



EXPLORE

TOURISM CONSULTING

DIGITAL MARKETING PROPOSAL



DIGITAL MARKETING SERVICES

SEO, Pay-Per-Click Advertising, social media marketing, content marketing, affiliate marketing, influencer marketing, email marketing, viral marketing, digital optimization

Hourly (min 3 hours)	\$50
Daily (8 hours)	\$300

GENERAL MARKETING SERVICES

Creation and execution of marketing plans, workshops, training, digital health checks, general marketing activities

Hourly (min 1 hour)	\$75
Daily (8 hours)	\$400

PROJECT PROPOSAL SOCIAL MEDIA BASE PACKAGE

\$2,250*
THREE MONTH PERIOD

PROJECT TITLE

Social Media Creation Engagement

DESCRIPTION

Create and maintain a social media presence on all platforms and increase engagement and sale leads. Connect with and future customers through the use of continual social media posting and engagement to provide inspiration and information. Create a strong brand presence and loyalty within the customer base. Reach the correct target markets with engaging content.

OBJECTIVE

Through a constant form of engagement and inspirational content create a strong social media presence. The use of regular posting and social stories: recommended five posts a week and three social stories. Engaging with customers that interact with posts: Commenting and liking. This include canned responses directing customers to deal with negative feedback with management. Connecting with potential customers on third party sites or posts by liking or commenting.

OPPORTUNITY

Through three hours a week over a three month period spread among posting and engagement, Explore Tourism Consulting will manage and provide social media support.

SOLUTION

Through communication and instruction from the Client, our social media package will create exciting social media opportunities, brand presence and sales leads that may not otherwise be formed. Let us manage your marketing platforms efficiently so you can focus on traditional marketing ventures. Using analytics, you will visually see the results in follows, likes and clicks.

PROJECT PROPOSAL SOCIAL MEDIA GROWTH PACKAGE

\$4,000*

THREE MONTH PERIOD

DESCRIPTION

Hit the correct target markets and create direct sale leads through specified campaigns and branded posts. Utilisation of this package is key for social media growth. Options can be added on infrequently or for specified timings.

OBJECTIVE

Google Blog - The use of "Key words" and "Long-tail key phrases" integrated into blogs can boost your Search Engine Optimisation (SEO) and target key markets and beat competitor results. A fortnightly blog is recommended. Sponsored Posts - In all businesses we see peaks and troughs periods - use sponsored posts to target particular poor performing products or to push messages to targeted markets.

Videos - Editing for posts - 51% of marketing professionals worldwide name video as the type of content with the best ROI. Marketers who use video grow revenue 49% faster than non-video users. Sixty-four percent of consumers make a purchase after watching branded social videos (via tubular insights).

Branded Posts - Use of third party to repost and push messaging, Undercover marketing strategies involve introducing a product to consumers in a way that does not seem like advertising.

Campaigns - Specific messaging and content to push a product for a specific timing.

OPPORTUNITY

Through five hours a week over a three month period Integrate the above objectives in collaboration the marketing plan to create a strong social media growth.

SOLUTION

The social media growth package is designed to create new sales leads, target poor performing products, compete with competitor marketing activities and reach new target markets. The objectives can be added frequently or sporadically.

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