



monsta

digital marketing proposal



overview

The Monsta Media Group is pleased to submit this proposal for services to support your business in achieving its goals for attaining a predictable, affordable & reliable social media strategy to deliver high quality paying customers on TAP (Target, Attract and Present to your Ideal Client).

We understand the importance to small business to provide a sales environment that is constantly filling up your calendar with new leads and customers.

✓ The Objective

Create a social media sales mechanism that provides a predictable, reliable and cost effective method that increases business revenue with paying customers. Work with business owners to achieve high a understanding of the key measurables and revenue triggers to ensure The Monsta Media Group delivers a strong ROI.

✓ Our Proposal

The Monsta Media Group has developed a market leading experience. Our focus has been to offer a business minded sales focused approach to your marketing. We will have a strong understanding of the numbers that drive your business whilst offering you a point of contact relationship, second to none. You will not be fobbed off to an account manager or call center.

I will be your direct point of contact and come direct to your place of business as required. It's also critical to ensure your business has the sales scripts and methodologies in place to ensure all leads you receive are closed. With our formal and tacit knowledge in Sales, we will assist with this also.

the total digital marketing solution

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our offerings

lead generation & e-comm

**Target & attract your ideal clients
through paid ads**

Facebook Ads, Google Ads
and/or LinkedIn Ads

organic growth social Posts

Stay relevant and educate your
current and new followers with
engaging and education pact social
posts

SEO: get seen, get clicked, get results

**Rank higher, reach further,
grow faster!**

the small biz boost pack

No up front \$\$ - no money down

The total marketing solution on
autopilot to scale your business
without the hassle of hefty
marketing costs



the monsta lead nurture funnel and automations

Automate your growth

Convert leads into loyal customers
with custom funnels and nurture
campaigns

sales calling appointment setters

**We make the calls,
you make the sale**

Get more appointments
without the hassle!

branding pack

**Professional branding,
tailored for small businesses**

What every small business needs
to ensure a strong and consistent
visual identity

what to expect... first 4 weeks

1. Setup & On Boarding

Your dedicated Monsta will take you through a thorough onboarding process. We ask lots of questions about you so we can tailor the right ads. We will create compelling ad- content and the best offers to drive conversions.

2. Brand Awareness

You wouldn't propose to someone without getting to know them first! The same rules apply here. We spend 1-2 weeks connecting with your audience, telling your story, building trust and creating a buzz of excitement about your business with eye-popping thumb-stopping content.

3. Campaign Build & Launch

Once we have all the ad content and info we need, your bespoke campaign is built and launched within 5-7 days. This include Facebook and Instagram Ads, branded landing pages.

4. Data Analysis

The brand awareness phase also helps us gather vital intelligence about your audience without burning your ad budget. We learn about who's interacting, where they are, what they're interested in and what they are engaging.

This means we can be laser targeted with your ad-spend.

5. Lead Generation

People are starting to know, like and trust you, and we are learning about who they are and what they value. We can now turn excitement into action by placing the right high value offer in the palm of their hand. The Cage.

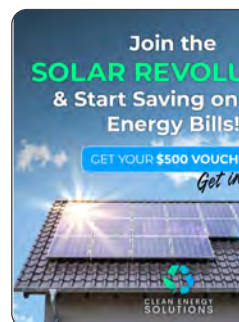
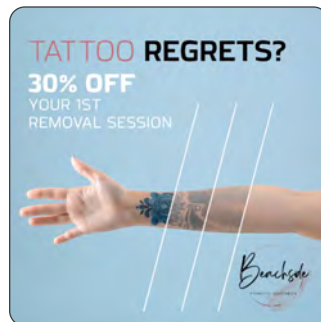
Your sales team needs to be primed to convert as the leads begin to come in.

