

- Basic social guideline
- Objectives with action plan
- Measurements

R8 000

MARKETING PLAN & STRATEGIC CAMPAIGN GUIDELINES

DETAILED MARKETING PLAN & GUIDELINES

- Target Market (review mining)
- Objectives and action plans
- Brand establishments and identifying other marketing growth activities
- Measurement guideline
- 1x campaign outline, implementation plan and measurement guideline with trigger content

R16 000

STRATEGIC CREATIVE SESSIONS & DETAILED IMPLEMENTATION MARKETING PLAN

The sessions are explorative discussions using creative well-proven methods to assist in stepping into your customers mind and aligning your business goals. By the end of these explorative discussions, you will understand your customer, how to position yourself in the market, established objectives with action plans, innovative campaigns to achieve your goals and develop a sustainable business model.

WHAT IS INCLUDED?

-
- 3 Separate sessions of 2 -3 hours (depending on how creative we get)
- Identifying Profit Pools
- Customer analysis - review mining
- Competitive analysis
- SMART Objectives and action plans
- Barriers
- Customer retention
- The brand strategy (brand identity). Make sure your establishment's core values are in sync with your business goals.
- Proposed campaign discussion, in line with the above

PLUS

Future-proof document
Strategy plan, action plan, discussion results and campaigns
(identified in option 1)

R21 000

GETTING
SERIOUS

A glowing lightbulb is the central focus, containing a miniature mountain range. The background is a dark, starry space filled with floating dust particles. The lightbulb sits on a rocky, uneven surface, with a soft glow emanating from its base. The overall mood is one of inspiration and innovation.

Podcasting Packages

VIDEO & AUDIO PODCAST COMBOS

UP TO 15 MINUTES

R3 500 Per Month

- 1 x Video and audio podcast session
- 1 x Video podcast edit and audio edit both up to 15 minutes long
- 1 x Podcast upload to a hosting website (that will distribute to websites like Spotify)
- Video version of the same podcast uploaded to YouTube

2 x UP TO 15 MINUTES EACH

R5 500 Per Month

- 1 x Video and audio podcast session for 2 podcast recordings
- 2 x Video podcast edits and audio edits each up to 15 minutes long
- 2 x Podcast uploaded to a hosting website (that will distribute to websites like Spotify)
- Video versions of the same podcasts uploaded to YouTube

3 x UP TO 15 MINUTES EACH

R8 500 Per Month

- 1 x Video and audio podcast session for 3 podcast recordings
- 3 x Video podcast edits and audio edits each up to 15 minutes long
- 3 x Podcast uploaded to a hosting website (that will distribute to websites like Spotify)
- Video versions of the same podcasts uploaded to YouTube

WEEKLY; UP TO 15 MINUTES EACH

R11 000 Per Month

- Up to 2 video and audio podcast sessions for 4 or 5 (according to the month) podcast recordings
- Weekly video podcast edits and audio edits each up to 15 minutes long
- Weekly podcast uploaded to a hosting website (that will distribute to websites like Spotify)
- Video versions of the same podcasts uploaded to YouTube

UP TO 25 MINUTES

R4 500 Per Month

- 1 x Video and audio podcast session
- 1 x Video podcast edit and audio edit both up to 25 minutes
- 1 x Podcast upload to a hosting website (that will distribute to websites like Spotify)
- Video version of the same podcast uploaded to YouTube

UP TO 25 MINUTES

R6 500 Per Month

- 1 x Video and audio podcast session for 2 podcast recordings
- 2 x Video podcast edits and audio edits each up to 25 minutes long
- 2 x Podcasts uploaded to a hosting website (that will distribute to websites like Spotify)
- Video versions of the same podcasts uploaded to YouTube

AUDIO PODCAST PACKAGES

UP TO 15 MINUTES

R2 300 Per Month

- 1 x Audio podcast session
- 1 x Audio podcast edit up to 15 minutes long
- 1 x Podcast upload to a hosting website (that will distribute to websites like Spotify)
- Video version of the same podcast uploaded to YouTube

