



MARKETING GROUP

Services & Packages
Helping **YOU** get found online!

For all enquiries, please contact the JR
Marketing Group Team at info@jrmg.com.au or
phone us on 1300 334 590

Contents

Premium Website Package	3
Website inclusions.....	3
Three- Page Website.....	4
Small Business Package	4
Website inclusions.....	4
Website Additions (Optional Extras) Website Content.....	5
E-Commerce Website (Woocommerce / Shopify)	6
Local SEO.....	8
Google Ads	8
Google Domination	8
Social Media Marketing.....	9
Social Media Management.....	10
Complete Social Media	11
Logo Design	12
Business Card Designs.....	13
New Business Start up Packages	14
Branding Package	14
Flyer Design.....	15
Graphic Design.....	15

Please note our services/packages and prices below are based for one business/website.

Premium Website Package

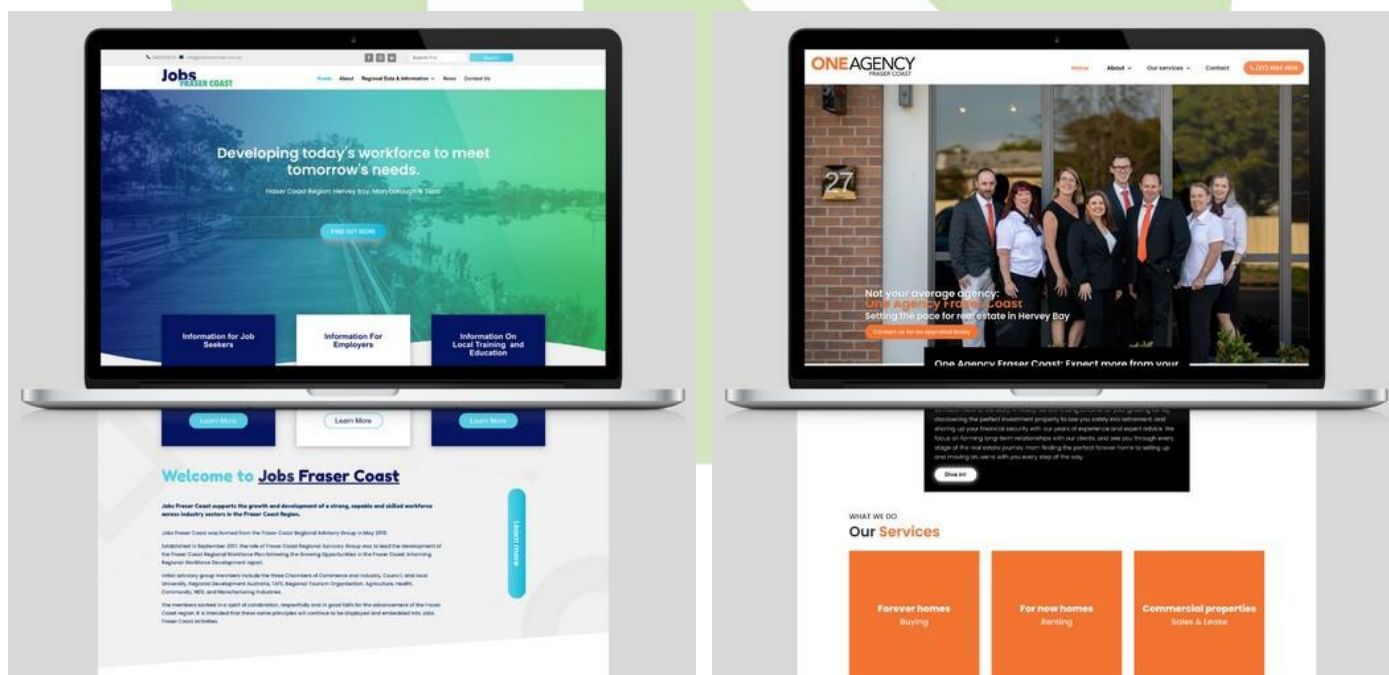
Our Premium Website Package is a WordPress content management system that includes 20 pages along with an enhanced contact form, social media integration, will be mobile-friendly (compatible with mobile devices up to the age of 5 years) and is most suited for sites with more pages and is ideal for larger, more complex website builds.

The Premium Website Package is an investment of \$3,000.00 made by two instalments (first payment will be due after a mockup has been chosen, and the second payment will need to be paid before the site launches).

