




Comprehensive Digital Solutions Packages 23

 MDAmarketing.ca

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1. THE BASIC

PRICE: STARTING AT **\$599** PER MONTH
DURATION: **[12]** MONTHS
HOURS PER MONTH: **10** HOURS

SERVICES INCLUDED

SOCIAL MEDIA MANAGEMENT:

- Regular posting on major social media platforms (Facebook, Twitter, LinkedIn, Pinterest, Instagram)
- Social media calendar planning.

SOCIAL MARKETING PACKAGE

MONTHLY SUBSCRIPTION

Additional Notes: Ad spend on social media advertising is not included in the package price and will be billed separately. Content creation is additional costs

1. THE STANDARD

PRICE: STARTING AT **\$1,199** PER MONTH
DURATION: **[12]** MONTHS
HOURS PER MONTH: **20** HOURS

SERVICES INCLUDED

CONTENT CREATION:

- 1 blog posts per month including keyword optimization.
- Social media creation with relevant images, infographics.

SEO OPTIMIZATION:

- Keyword research and strategy development.
- Local SEO optimization to improve visibility in your target area.

GOOGLE ADS MANAGEMENT:

- Creation and management of Google Ads campaigns.
- Monthly reports and optimization.

SOCIAL MEDIA MANAGEMENT:

- Regular posting on major social media platforms (Facebook, Twitter, LinkedIn, Pinterest, Instagram)
- Social media calendar planning and content creation.

DIGITAL MARKETING PACKAGE

MONTHLY SUBSCRIPTION

*Additional Notes: Ad spend on social media advertising is not included in the package price and will be billed separately.
- Ad spend on Google Ads is not included in the package price and will be billed separately.*

+ EXTRAS

WEBSITE CREATION:

THE CREATION OF A COMPREHENSIVE WEBSITE DESIGN WITH DNS SETUP AND UV/UX OPTIMIZATION

THIS WILL BE BILLED SEPARATELY BASED ON A PROJECT SCOPE AND REQUIREMENTS ASSESSMENT. THE CREATION OF A FULL WEBSITE IS A SPECIALIZED SERVICE THAT WILL REQUIRE A SEPARATE QUOTE BASED ON OUR SPECIFIC NEEDS. THE COST WILL DEPEND ON FACTORS SUCH AS THE COMPLEXITY OF DESIGN, THE AMOUNT OF CONTENT REQUIRED, AND ANY ADDITIONAL FEATURES YOU WANT TO INCLUDE. OUR TEAM WILL WORK CLOSELY WITH YOU TO DETERMINE THE SCOPE OF THIS PROJECT AND PROVIDE YOU WITH A TAILORED QUOTE.

PREMIUM COMPANY VIDEO PRODUCTION:

PRODUCTION OF A HIGH-QUALITY COMPANY VIDEO SUITABLE FOR VARIOUS PURPOSES SUCH AS PRESENTATIONS, MARKETING, AND BRANDING. UTILIZATION OF PROFESSIONAL-GRADE RED CAMERAS FOR FILMING TO ENSURE EXCEPTIONAL VIDEO QUALITY. PROFESSIONAL VIDEO EDITING AND POST-PRODUCTION SERVICES.

COST WILL BE DETERMINED BASED ON THE SCOPE, DURATION, AND COMPLEXITY OF THE VIDEO PROJECT. A SEPARATE QUOTE WILL BE PROVIDED AFTER ASSESSING YOUR SPECIFIC REQUIREMENTS.

VISUAL IDENTITY BRAND GUIDELINE CREATION

THE OPPORTUNITY TO DEVELOP YOUR BRAND OR RE/BRAND, USING A DIGITAL BRANDBOOK AS GUIDE TO MAXIMIZE & CAPITALIZE ON MARKET RECOGNITION.

SEPARATE QUOTE WILL BE PROVIDED AFTER ASSESSING YOUR SPECIFIC REQUIREMENTS.

1. THE EXPERIENCE

PRICE: STARTING AT **\$2,499** PER MONTH
DURATION: **[12]** MONTHS
HOURS PER MONTH: **40** HOURS

SERVICES INCLUDED

WEBSITE OPTIMIZATION (UI AND UX):

- Website audit and analysis.
- User interface (UI) improvements for a more engaging design.
- User experience (UX) enhancements for better navigation.
- Mobile responsiveness and load time optimization.

CONTENT CREATION:

- Monthly blog posts (1 per month) with keyword optimization.
- Creation of promotional videos.
- Creation of relevant images and infographics for social media.

SEO OPTIMIZATION:

- Keyword research and strategy development.
- On-page SEO optimization
- Monthly SEO audits and adjustments.
- Local SEO optimization improving visibility in your target area.

GOOGLE ADS MANAGEMENT:

- Creation and management of Google Ads campaigns.
- A/B testing of ad copy and landing pages.
- Monthly reporting and optimization.

SOCIAL MEDIA MANAGEMENT:

- Regular posting on major social media platforms (Facebook, Twitter, LinkedIn, Pinterest and Instagram)
- Social media calendar planning and content creation.
- Engagement with followers and monitoring of social media analytics.

MONTHLY ANALYTICS AND REPORTING:

- Detailed monthly reports on website traffic, keyword rankings, and campaign performance.
- Analysis of results and recommendations for ongoing improvements.

1. THE ELITE

PRICE: STARTING AT **\$3,999** PER MONTH
DURATION: **[12]** MONTHS
HOURS PER MONTH: **40** HOURS

SERVICES INCLUDED

- WEBSITE OPTIMIZATION (UI AND UX):

- CONTENT CREATION

- SEO OPTIMIZATION

- GOOGLE ADS MANAGEMENT

- SOCIAL MEDIA MANAGEMENT

- MONTHLY ANALYTICS AND REPORTING

See "The Experience package" for above details

COLD OUTREACH:

- Outreach email campaigns to a targeted list of prospects.
- Follow-up emails to engage potential leads.
- Performance tracking and reporting.

LEAD GENERATION:

- Development of lead magnets.
- Landing page creation and optimization.
- Integration with email marketing software for lead nurturing.

PRESS RELEASES AND ARTICLE/BLOG WRITING:

- Writing and distribution of press releases.
- Creation of articles and blog posts for content marketing.

+ EXTRAS

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For more information on our cyber security division, please contact us

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