6. Audience Refinement & Double-Down

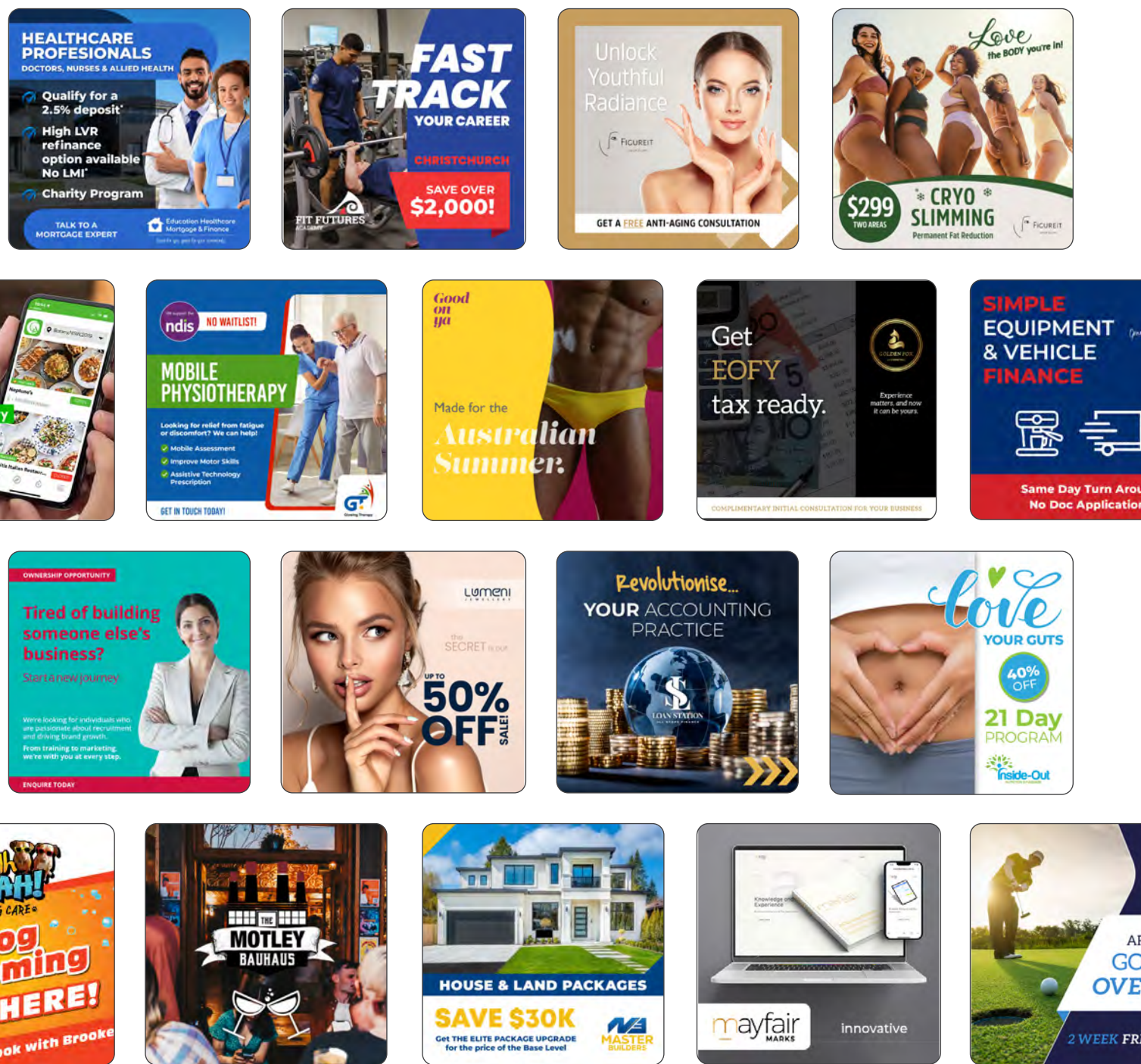
From here it's all about optimizing your audience and maximizing your investment; we re-analyse and refine your campaign around every 2 days to continually increase lead volume and quality, and double-down on your highest performing demographic to drive down your cost per lead.



monsta examples



monsta examples



quote: lead generation Meta, Google, TikTok or LinkedIn

Tailored Ad Campaign Build Out

No cookie-cutter campaigns or spray and pray approaches, we work with you to build a highly targeted campaign.

Custom Audience Creation

Based on over 30 characteristics and behavior sets, including look-a-like audiences using your existing client profiles.

Facebook Pixel Installation

Into funnel pages and website to capture and re-target, plus custom conversion creation in Facebook allowing the Pixel to find people with similar behaviors.

Expert Social Marketing Support, Expert Sales Insights, Tips and Strategies

Continual Campaign Optimization

We work closely with you to constantly refine your audience and re-calibrate the strategy to continually improve results.

Image Editing to Optimize for Social Media

We know exactly what works to maximize engagement and conversion on Facebook and Instagram.

Lead Generation of Quality Paying Customers

Maximize your Return On Investment

Social Media Content Management & Web Design

Both Web Design and Content Management are personal and individual to the business' goals, needs and customer demands. We can offer bespoke pricing to ensure your content management and web design fits with your business' growth phase cycle.

