

# KWETU MARKETING AGENCY

## 2024 RATE CARD PRICING & PACKAGES

for  
*digital services & solutions*



# SOCIAL MEDIA MARKETING



## Basic

**Ksh. 52,250**

per Campaign

- Facebook + Instagram + X
- Custom Digital Strategy
- 8 Campaign Post
- Themed 30-Day Content Calendar
- Promote Website, Page/Handle, Services & Product
- Targeted Advertising audience reach:
- Assistant Social Media Manager
- Inbound Marketing Strategy
- Hashtag Management
- 4 Stories (FB & IG)
- Custom Posting Times
- Community Engagement
- Competitor Analysis
- Social Media Trends Analysis
- Monthly Report



## Premium

**Ksh 132,880**

per Campaign

- Facebook + Instagram + X + LinkedIn
- Custom Digital Strategy
- 20 Campaign Posts
- Themed 30-Day Content Calendar
- Promote Website, Page/Handle, Services & Products
- Targeted Advertising
- Dedicated Social Media Manager
- Inbound Marketing Strategy
- Hashtag Management
- 12 Stories (FB & IG)
- Custom Posting Times
- Community Engagement
- Competitor Analysis
- Social Media Trends Analysis
- Monthly Report



## Elite

**Ksh. 337,500**

per Campaign

- Facebook + Instagram + X + LinkedIn + YouTube.
- Custom Digital Strategy.
- 30 Campaign Posts.
- Themed 30-Day Content Calendar
- Promote Website, Page/Handle, Services & Products.
- Targeted Advertising + Buyer Personas.
- Digital Project Manager.
- Sales Funnel Approach.
- Keywords Research.
- 30 Designed Stories (FB & IG).
- Custom Posting Times.
- Campaign A/B Testing & Data Analysis.
- 1 Promoted Post on LinkedIn for a 30-Day Campaign.
- 1 Promoted YouTube Video for a 30-Day Campaign.
- Average No. of Expected Qualified Leads (KPI-based).
- Monthly Combined Report.

**MOST POPULAR**





## Basic

**Ksh 75,000** /Campaign

- Thorough client consultations.
- Competitor and trend analysis for tailored strategy: identify strategic opportunities and develop a tailored content plan.
- Creative content aligned with brand and trends.
- Weekly production of 8 videos & 8 carousels: posts (including 6 photos) are produced weekly, ensuring high quality.
- Custom hashtags for brand resonance.
- Strategic hashtag usage for visibility.
- Monitoring and reporting of performance metrics.
- Insights for content optimization.

## Premium

**Ksh 190,000** /Campaign

- Thorough client consultations.
- Competitor and trend analysis for tailored strategy.
- Utilize advanced optimization techniques including A/B testing to enhance performance metrics.
- Weekly productions of 12 videos and 12 carousel posts .
- Custom hashtags for brand resonance.
- Connect TikTok with other social platforms (Instagram, Facebook, Twitter) for wider visibility.
- Coordinate content distribution and promotion strategies across all platforms for consistent brand messaging.
- Custom hashtags for brand resonance.
- Manage TikTok account activities like responding to comments and engaging with followers.
- Implement strategies to foster relationships with the TikTok audience, boosting engagement and brand advocacy.

## Elite

**Ksh 300,000** /Campaign

- Thorough client consultations.
- Competitor and trend analysis for tailored strategy.
- Weekly productions of 16 videos and 16 carousel posts.
- Optimize content using data-driven strategies for continuous improvement.
- Analyze emerging TikTok trends, challenges, and memes.
- Participate in trends with creative content and popular hashtags for increased visibility.
- Analyze engagement metrics and follower growth for strategy effectiveness.
- Connect TikTok with other social platforms (Instagram, Facebook, Twitter) for wider visibility.
- Utilize advanced optimization techniques including A/B testing to enhance performance metrics.
- Elevate content with advanced editing, effects, and storytelling.
- Brainstorm innovative content ideas and campaign concepts.
- Provide guidance on content optimization and staying updated with platform trends.
- Manage TikTok account activities like responding to comments and engaging with followers.
- Schedule regular meetings to assess TikTok marketing performance.



