



KWETU MARKETING AGENCY

PRICING & PACKAGES
for
digital services & solutions

SOCIAL MEDIA MARKETING



Basic

Ksh. 75,000

per Campaign

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



Premium

Ksh. 142,000

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. 202,500

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



TIKTOK PACKAGE

Basic

Ksh

90,000 /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



Basic

Ksh. 72,800

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)



Premium

Ksh. 120,000

per Project

- 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 SEARCH ADVERTISING (PPC ADS)



Basic

Ksh. 80,210

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. 140,000

per Campaign

- 1 Search Network Ad
- Search 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 85,000/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

GOOGLE DISPLAY ADVERTISING PPC(ADS)



BASIC

- Display Network Ads
- 1 Campaign
- 6 Custom Designed Banners
- Keywords Research & Sifting
- Managed Placements on specific sites or apps
- Custom Ad Titles & Descriptions
- Quality Score Optimization (+75%)
- Targeted Advertising
- Scheduled Ads Rotation
- Conversion-Rate Optimization
- Campaign Keywords (50 Max)
- Ad Extensions (Call, Directions, Shop)
- Automatic or Manual Ad Bidding
- Agency Dashboard & Billing Cycle
- Bi-monthly Report
- Campaign Duration (28 Days)
- Certified Google Ads Specialist

Ksh. 146,670/ campaign



PREMIUM

- Display Network Ads
- 1 Campaign
- 12 Custom Designed Banners
- Keywords Research & Sifting
- Managed Placements on specific sites or apps
- Custom Ad Titles & Descriptions
- Quality Score Optimization (+75%)
- Targeted Advertising
- Scheduled Ads Rotation
- Conversion-Rate Optimization
- Campaign Keywords (50 Max)
- Ad Extensions (Call, Directions, Shop)
- Automatic or Manual Ad Bidding
- Agency Dashboard & Billing Cycle
- Bi-monthly Report
- Campaign Duration (28 Days)
- Certified Google Ads Specialist

Ksh. 225,000/ campaign



ELITE

- Display Network Ads
- 1 Campaign
- Unlimited Custom Designed Banners
- Keywords Research & Sifting
- Managed Placements on specific sites or apps
- Custom Ad Titles & Descriptions
- Quality Score Optimization (+75%)
- Targeted Advertising
- Scheduled Ads Rotation
- Conversion-Rate Optimization
- Campaign Keywords (50 Max)
- Ad Extensions (Call, Directions, Shop)
- Automatic or Manual Ad Bidding
- Agency Dashboard & Billing Cycle
- Bi-monthly Report
- Campaign Duration (28 Days)
- Certified Google Ads Specialist

Custom Quote/ 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