No Hidden Costs. No Risk

No Long Term Lock In Contracts.

Facebook / Instagram / LinkedIn
/ TikTok or Google AdWords
Campaign

\$1,500 per month (plus GST)

Combined Facebook,
Instagram, LinkedIn, TikTok &
Google AdWords Campaigns

Combination of any **2** platforms
\$2,500 per month (plus GST)

Combination of any **3** platforms
\$2,950 per month (plus GST)



quote: **SEO** get seen, get clicked, get results

What's SEO & Why Does Your Business Need It?

SEO is like a secret handshake with Google—it's what gets your business noticed when people are searching for what you offer. More clicks, more leads, more sales—without having to spend on ads!



The 4 Packages:

- ✓ **Google Maps & Google My Business SEO**
Get found on Google Maps and show up in local searches—because being local is the new global!
\$875 + GST per month
- ✓ **Basic SEO**
The foundation you need to rise above the noise—keywords, content tweaks, and simple fixes that get you noticed by Google.
\$950 + GST per month
- ✓ **Advanced SEO**
Take it to the next level with powerful strategies like link building and tech optimization to leave your competitors in the dust.
\$1300 + GST per month
- ✓ **Premium SEO**
The works! Full-on optimization plus ongoing content and strategy to dominate search results and keep you ahead of the game.
\$1600 + GST per month

quote: **sales calling appointment setters**

Appointment Setting Calling: Let's Turn Your Calls Into Clients!

Tired of chasing leads? We do the calling for you! Our appointment setting service reaches out to potential clients, schedules calls, and fills your calendar with qualified prospects—so you can focus on closing deals, not dialing numbers.



Why It Works:

- ✓ **Qualified Leads**
We book calls with the right people.
- ✓ **Less Work**
You focus on what you do best—closing!
- ✓ **More Opportunities**
Your pipeline stays packed.

**Only \$15 per discussion with your
prospective clients**

Only pay for when we connect with your leads
No Contracts | No Minimums

quote: organic growth social posts

Organic Social Posting: Real Connection, Real Results

No ads, no gimmicks—just authentic posts that speak to your audience. Organic social posting gets your brand in front of the right people, builds trust, and keeps them coming back for more. It's the easiest way to grow your presence—and it costs nothing but creativity!

✓ **10 posts per month**
\$499 + GST

✓ **20 posts per month**
\$799 + GST



quote: branding pack branding, tailored for small businesses

We help your brand make a lasting impression with a suite of premium branding services tailored to your business.

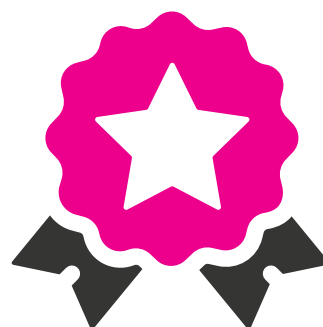
From designing a standout logo that embodies your vision to creating 12 custom social media grid tiles for a cohesive online presence, we ensure every touchpoint reflects your brand's identity.

Our services include a professional social bio setup and LinkedIn bannering to elevate your profile, plus a sleek landing webpage to engage and convert your audience.

Let us transform your brand into a magnet for success!

- ✓ **Logo Design + Brand Snapshot**
Fonts / Colours / All Logo Formats
- ✓ **Social Media Grid Tiles x 12**
- ✓ **Social Bio Setup**
- ✓ **LinkedIn Bannering**
- ✓ **Landing Web Page**