Website inclusions:

Our website packages include stock photography, however, if you would like to use your own images we are more than happy to use them, we kindly ask that you supply the images you would like used on the site. Unfortunately, should you desire professional photography we are unable to organise this for you but we are able to upload any images you provide.

The first year hosting and SSL Certificates are complimentary, however, an annual fee will incur for the second year and onwards. Cost of the hosting and SSL Certificate is \$300.00 billed annually inclusive of GST.



Three-Page Website

This website package is an investment of \$999 inclusive of GST and includes a WordPress built three-page design with a standard contact section. The three-page site will be mobile-friendly (compatible with mobile devices up to the age of 5 years) with social media integration.

Small Business Package

Our Small Business Package is a WordPress built website that can have up to 5 pages and is an investment of \$1,500.00 including GST. This website package also has a standard contact page, will be mobile-friendly (compatible with mobile devices up to the age of 5 years), social media integration and content management.

Website inclusions:

Our website packages include stock photography, however, if you would like to use your own images we are more than happy to use them, we kindly ask that you supply the images you would like used on the site. Unfortunately, should you desire professional photography we are unable to organise this for you but we are able to upload any images you provide.

The first year hosting and SSL Certificates are complimentary, however, an annual fee will incur for the second year and onwards. Cost of the hosting and SSL Certificate is \$300.00 billed annually inclusive of GST.

Website Additions (Optional Extras)

Website Content:

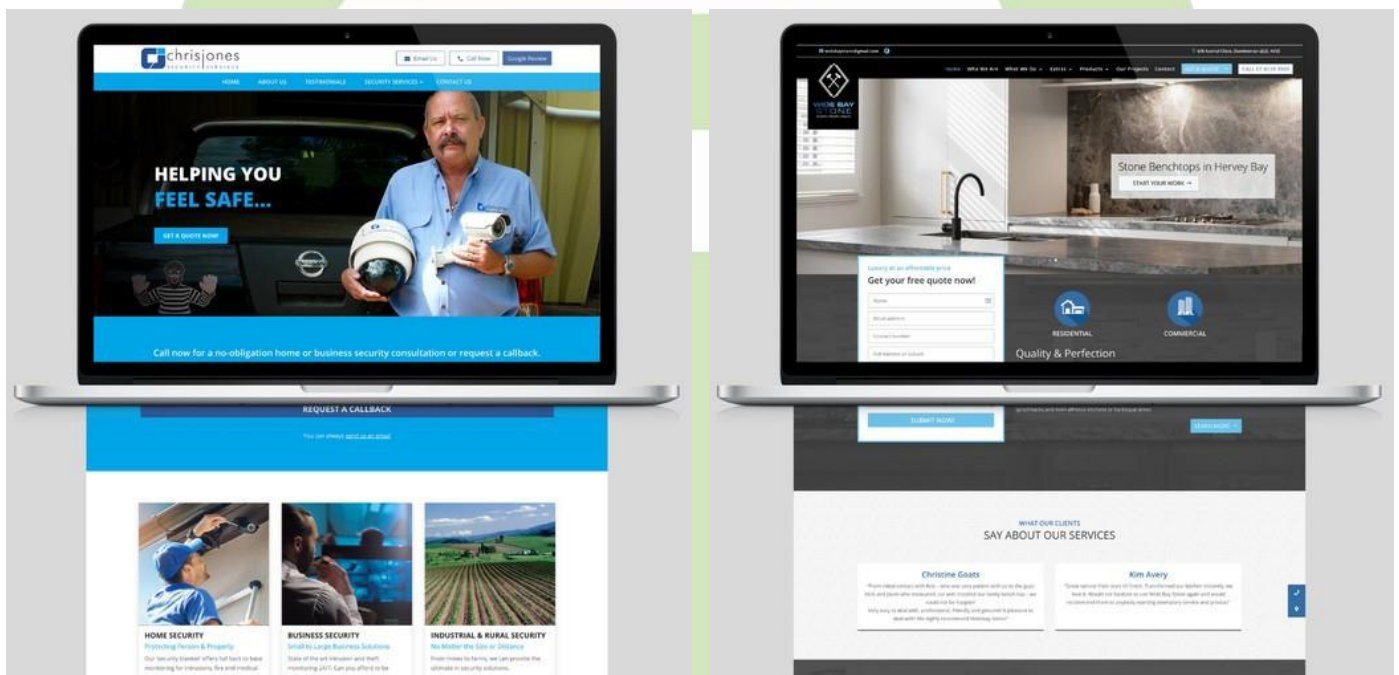
Our website packages do not include content specific to your services. We do ask that you provide content for pages about your business and services. We are able to organise content writing for you should you not have any content on hand. However, we do quote this as an addition to the website prices. This is because we organise custom content specific to your website. If you would like content writing, please let us know and we will be more than happy to assist you.