2 x UP TO 15 MINUTES EACH

R4 300 Per Month

- 1 x Audio podcast sessions for 2 podcast recordings
- 2 x Audio podcast edits up to 15 minutes long each
- 2 x Audio podcast uploaded to a hosting website (that will distribute to websites like Spotify)

3 x UP TO 15 MINUTES EACH

R7 300 Per Month

- 1 x Audio podcast sessions for 3 podcast recordings
- 3 x Audio podcast edits up to 15 minutes long each
- 3 x Audio podcast uploaded to a hosting website (that will distribute to websites like Spotify)

WEEKLY; UP TO 15 MINUTES EACH

R10 100 Per Month

- Up to 2 audio podcast sessions for 4 or 5 (according to the month) podcast recordings
- Weekly video podcast edits and audio edits each up to 15 minutes long
- Weekly podcast uploaded to a hosting website (that will distribute to websites like Spotify)

UP TO 30 MINUTES

R4 200 Per Month

- 1 x Audio podcast session
- 1 x Audio podcast edit and audio edit both up to 30 minutes
- 1 x Podcast upload to a hosting website (that will distribute to websites like Spotify)

UP TO 30 MINUTES

R6 200 Per Month

- 1 x Audio podcast session for 2 podcast recordings
- 2 x Audio podcast edits each up to 30 minutes long
- 2 x Podcasts uploaded to a hosting website (that will distribute to websites like Spotify)

Content & Social Media

**Only SMALL ads budgets included*



STARTER

- 1 Platform of your choice
- 2 Posts per week
(design & stock imagery included) **2 Tweets per day if Twitter is chosen*
- Stories or Reels
- Holiday posts
- Post scheduling
- Page management, oversight and engagement
- Communication site for stat reporting
- Small ads budget
(add a custom amount to your ads budget)
- **ADD an extra platform for R1600 per month*

R2 600 PM

**ADD ON A MONTHLY VIDEO PODCAST FOR R3 300, AND GET VIDEO SNIPPETS FOR SOCIAL MEDIA*

**ADD ON A MARKETING STRATEGY FROM R1300 PM (6 month minimum)*

GROWTH

- 2 Platforms
- 3 Posts per week
(design & stock imagery/video included) **3 Tweets per day if Twitter is chosen*
- 1 Blog written per month
- Stories or Reels
- Holiday posts
- Post scheduling
- Page management, oversight and engagement
- Communication site for stat reporting
- Small ads budget
(add a custom amount to your ads budget)
- **ADD an extra platform for R1600 per month*

R6 150 PM

**ADD ON A MONTHLY VIDEO PODCAST FOR R3 300, AND GET VIDEO SNIPPETS FOR SOCIAL MEDIA*

**ADD ON A MARKETING STRATEGY FROM R1300 PM (6 month minimum)*

DAILY

- 3 Platforms
- 5 Posts per week
(design & stock imagery included) **4 Tweets per day if Twitter is chosen*
- 2 Blog posts written per month
- Stories or Reels
- Holiday posts
- Post scheduling
- Page management, oversight and engagement
- Communication site for stat reporting
- Small ads budget
(add a custom amount to your ads budget)
- **ADD an extra platform for R1600 per month*

R10 550 PM

***ADD ON A MONTHLY VIDEO PODCAST FOR R3 300, AND GET VIDEO SNIPPETS FOR SOCIAL MEDIA**

***ADD ON A MARKETING STRATEGY FROM R1300 PM (6 month minimum)**

MEGA

- 4 Platforms
- 10 Posts per week
(design & stock imagery/video included) **8 Tweets per day if Twitter is chosen*
- 4 Blog posts written per month
- Stories or Reels
- Holiday posts
- Post scheduling
- Page management, oversight and engagement
- Communication site for stat reporting
- Small ads budget
(add a custom amount to your ads budget)
- **ADD an extra platform for R1600 per month*

R20 650 PM

***ADD ON A MONTHLY VIDEO PODCAST FOR R3 300, AND GET VIDEO SNIPPETS FOR SOCIAL MEDIA**

***ADD ON A MARKETING STRATEGY FROM R1300 PM (6 month minimum)**

**Terms and Conditions Apply.*



Be the Salt of the Earth, and the Light of the world
- Matthew 5:13-16