\$4,995 + GST

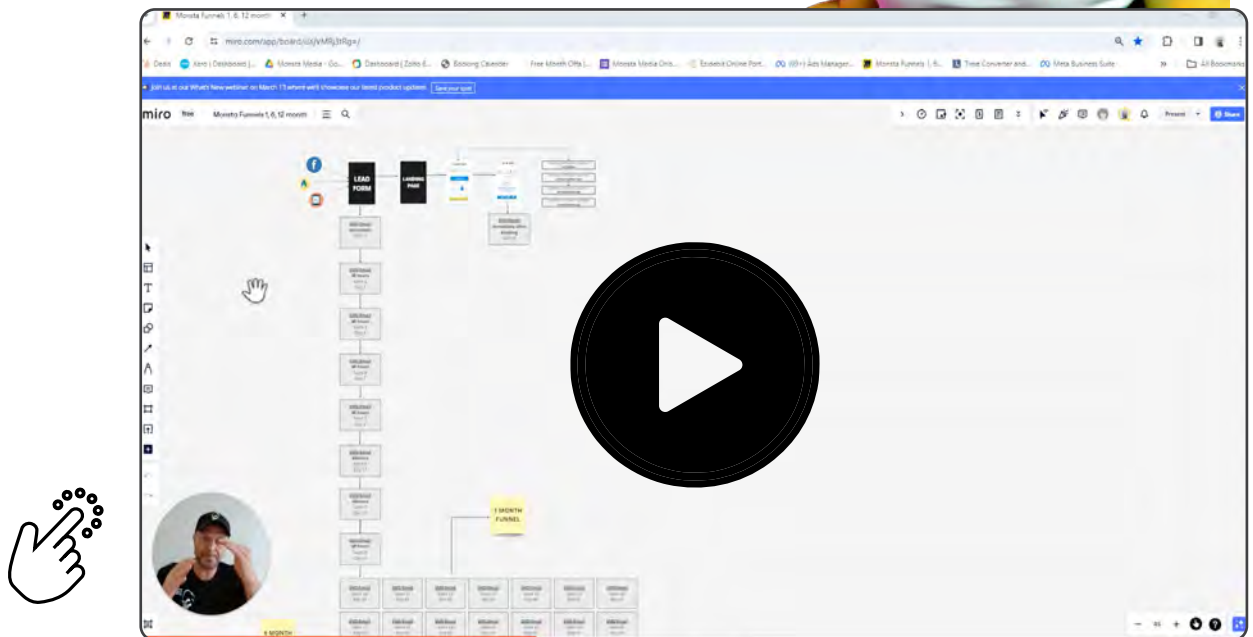


quote: the monsta lead nurture funnel and automations



Automate Your Growth

Convert leads into loyal customers with custom funnels and nurture campaigns



✓ 1 month Lead Funnel:

One month of nurture, automation and workflows of all new leads.

Once off Build Cost - \$1500 (plus GST)

Monthly access to Monsta CRM - \$150 per month

✓ 6 month Lead Funnel:

6 months of nurture, automation and workflows of all new leads.

Once off Build Cost - \$2500 (plus GST)

Monthly access to Monsta CRM - \$150 per month

✓ 12 month Lead Funnel:

12 months of lead nurture, automation and workflows of all new leads.

Once off Build Cost - \$3200 (plus GST)

Monthly access to Monsta CRM - \$150 per month

✓ Website/Landing Page Creation

We will build a sales driven, set for conversion, landing page/website representing your brand, logo and theme.

Once off Build Cost - \$990-\$1500 (plus gst)

the small biz **boost pack**

No Money Down. No Upfront Cost.

Marketing Made Easy

Forget the overwhelm of piecing together your marketing. We've created a custom-built package that covers all the essentials: lead generation, social posting, sales calls, SEO, and more—tailored just for you.

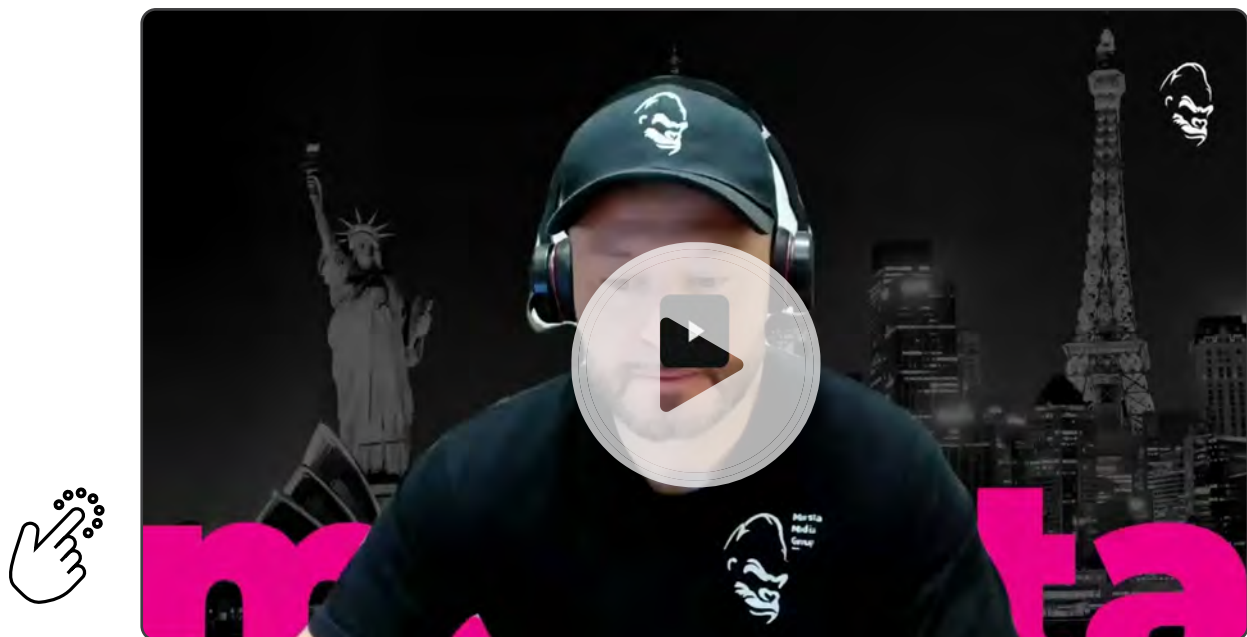
And the best part?

