

# Friends of Brands Rate Card

Period 1 July 2017 – 30 June 2018



## Packages

We have 4 Packages available for our Clients. They are the following:

1. Start-Up
2. Growth
3. Enterprise
4. Custom

Each of our Packages have Cost, Service and Time Brackets, which are detailed below.

### Enterprise Solution

Cost: Min. R12,000.00 @ 75+ Hours P/M [+ 7.5 Hours On Retainer]

### Growth Solution

Cost: Min. R8,000.00 @ 50+ Hours P/M [+ 5 Hours On Retainer]

### Start-Up Solution

Cost: R4,000.00 @ 25+ Hours P/M [+ 2.5 Hours On Retainer]

### Custom Solutions

This is for Clients with needs that are beyond the scope of our Enterprise Solution, where a bespoke programme can be tailored to your needs through a combination of our immediate services and products, plus, procurement of unique solutions.

*Enquire with our Business Development Department for more.*

## **Our Professional Services**

- Analysis + Reporting
- Creative Design
- Media Buying (PPC + Social)
- Mobile + Web Development (incl. Apps + CRMs)
- Research + Strategy
- SEO
- Social Media Management

As a Client, you will have available to you any combination of the above services with any of our Start-Up, Growth, Enterprise and Custom Solutions. However, these will be ultimately determined by the needs of your Organisation, Projects, and/or Campaigns; within the limits of the hours available on the Solution for which you have contracted us on.

Our Professional Services work in combination with each other, and some may need others in order to be workable, e.g. Analysis and Reporting is most likely to require Friends of Brands to be involved in the Client's Social Media Management, Buying and SEO.

## **Scope of Professional Services**

### **Analysis + Reporting**

This involves the analysis and reporting pre-campaign, during campaign, and post-campaign (or projects).

## **CRM + Email Marketing**

This involves the design and distribution of email and SMS based communications. This is part of our broader focus on Lead Generation as pillar of our business.

## **Creative Design**

This involves the conceptualisation and creation (designing) of creative materials to be used on different media platforms (both online, e.g. on the website and social media, and offline, e.g. for brochures).

## **Media Buying (PPC + Social)**

This involves the media planning, buying and purchase on various platforms such as Search Engines, Social Media Networks, Premium + Private Communities and more.

## **Mobile + Web Development (incl. Apps + CRMs)**

This involves the planning, development and deployment of mobile apps, mobile sites, mobile CRMs, and similarly, web apps, websites and web-first CRMs. We employ AGILE development throughout the process.

## **Research + Strategy**

This involves market and marketing research, business, marketing and media strategy development and implementation.

## **SEO + ASO**

This involves Search Engine Optimisation and App Store Optimisation.

## **Social Media Management**

This involves the entire management of clients' social media presence.

## Standard Terms and Conditions

1. All the figures above can change at any time **before** the Contractual Process between potential Client and Friends of Brands begins.
2. Rates can be **negotiated both below and higher** than those recorded on this Rate Card depending on a combination of the Scope of Work, Tenure of the Project, and Agency/Client Relationship, among other factors.
3. Clients can negotiate discounts and/or other concessions if and when they successfully refer new Clients to Friends of Brands.
4. All rates/quotes above exclude VAT and other taxes.
5. Comprehensive Terms and Conditions will be prepared and presented during contractual negotiations.