# SEARCH ENGINE OPTIMIZATION (SEO)



## Basic

**Ksh. 53,800**

per Project



## Premium

**Ksh. 107,000**

per Project

- 1 WordPress CMS Website
- No. of Website Pages (20 Max)
- Keywords Research
- SEO Analysis & Strategy
- On-page SEO + Technical SEO
- Optimized Headers, Footers & Widgets + Mega Menus (1)
- Picture SEO & Image Compression (All)
- Optimized Campaign Landing Pages (1)
- Optimized Lead Capture Website Forms (2)
- Keywords-Rich Blog Posts (2)
- Website Analytics Integration
- Custom Page Titles & Descriptions
- Premium Website Security Firewall
- WhatsApp Chat Functionality
- Google Submission & Indexing
- 1 Google Map Location
- Custom Cookie & Privacy Policy
- Premium Cache System
- Website Images Compression (All)
- 1 Month Support & Maintenance
- Rich Results (Featured Snippets)
- Delivery Time (14 Working Days)

- 1 WordPress CMS Platform (Any Business Model)
- No. of Website Pages (30 Max)
- No. of Online Products (50 Products Max)
- SEO Audit, Analysis & Strategy
- WooCommerce or Magento Platforms (eCommerce)
- Optimized Elements - Headers, Footers & Widgets, Pricing, Team Mega Menus (All)
- Optimized Picture & Image SEO (All)
- Optimized Campaign Landing Pages (5)
- Optimized Lead Capture Website Forms (5)
- Keywords-Rich Blog Posts (2)
- Premium Website Analytics Integrated
- Superior Optimization (Technical + On-page SEO) All Pages.
- Premium Website Security Firewall
- WhatsApp GB Chat Functionality
- Posters, Web Banners & Ads
- Google Submission, Indexing & Debugging
- PDF Embeds (Unlimited)
- Unlimited Google Map Locations
- Vendor Onboarding Areas & Process
- Google AdSense Integration
- Affiliate Program Creation
- FAQ Section (All)
- Multi-Vendor Store Environment
- Custom Cookie & Privacy Policy
- Team Page Optimization
- Simple & Variable Products Optimization (Unlimited)
- Payment Gateway Integration (Yes)
- Delivery Time (Project Dependent)
- Rich Results (Featured Snippets)
- 3 Months Support & Maintenance



## Elite

**Custom Quote**

- 1 WordPress CMS Platform (Any Business Model)
- No. of Website Pages (Unlimited)
- No. of Online Products (Unlimited)
- SEO Audit, Analysis & Strategy
- WooCommerce or Magento Platforms (eCommerce)
- Optimized Elements - Headers, Footers & Widgets, Pricing, Team Mega Menus (All)
- Optimized Picture & Image SEO (All)
- Optimized Campaign Landing Pages (5)
- Optimized Lead Capture Website Forms (5)
- Keywords-Rich Blog Posts (2)
- Premium Website Analytics Integrated
- Superior Optimization (Technical + On-page SEO) All Pages.
- Premium Website Security Firewall
- WhatsApp GB Chat Functionality
- Posters, Web Banners & Ads
- Google Submission, Indexing & Debugging
- PDF Embeds (Unlimited)
- Unlimited Google Map Locations
- Vendor Onboarding Areas & Process
- Google AdSense Integration
- Affiliate Program Creation
- FAQ Section (All)
- Multi-Vendor Store Environment
- Custom Cookie & Privacy Policy
- Team Page Optimization
- Simple & Variable Products Optimization (Unlimited)
- Payment Gateway Integration (Yes)
- Delivery Time (Project Dependent)
- Rich Results (Featured Snippets)
- 3 Months Support & Maintenance

**MOST POPULAR**



# GOOGLE & PPC ADVERTISING

SEARCH, DISPLAY, PERFROMANCE MAX & SHOPPING ADS



## Basic

**Ksh. 65,210**

per Campaign

- 1 Search Network Ad
- Search or Performance Max Ad Format
- Keywords Research
- Custom Ad Titles & Descriptions
- Quality Score Optimization
- 15 Targeting Options Available
- Scheduled Ads Timing & Rotation
- Conversion-Rate Optimization
- Ad Extensions (As Required)
- Automatic or Manual Ad Bidding
- Awareness, Consideration or Conversion-based campaign
- Manual or Automatic Ad Placements
- Campaign Duration (30 Days)
- Certified Google Ads Specialist
- Campaign Report & Bi-weekly Updates



## Premium

**Ksh. 111,000**

per Campaign

- 1 PPC/ Google Ad
- Search, Shopping or Performance Max Ad Format
- Keywords Research & Sifting
- Custom Ad Titles & Descriptions
- Quality Score Optimization
- 15 Targeting Options Available
- Scheduled Ads Timing & Rotation
- Conversion-Rate Optimization
- Campaign Keywords (As Required)
- Ad Extensions (As Required)
- Automatic or Manual Ad Placements
- Awareness, Consideration or Conversion-based campaign
- Manual or Automatic Ad Placements
- Campaign Duration (30 Days)
- Certified Google Ads Specialist
- Campaign Report & Bi-weekly Updates