No money down. We set it up so you can finance your marketing over time—so you focus on running your business, and we focus on growing it.

You get a full marketing plan without the upfront costs and no huge monthly fees.

We handle the hustle, you handle the growth.

Let's scale your business together—stress-free



customer agreement

The parties hereby agree as follows:

- The term of this Agreement (the "Term") will begin on the date of this Agreement and will remain in full force and effect indefinitely until terminated as provided in this Agreement.
- No Long term contracts. All assets created become formally owned by the client following a minimum 6 month stay. Any period less than that, all assets remain assets of the Monsta Media Group.
- In the event that either Party wishes to terminate this Agreement, that Party will be required to provide 14 days written notice to the other Party.
- Client is aware that advertising spend is required by them for Facebook and Google ad word advertising. This financial obligation is to be covered by the client direct to either platform at the agreed amount discussed by all parties prior to engagement
- Direct Debit Authority to be completed by the client. Payment terms are monthly in arrears. Invoice period commences once advertisements are live on any platform.
- Invoices will be monthly in advance should a special campaign or promotion is attached to the service provided
- In the event that this Agreement is terminated by the Client prior to completion of the Services but where the Services have been partially performed, the Monsta Media Group will be entitled to the full months payment for that month.
- Confidential information (the "Confidential Information") refers to any data or information relating to the business of the Client which would reasonably be considered to be proprietary to the Client including, but not limited to, accounting records, business processes, and client records and that is not generally known in the industry of the Client and where the release of that Confidential Information could reasonably be expected to cause harm to the Client.
- The Monsta Media Group agrees that they will not disclose, divulge, reveal, report or use, for any purpose, any Confidential Information which the Monsta Media Group has obtained, except as authorized by the Client or as required by law. The obligations of confidentiality will apply during the Term and will survive indefinitely upon termination of this Agreement.
- All written and oral information and material disclosed or provided by the Client to the Monsta Media Group under this agreement is Confidential Information regardless of whether it was provided before or after the date of this agreement or how it was provided to the Contractor.
- All intellectual property and related material (the "Intellectual Property") that is developed or produced under this agreement, will be the property of the Monsta Media Group. The Client is granted a non-exclusive limited-use license of this Intellectual Property.
- Title, copyright, intellectual property rights and distribution rights of the Intellectual Property remain exclusively with the Monsta Media Group.
- Except to the extent paid in settlement from any applicable insurance policies, and to the extent permitted by applicable law, each Party agrees to indemnify and hold harmless the other Party, and its respective directors, shareholders, affiliates, officers, agents, employees, and permitted successors and assigns against any and all claims, losses, damages, liabilities, penalties, punitive damages, expenses, reasonable legal fees and costs of any kind or amount whatsoever, which result from or arise out of any act or omission of the indemnifying party, its respective directors, shareholders, affiliates, officers, agents, employees, and permitted successors and assigns that occurs in connection with this Agreement. This indemnification will survive the termination of this Agreement.

