



THE Strategy

A digital marketing strategy and content plan is your first step to social success. We will research and do the deep diving to produce a blueprint report to set you up for a successful digital journey.

**DIGITAL MARKETING
AND BRAND STRATEGY**



**DIGITAL MARKETING, BRAND
AND WEBSITE STRATEGY**

- Exploring specific target markets, USP, message, voice, vision and competitor analysis
- Exploring methods to grow the brand reach, retain existing clients and bring in new
- Advice on best social platforms and how to optimise
- Advice on website and other digital platforms

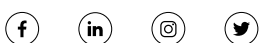
- Exploring specific target markets, USP, message, voice, vision and competitor analysis
- Exploring methods to grow the brand reach, retain existing clients and bring in new
- Advice on best social platforms and how to optimise
- Audit on website and other digital platforms, including SEO ranking results, and advice on improvement, including whether Google Ads is advisable

R6000 (+ VAT)

R9000 (+ VAT)

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The Word Architect



BUILDING YOUR BRAND ONE WORD AT A TIME