## Elite

**Ksh. 210,000**

per Campaign

- 1 Search Network Ad
- Search or Performance Max Ad Format
- Campaign Forecast, Keywords Research & Sifting
- Custom Ad Titles & Descriptions
- Quality Score Optimization
- 15 Targeting Options Available
- Scheduled Ads Timing & Rotation
- Conversion-Rate Optimization
- Ad Extensions (As Required)
- Awareness, Consideration or Conversion-based campaign
- Automatic or Manual Ad Bidding & Placements
- Campaign Duration (30 Days)
- Certified Google Ads Specialist
- Campaign Report & Bi-weekly Updates

**MOST POPULAR**



# Website Design & Development

## Basic

**Ksh 58,000** /Website

- 1 WordPress CMS Website
- No. of Website Pages (18 Max)
- Premium Theme Samples (2)
- WP Bakery Page Builder or Elementor
- Responsive On All Devices
- Custom Headers, Footers & Widgets
- Picture & Image Gallery (2)
- Campaign Landing Pages (1)
- Lead Capture Website Forms (2)
- Social Media & Blog Integrated
- Website Analytics Integrated
- Basic Optimization (On-page SEO)
- Premium Website Security Firewall
- WhatsApp Chat Functionality
- Google Submission & Indexing
- 1 Google Map Location
- Delivery Time (14 Working Days)
- Add-Ons: Basic SEO (On-page)

## Premium

**Ksh 168,424** /Website

- 1 WordPress CMS Website
- No. of Website Pages (30 Max)
- Domain Name & Hosting (100 GB) Renewable Annually
- WP Bakery Page Builder or Elementor
- Responsive On All Devices
- Optimized Headers, Footers & Widgets
- Picture & Image Galleries (5)
- Campaign Landing Pages (5)
- Lead Capture Website Forms (5)
- Social Media & Blog Integrated
- Premium Website Analytics Integrated
- Superior Optimization (Technical + On-page SEO) All Pages.
- Premium Website Security Firewall
- WhatsApp Chat Functionality + AI ChatBot with ChatGPT
- Posters, Web Banners & Ads
- Google Submission & Indexing
- Ecommerce Web Shop (50 Products Max)
- PDF Embeds (20 Max)
- Unlimited Google Map Locations
- 1 Month Support & Maintenance
- Delivery Time (30 Working Days)
- Add-Ons: Basic SEO (On-page + Technical)

## Elite

**Ksh 241,260** /Website

- 1 WordPress CMS Website
- No. of Website Pages (50 Max)
- Domain Name & Hosting (200 GB) Renewable Once after 2 Years
- WP Bakery Page Builder or Elementor
- Responsive On All Devices
- Optimized Headers, Footers & Widgets
- Picture & Image Galleries (50)
- Unlimited Campaign Landing Pages
- Unlimited Lead Capture Website Forms
- Social Media Streams & Blog Integrated
- Premium Website Analytics Integrated + Reports (3)
- Ongoing Optimization (Technical + On-page SEO) All Pages.
- Premium Website Security Firewall
- WhatsApp Chat Functionality + AI ChatBot with ChatGPT
- AdSense, Posters, Web Banners & Ads
- Bing & Google Submission & Indexing
- Ecommerce Web Shop (100 Products Max)
- PDF Embeds (100 Max)
- Unlimited Google Map Locations
- 3 Months Support & Maintenance
- Delivery Time (60 Working Days)
- Add-Ons: Ongoing SEO (On-page + Technical) + Local)



# YOUTUBE ADVERTISING (PPC ADS)



## BASIC

- 1 Campaign Video Promotion
- Keywords Research & Sifting
- Managed Placements on specific channels or videos
- Quality Score Optimization
- Multiple Video Ad Formats
- ( Pre-Roll, In-stream or Bumper Ads)
- Campaign Keywords (20 Max)
- Selected Ad Extensions Available
- Bi-Monthly Report & Weekly Updates
- Campaign Duration (28 Days)
- Certified YouTube Ads Specialist
- Campaign Report (1/ Month)