The parties have signed this agreement on the dates herein mentioned:

Client authorized representative

Signature

Business Name

Print Name

ABN

Date

service summary & confirmation

Monsta Marketing Service	Tick to confirm option
Facebook/Instagram Advertising \$1500 + GST (pg 7)	
Google Ads Advertising \$1500 + GST (pg 7)	
LinkedIn Advertising \$1500 + GST (pg 7)	
TikTok Advertising \$1500 + GST (pg 7)	
Combination of any 2 \$2500 + GST (pg 7)	
Combination of any 3 \$2950 + GST (pg 7)	
Lead Nurture & Automations 1 month, 6 or 12 month (pg 10)	1 6 12
Website/Landing Page \$990 - \$1500 + GST (pg 7)	
Organic Social Posts - 10 posts or 20 posts per month (pg 9)	10 20 \$499 + GST \$799 + GST
SEO (pg 8) (We custom build to your needs. Select to confirm interest.)	
Branding Pack (pg 9) (We custom build to your needs. Select to confirm interest)	
Sales Calling Appointment Setting (pg 8) \$15 per connect call and \$500 set up fee	
The Small Biz Boost pack (pg 11) (We custom build to your needs. Select to confirm interest)	

Signature

Print Name

Date



DDR SERVICE AGREEMENT (Ver 1.12)**DDR Service Agreement (Ver 1.12)**

Please retain a copy for your records. This Direct Debit Request Service Agreement (**Agreement**) forms part of the terms and conditions of your Direct Debit Request (**DDR**).

Debiting Your Account

1. By agreeing to the DDR you authorise Ezidebit Pty Ltd ACN 096 902 813 (Direct Debit User ID number 342190, 342191, 428198) (referred to as **Ezidebit**) to make debits to your nominated account.
2. The debit will be processed on the next business day after the direct debit date if:
 - (a) a payment request is received by Ezidebit after Ezidebit's usual cut off time, being 3:00pm Qld time, Monday to Friday;
 - (b) there is a public or bank holiday on the day when the debit transaction is due to be processed or on any of the following days until the debit is processed.
3. You authorise Ezidebit to attempt to re-debit any unsuccessful payments. You will also be responsible for any fees and charges applied by your financial institution for each unsuccessful debit attempt together with any collection fees, including but not limited to any solicitor fees and/or collection agent fee as may be incurred by Ezidebit.
4. Ezidebit may charge you certain fees (including setup, variation, SMS or processing fees) where applicable under your debit arrangement.

Your Responsibilities

5. It is your responsibility to:
 - (a) Ensure that your nominated account can accept direct debits;
 - (b) Ensure that the details on the DDR are correct, and the bank account has been verified against a recent bank statement;
 - (c) Ensure that all authorised signatories nominated on the financial institution account to be debited authorise the DDR;
 - (d) Ensure that there are sufficient cleared funds in the nominated account, as a failed payment fee may be charged by Ezidebit if a debit is returned by your financial institution as unpaid;
 - (e) Advise immediately if the nominated account is transferred or closed or your account details change;
 - (f) Arrange a suitable payment method if Ezidebit or the Business cancels the drawing arrangements.

Cancelling or Changing Direct Debits

6. Subject to the terms and conditions of your agreement with the Business, you may cancel, alter or defer the debit arrangement by contacting the Business a reasonable time before the date that the drawing is to be made.
7. You authorised Ezidebit to vary the amount of the payments from time to time upon receiving instructions from the Business of a variation provided for within your agreement with the Business. In all other cases, changes to the amounts or dates of a series of direct debits require 14 days' prior notice.
8. If you believe that there has been an error in debiting your account, you should notify the Business as soon as possible. The Business will notify you of its determination and the amount of any adjustment that will be made to your nominated account (if any). Upon receiving instructions from the Business, Ezidebit will arrange for your financial institution to adjust your nominated account by the applicable amount (if any). Alternatively, you can also contact your financial institution.
9. You agree that Ezidebit will not be liable for any disputed transactions resulting from the supply or non-supply of goods and/or services by the Business and that all disputes will be directed to the Business (as Ezidebit is acting only as an agent for the Business).

Confidentiality

10. We will keep your account details and direct debit records confidential in accordance with Ezidebit's [Privacy Policy](#), except where the disclosure of certain information to your financial institution is necessary to enable us to act in accordance with your drawing arrangements. We may disclose the information in the event of an alleged incorrect or wrongful debit, in relation to a claim, or otherwise as required by law.

Contact

If you wish to contact Ezidebit about anything relating to this Agreement, you should contact:

Ezidebit
PO Box 3327, Newstead, QLD 4006
Ph: 1300 763 256 Email: support@ezidebit.com.au
<https://www.ezidebit.com/en-au/contact>

conclusion

We look forward to working with you and supporting your efforts to develop and grow your social media marketing strategy.

We are confident that we can meet the challenges ahead and stand ready to partner with you in delivering an effective online marketing solution that allows you to experience exponential growth this year.

Thank you for your consideration.



