

PROPOSAL MARKETING 2024



PROPOSED TO:
The One Stop Truck Shop



NVISION AI
AI AUTOMATION SOLUTIONS

Digital Marketing and Web Enhancements

Social Media Setup and Content Plan

We will create and manage your LinkedIn page, ensuring a professional look to attract business opportunities. Our content strategy for Facebook, Instagram, and LinkedIn includes consistent, engaging posts and unique drone footage to captivate your audience.

Professional Stories and Articles

Regular articles and stories on your platforms will establish your truck stop as an industry leader, increasing visibility and credibility.

Business Directories Listing your business in local directories will enhance visibility and customer trust, while providing backlinks to your website.

SEO & Keywords

Our SEO efforts will improve your website's ranking on search engines, driving more traffic and potential customers.

Website Enhancements We'll add a **contact form** for truck & trailer repair inquiries, ensuring compliance with the POPI Act by setting up cookies, terms of use, a privacy policy, and SSL certificates.

Regular Design Requests

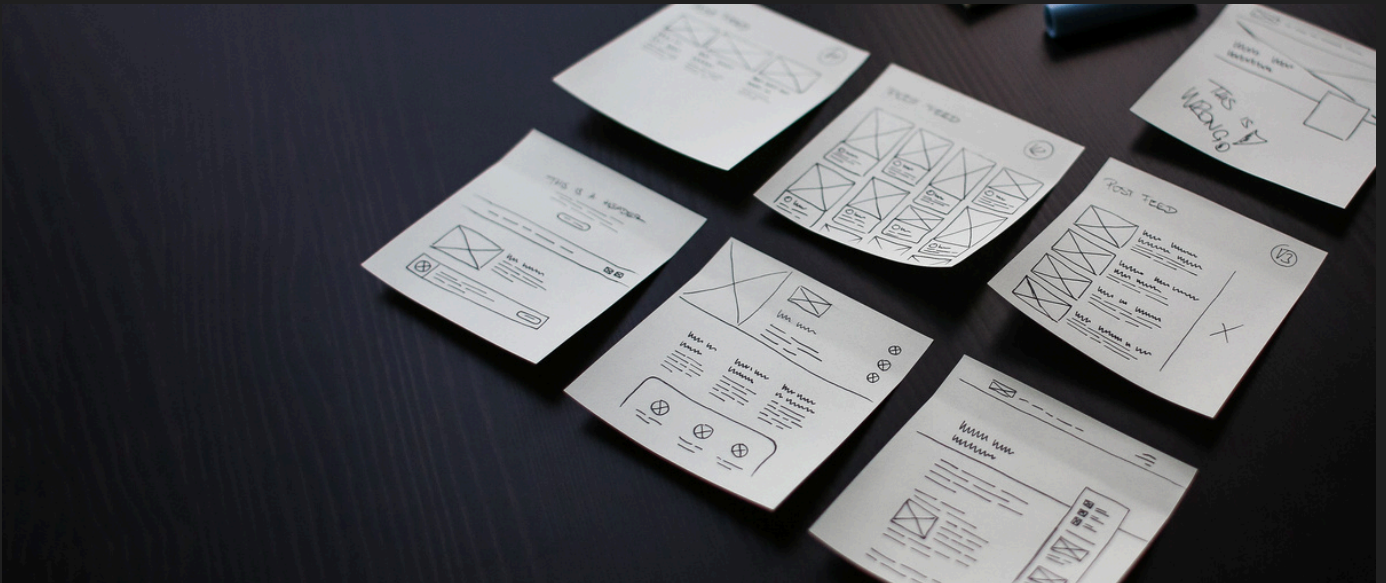
We will handle all design requests, such as employee leave notices, ensuring timely and professional communication with your team.

Linking All Content to the Website All social media activities will be linked back to your website, creating a cohesive and powerful online presence.



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Monthly Services Breakdown



01 Social media

2x posts per week
Instagram, LinkedIn, Facebook
Account growth management

02 Content Production

4x Drone shoot per Month
2 Professional Industry related
articles Per month
Regular Design Requests

03 Website

Contact Form
Written Privacy Policy Contract
Written Terms Of Use Disclaimer
Cookies Setup
SSL Certificates
Monthly content

04 SEO & Keywords

Weekly ongoing SEO Efforts
Traffic reports Available on
request

Ongoing Keyword research

Fees Breakdown



Social media

- Social media management for 3 platforms plus 2 posts per week
- Regular Design Request, Notices, Signage and any other design request
- 4x Drone Shoots per Month

R3000 per month

Website Monthly

- Website maintenance
- Monthly content
- SEO & Keyword ongoing improvements

R1000 per month

Website once-off

- Contact Form
- Written Privacy Policy Contract
- Written Terms Of Use Disclaimer
- Cookies Setup
- SSL Certificates

R2500 once off

Competitors

Social media

- Social media management for 3 platforms plus 2 posts per week
- Excluding Design request

R4500 - 7500 per month

Website Monthly

- Website maintenance
- Monthly content
- SEO & Keyword ongoing improvements

R2000 - R7000 per month

Content Production and Drone video

- 4x Drone Videos per month

R12000 per month

Sources:

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<https://comfortdigital.co.za/average-monthly-website-maintenance-fees/>

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