**Ksh. 52,100/** campaign



## PRO

- 1 Campaign Video Promotion (YouTube + Display Network)
- Keywords Research & Sifting
- Managed Placements on specific channels or videos
- Quality Score Optimization
- Multiple Video Ad Formats ( Pre-Roll, In-stream or Bumper Ads)
- Campaign Keywords (40 Max)
- Selected Ad Extensions Available
- Bi-Monthly Report & Weekly Updates
- Campaign Duration (28 Days)
- Certified YouTube Ads Specialist
- Campaign Report (1/ Month)

**Ksh. 125,300/** campaign



## ELITE

- 1 Campaign Video Promotion
- Keywords Research & Sifting
- Managed Placements on specific channels or videos
- Quality Score Optimization
- Multiple Video Ad Formats ( Pre-Roll, In-stream or Bumper Ads)
- Campaign Keywords (Unlimited)
- Selected Ad Extensions Available
- Bi-Monthly Report & Weekly Updates
- Campaign Duration (28 Days)
- Certified YouTube Ads Specialist
- Campaign Report (1/ Month)

**Ksh. 290,000/**campaign



# E-mail Marketing

## Basic

**Ksh 24,000** /Campaign

- 1 Email Marketing Campaign/ Month
- Email Marketing Strategy (N/A)
- Email Template Design (1)
- Import/ Export Database in XML or Google Sheets
- Research and SEO Writing For Email Titles & Descriptions (5)
- Custom Email Artwork (Banners & Posters) (3)
- Custom Header & Footer Areas
- Adaptable On All Devices
- Database Import & Sanitizing
- Spell-Checked Email Content
- Scheduled/ Timed Syndication
- Test Emails (3 Max)
- No. of Email Receipients (Max 500)
- Email Marketing Report (1 Monthly)

## Premium

**Ksh 58,256** /Campaign

- 2 Email Marketing Campaigns/ Month
- Email Marketing Strategy (1 Month)
- Sales Funnel Approach
- Email Template Design (1)
- Import/ Export Database in XML, Google Sheets or CSV Formats
- Research and SEO Writing For Email Titles & Descriptions (All)
- Custom Email Artwork (Banners & Posters) (All)
- Custom Header & Footer Areas
- Inclusion of Video
- Adaptable On All Devices
- Custom Targeting Filters
- Database Import & Sanitizing
- Code Snippet Integrations (Google Analytics or FB)
- Selected CRM Software Integrations
- Spell-Checked Email Content
- Scheduled/ Timed Syndication
- Test Emails (5 Max)
- Email Marketing Campaign A/B Tests
- No. of Email Receipients (Max 20,000)
- Email Marketing Report (1 Monthly)

## Elite

**Ksh 87,200** /Campaign

- 4 Email Marketing Campaigns/ Month
- Email Marketing Strategy (1 Month)
- Sales Funnel Approach
- Email Template Design (1)
- Import/ Export Database in XML, Google Sheets or CSV Formats
- Research and SEO Writing For Email Titles & Descriptions (All)
- Custom Email Artwork (Banners & Posters) (All)
- Custom Header & Footer Areas
- Inclusion of Video
- Adaptable On All Devices
- Custom Targeting Filters
- Database Import & Sanitizing
- Code Snippet Integrations (Google Analytics or FB)
- Selected CRM Software Integrations
- Spell-Checked Email Content
- Scheduled/ Timed Syndication
- Test Emails (5 Max)
- Email Marketing Campaign A/B Tests
- No. of Email Receipients (Max 20,000)
- Email Marketing Report (1 Monthly)



# Start-Up Ignite Bundle

## Social Media Marketing

**This basic package is deal for new businesses & upcoming brands aiming to enhance their online visibility and influence leads.**

- Facebook + Instagram + X
- Custom Digital Strategy
- 8 Campaign Post
- Themed 30-Day Content Calendar
- Promote Website, Page/Handle, Services & Product
- Targeted Advertising audience reach:
- Assistant Social Media Manager
- Inbound Marketing Strategy
- Hashtag Management
- 4 Stories (FB & IG)
- Custom Posting Times
- Community Engagement
- Competitor Analysis
- Social Media Trends Analysis
- Monthly Report

## Google Search Ads

**Ideal for awareness-based campaigns locally. Ads appear as promoted links on Google Search Results pages.**

- 1 Search Network Ad
- Search or Performance Max Ad Format
- Keywords Research
- Custom Ad Titles & Descriptions
- Quality Score Optimization
- 15 Targeting Options Available
- Scheduled Ads Timing & Rotation
- Conversion-Rate Optimization
- Ad Extensions (As Required)
- Automatic or Manual Ad Bidding
- Awareness, Consideration or Conversion-based campaign
- Manual or Automatic Ad Placements
- Campaign Duration (30 Days)
- Certified Google Ads Specialist
- Campaign Report & Bi-weekly Updates

