

SERVICES

Create Customers Not Sales

You go to a shopping mall Food Court and there are ½ a dozen restaurants. Why are some always packed and others empty?

No matter what your product or service is, there are always loads of competitors.

I help you to:

- Define your brand so that you can:
 - Establish who you and don't want as your customers so that your marketing budget is directed at your ideal client
 - Create the right online presence through your website and social media
 - Have simple but efficient business systems that work for you

Below are the services we offer to help you get your business visible and on track.

- **Prices quoted may be subject to change and all rates are confirmed at the quotation stage.**

	ITEM	DETAIL	COST
1	Introductory Call	A 15-minute call via Skype, Zoom or Whatsapp to discuss your requirements.	FREE
2	Optimise Your Online Presence ½ day group workshop 4 hours Max 4 delegates	09h00 – 13h00 workshop in Ferndale, Randburg, which includes the following: <ul style="list-style-type: none"> • Max of 4 delegates • A Workbook • Free Wi-Fi • Tea / Coffee / Juice / Biscuits • Laptop / PC if you don't have your own • Course Content: Understanding Your Business <ul style="list-style-type: none"> ○ What is your brand? ○ Who are your competitors? ○ What makes you different? ○ How do you currently market your products / services? ○ The importance of having a website and professional e-mail address – if you don't have a web domain or e-mail we help you find the right one. ○ What features do you need on your website and why? ○ Social Media options – which is right for you? ○ Basic SEO – what does it mean? ○ Organic growth vs Paid Ads ○ Questions to ask your Social Media Manager or Website Developer BEFORE YOU SIGN THAT CONTRACT. 	R550 per delegate

	ITEM	DETAIL	COST
3	Optimise Your Online Presence Private Workshop	As above but one on one session at Ferndale, Randburg ½ day private session - 4 hours (can be split into 2 x 2-hour sessions)	R825
4	Optimise Your Online Presence Held at your premises	As per Option 1 but held at your offices Minimum 4 delegates Client to provide: <ul style="list-style-type: none"> • Computers for delegates • Refreshments • Data Projector, screen • Wi-Fi Travel and accommodation costs excluded and will be charged at AA Rates	R425 per delegate
5.	Ad Hoc Consults	Via Skype, Whatsapp or Zoom or at Ferndale Randburg Marketing Strategy, Websites, Social Media, Business Coaching, Mentoring etc.	R400/hour or part thereof or R1500/day
6	Starter Website See Terms & Conditions at the end of this document.	Includes: <ul style="list-style-type: none"> • Domain name registration (.co.za only) • 2 emails addresses • Website hosting for 12 months • Website which includes the following: <ul style="list-style-type: none"> ○ Your website will be https:// not http:// - this is important even if you don't understand it. ○ Basic theme with your brand colours ○ Logo if you have one or your site name ○ An About page – client provides image and basic information ○ Legal documents – copyright, privacy policy, anti-spam etc ○ An enquiry form so you can start building your client base ○ Website backups, security and updates ○ Social sharing and follow buttons ○ Site submitted to Google for SEO (help you get found) 	Once-off payment R2400
7	Domain Registrations & Renewals	.co.za / org.za domain registration (annual renewal) .com domain registration (annual renewal) .org / .net .durban / .joburg / .capetown (annual renewal) .biz (annual renewal)	R 90 R180 R230 R250