Domain Registration

We can also assist with choosing and registering a domain name or multiple domains depending on your situation.

A domain name is the address of your website that people type in the browser URL bar to visit your website. For example, Google's domain is www.google.com.

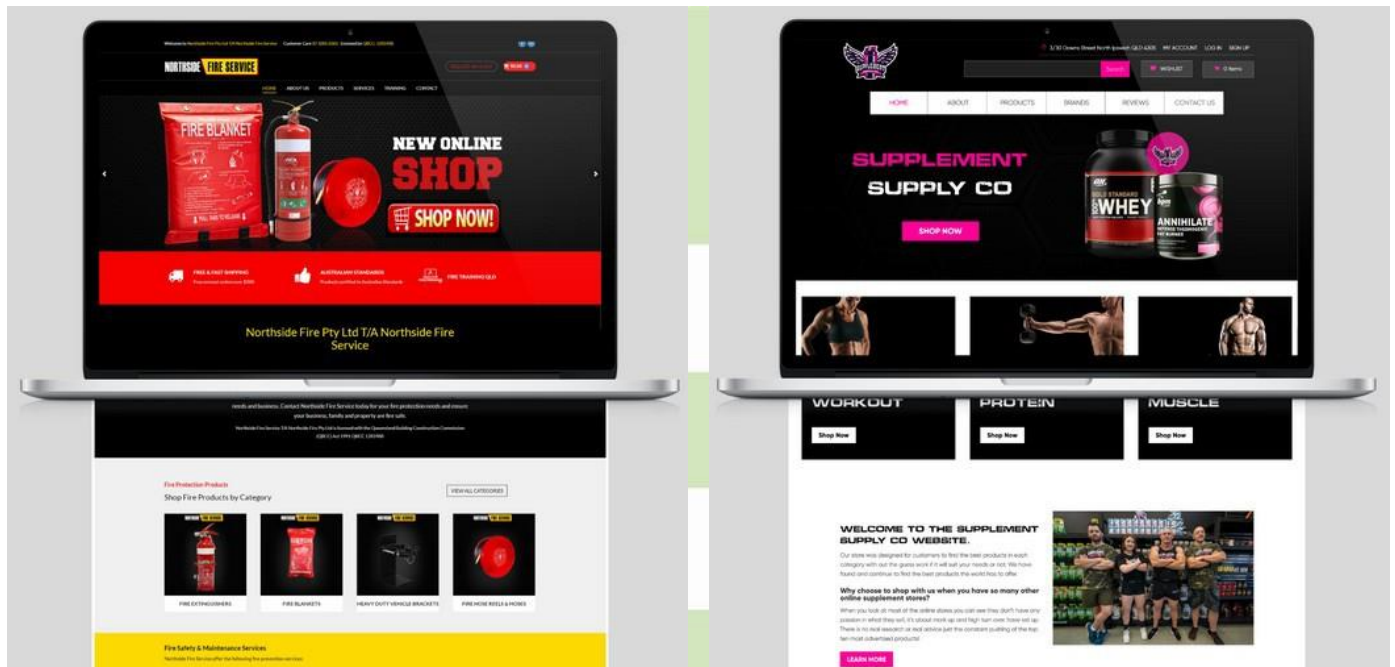
Each domain registration is an investment of \$70.00 inclusive of GST and is valid for 2 years from the registration date.



E-Commerce Website (Woocommerce / Shopify)

Our E-commerce websites are either WordPress/Shopify built site that can have up to 20 non-product pages and easily sell your products online! Our E-commerce sites include social media platform integrations, are mobile-friendly, user friendly and can easily integrate with payment systems!

This package is an investment of \$4,500 made in two instalments (the first payment will be due after a mockup concept has been chosen, and the second payment will need to be paid before the site launches).



Pos System Integration: If you have a POS system for product management we can check its compatibility with Woo Commerce and integrate it.

Please note: while we can integrate your POS system we do not provide POS support in relation to its website functionality, as this is handled by third-party applications and is not controlled by us. We recommend consulting with your POS representative for all questions related to functionality prior to integration to ensure your business's needs are met by your POS system.

This includes the upload of 100 products - products will need to be provided via an Excel sheet.