## Email Marketing

**Targeted email marketing campaign ideal for alerts & offers, awareness & remarketing campaigns.**

- 1 Email Marketing Campaign/ Month
- Email Marketing Strategy (N/A)
- Email Template Design (1)
- Import/ Export Database in XML or Google Sheets
- Research and SEO Writing For Email Titles & Descriptions (5)
- Custom Email Artwork (Banners & Posters) (3)
- Custom Header & Footer Areas
- Adaptable On All Devices
- Database Import & Sanitizing
- Spell-Checked Email Content
- Scheduled/ Timed Syndication
- Test Emails (3 Max)
- No. of Email Recepients (Max 500)
- Email Marketing Report (1 Monthly)

**Ksh. 159,000/ campaign**



# Business Booster Bundle

## LinkedIn Ads

- 30-Day Campaign
- 1 B2B Ad
- Sponsored Content, Video or Carousel Ads
- Custom Ad Titles & Descriptions
- CPC or CPM Bidding:
- Ad Placement on Desktop & Mobile
- Custom Ad Rotation
- 1 Lead Generation Form (Optional)
- CRO (Continual Campaign Optimization)
- Local or International Ads
- Certified Project Manager
- Audience Segment Targeting
- Manual Campaign Bidding
- Monthly Report & Recommendations

## Google Search Ads

- 1 Search Network Ad
- Search or Performance Max Ad Format
- Keywords Research
- Custom Ad Titles & Descriptions
- Quality Score Optimization
- 15 Targeting Options Available
- Scheduled Ads Timing & Rotation
- Conversion-Rate Optimization
- Ad Extensions (As Required)
- Automatic or Manual Ad Bidding
- Awareness, Consideration or Conversion-based campaign
- Manual or Automatic Ad Placements
- Campaign Duration (30 Days)
- Certified Google Ads Specialist
- Campaign Report & Bi-weekly Updates

## Email Marketing

- 1 Email Marketing Campaign/ Month
- Email Marketing Strategy (N/A)
- Email Template Design (1)
- Import/ Export Database in XML or Google Sheets
- Research and SEO Writing For Email Titles & Descriptions (5)
- Custom Email Artwork (Banners & Posters) (3)
- Custom Header & Footer Areas
- Adaptable On All Devices
- Database Import & Sanitizing
- Spell-Checked Email Content
- Scheduled/ Timed Syndication
- Test Emails (3 Max)
- No. of Email Receipients (Max 500)
- Email Marketing Report (1 Monthly)

**Ksh. 205,600/ campaign**



# PHOTOGRAPHY AND VIDEOGRAPHY



## PHOTOGRAPHY

- **Professional Photography:** Our experienced team ensures high-quality photos capturing your brand essence and product details.
- **On-Location Shoots:** Showcase products, facilities, or events in their natural environment.
- **Product Photography:** Highlight product details and features, ideal for e-commerce and marketing.
- **Event Coverage:** Capture corporate events, product launches, and promotional activities.
- **Portrait Photography:** Professional portraits for team members, executives, or customer testimonials.
- **High-Resolution Images:** Receive images suitable for digital and print marketing materials.
- **Customized Shot Lists:** Align shot lists with specific goals and objectives.
- **Quick Turnaround:** Timely delivery for time-sensitive projects.
- **Rights and Usage:** Flexible usage rights for various marketing purposes.

**Ksh. 30,000/ Day**



## VIDEOGRAPHY

- **Professional Videography:** Experienced team creates polished, high-quality videos.
- **On-Location Shoots:** Capture products, facilities, or events in their natural setting.
- **Event Coverage:** Document corporate events, product launches, and promotional activities.
- **High-Resolution Videos:** Receive videos suitable for digital and print marketing materials.
- **Customized Shot Lists:** Collaborate on shot lists to meet specific objectives.
- **Quick Turnaround:** Timely delivery for time-sensitive projects.
- **Rights and Usage:** Flexibility to use videos for various marketing purposes.
- **Professional Editing:** Meticulous editing to create captivating videos.
- **Creative Transitions:** Incorporate creative transitions for visual appeal and seamless flow.
- **Color Correction and Grading:** Ensure consistent and professional look for videos.
- **Custom Graphics and Text:** Add custom graphics and text overlay for enhanced visual impact.

**Ksh. 40,000/ Day**