8	Website Hosting	<p>Starter Website Package per above – first 12 months</p> <p>Monthly: (R400 monthly)</p> <p>Quarterly: (R350 monthly)</p> <p>Annual: (R300 mthly)</p> <p>Includes: hosting, domain management, backups and website security and component updates and e-mail / Whatsapp troubleshooting</p>	<p>Included</p> <p>R 400</p> <p>R1050</p> <p>R3600</p>
9	Website Ad-Ons	<p>Includes:</p> <ul style="list-style-type: none"> • Image galleries • Videos and slide shows • E-mail marketing • Content creation – text / images / videos / audio etc • Graphic Design • Online Store • Directory • ++++ (dream it, it can be done ... for a fee!) 	<p>Quoted separately</p>
10	Website Training	<p>If you would like to part manage your site yourself, we can teach you the basics of creating articles, adding images, etc.</p> <p>It is essential that you learn how to format articles, re-size images etc to retain the consistency of the appearance of your site and to ensure it loads quickly.</p> <p>We will always take care of the hosting, backups, security and updates. This is done at our offices in Randburg, or via Skype or Zoom or Whatsapp.</p>	<p>R400 per hour – can be split into 2 x 30 min sessions</p> <p>E-mail support is free</p>
11	Social Media - Setup	<p>We will assist you to set up your Facebook, Twitter, Instagram, LinkedIn, Google+, Pinterest accounts.</p> <p>Client to provide images and content.</p>	<p>R1800 per account</p>
12	Social Media Management	<p>We offer a full social media management programme for all your social media platforms.</p> <ul style="list-style-type: none"> • Marketing Strategy • Post Schedules • Campaign management • Facebook, Instagram, Twitter Promoted Ads • Website and Social Media Analytics Reports • E-mail newsletter marketing and client database management 	<p>Quote per your requirements</p>

BUSINESS SERVICES

	ITEM	DETAIL	COST
1	AD Hoc Business Services	<p>With more than 40-years' experience, in large and small businesses in administrative, financial and management roles I am skilled in the following computer packages:</p> <ul style="list-style-type: none"> • Microsoft Office Word, Excel, PowerPoint, Outlook • Google Mail, Sheets, Forms, Presentations, Drive etc • Sage Online Accounting, Pastel Accounting, Wave Accounting • Joomla & WordPress Web design • Canva • Database Management and Capture • E-mail Marketing using ACY Mailing and Mail Chimp • CRM • E-mail signatures • PayFast Online Payments • Social Media Schedulers • Trello / Asana • Slide Docs Presentations • Surveys 	Request a quote
2	Event Planning & Marketing	<p>I have organised conferences for up to 350 delegates:</p> <ul style="list-style-type: none"> • Organising speakers • Marketing Online and Offline • Source goodie bag items • Secure venues • Manage bookings online • Organise catering • Managed exhibition stands 	Request a quote
3	Hospitality Events	<p>Marketing / Administration and Management for events companies:</p> <ul style="list-style-type: none"> • Admin and Financial Systems set-up and maintain • Website and Social Media creation and Management • Manage online and offline bookings and payments • Manage adventure guides and other staff • Property Management 	Request a quote

TERMS AND CONDITIONS

PAYMENT TERMS

Ad Hoc Business Services, Workshops, Consultations at fixed rates

- Payable in full via EFT prior to service delivery.

Websites and Social Media

- Website hosting services:
 - Monthly Clients: Payable in advance on or before the first of each month via EFT on presentation of our invoice.
 - Quarterly Clients: Payable in advance on or before the first day of the 3-month period.
 - Annual Clients: Payable on the first day of the 12-month period.
 - A 30-day calendar months' notice in writing is required to terminate hosting with Pat Pughe-Parry. Should hosting fees not be paid Pat Pughe-Parry reserves the right to suspend the website with the notice "this website has been suspended due to non-payment" and disable e-mail facilities.
- Website domain registrations and renewals (required annually) will be invoiced at the end of the month in which the domain is registered or renewed, and payment is due on presentation of the invoice.
- Website design and Social Media page set-up require a 50% deposit to start the process. Balance due in full prior to site going live.
- Social Media Management and E-mail marketing contracts are payable on acceptance of the quotation. Initial contracts are for a minimum 3-month period and thereafter on a month to month basis. A 30-day calendar month notice is required from either party to terminate the contract.
- Clients will be required to sign a Retainer agreement which will be issued with the quotation and will set out details of the roles and responsibilities of the client and Pat Pughe-Parry (service provider).

EVENTS AND OTHER CONTRACTS

Per quotation and retainer agreement

BANK DETAILS

These will be provided on acceptance of our quotation.