Additional product uploads - cost \$500.00 per 100 products uploaded to the website.

E-Commerce Website (Woocommerce / Shopify)

Website Inclusions:

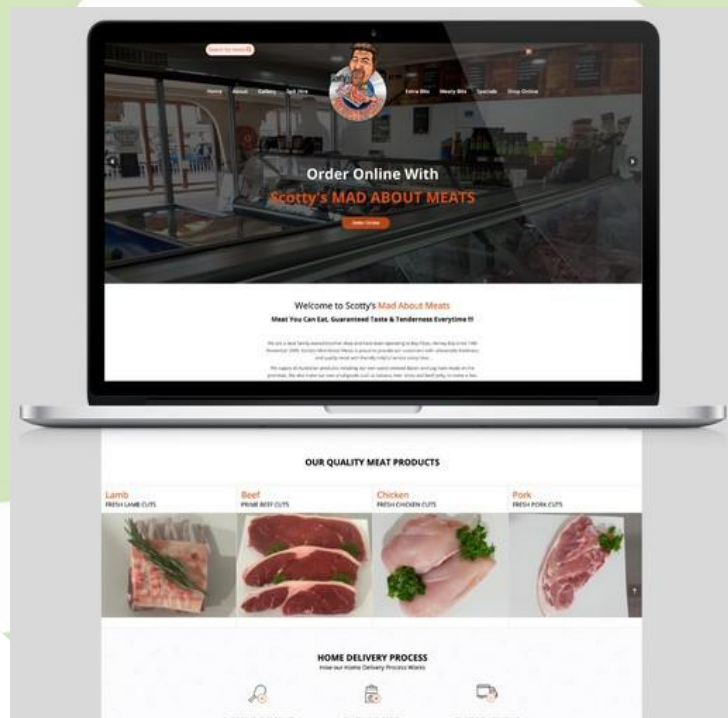
Stock Photography - Is included although we are happy to use your images if you have them.

Please note: we do not include product photography. (unless the Business is located in the Fraser Coast area - we can offer at a cost).

Extras Required For Website

Hosting & SSL certificate: Complimentary for the first year, however, an annual fee of \$300.00 inclusive of GST will incur from the second year onwards (this equates to approximately \$25.00 per month and under \$6.00 per week).

Content Creation: Content will need to be supplied. If you do require content to be written on your behalf, we can arrange a quote for a professional copywriter to write content if required - \$12.00 AUD per 100 words.



If you have an existing website and would like updates made, let us know!

We offer website edits at a minimum hourly rate of \$85.00 inclusive GST with a quote provided before the commencement of any work.

Do you have any questions regarding our Website Packages?

Feel free to schedule a Zoom call with Ian and Johnny our dedicated Project Managers using the following link: <https://JRMGProjects.as.me/?appointmentType=9663715>

Monthly Services and Packages

Local SEO

Search Engine Optimisation, commonly known as SEO, is your ticket to greater website traffic and ultimately, new customers or clientele.

Our Local SEO Package is ideal for any business looking to reach their surrounding areas through organic means. We would also be looking at your Google Maps listing, optimising it for the local area search terms. This package is an investment of \$750.00 inclusive of GST per month (per website), with a minimum of 3 months.

What's included:

- Title & Meta Tag Optimisation
- Basic Web Edits
- Search Engine Guideline Adherence
- Directory Submissions
- Basic Link Creation
- Keyword Research
- Monthly Reporting – Video & Written
- Monthly Consultation & Support – Phone & Email

Google Ads

Google Ads (formerly known as Google Adwords) are beneficial to reach a larger consumer base using PPC (Pay Per Click) advertising to reach your targeted audience. It is all about keywords being displayed on top of the search engine list and getting Google's top advertising spot.

We would also recommend Google Ads if you have any specific products or services you want to really target specifically. Google Ads Management is an investment of \$750.00 inclusive of GST per month, however, excludes Google Ads spend/budget which is paid directly to Google.

What's included:

- Keyword Research
- Google Ad Campaigns
- Google Ad Groups
- Keyword Split Testing
- Conversion Tracking
- Monthly Reporting – Video & Written
- Monthly Consultation & Support – Phone & Email

Google Domination

Our Google Domination package is a combination of Google Ads Management and Local SEO and is a monthly investment of \$1,250.00 inclusive of GST, however, excludes the Google Ads spend/budget which is payable directly to Google.

Do you have any questions regarding our Google Marketing Services?

Feel free to schedule a Zoom call with Josh our Director using the following link:

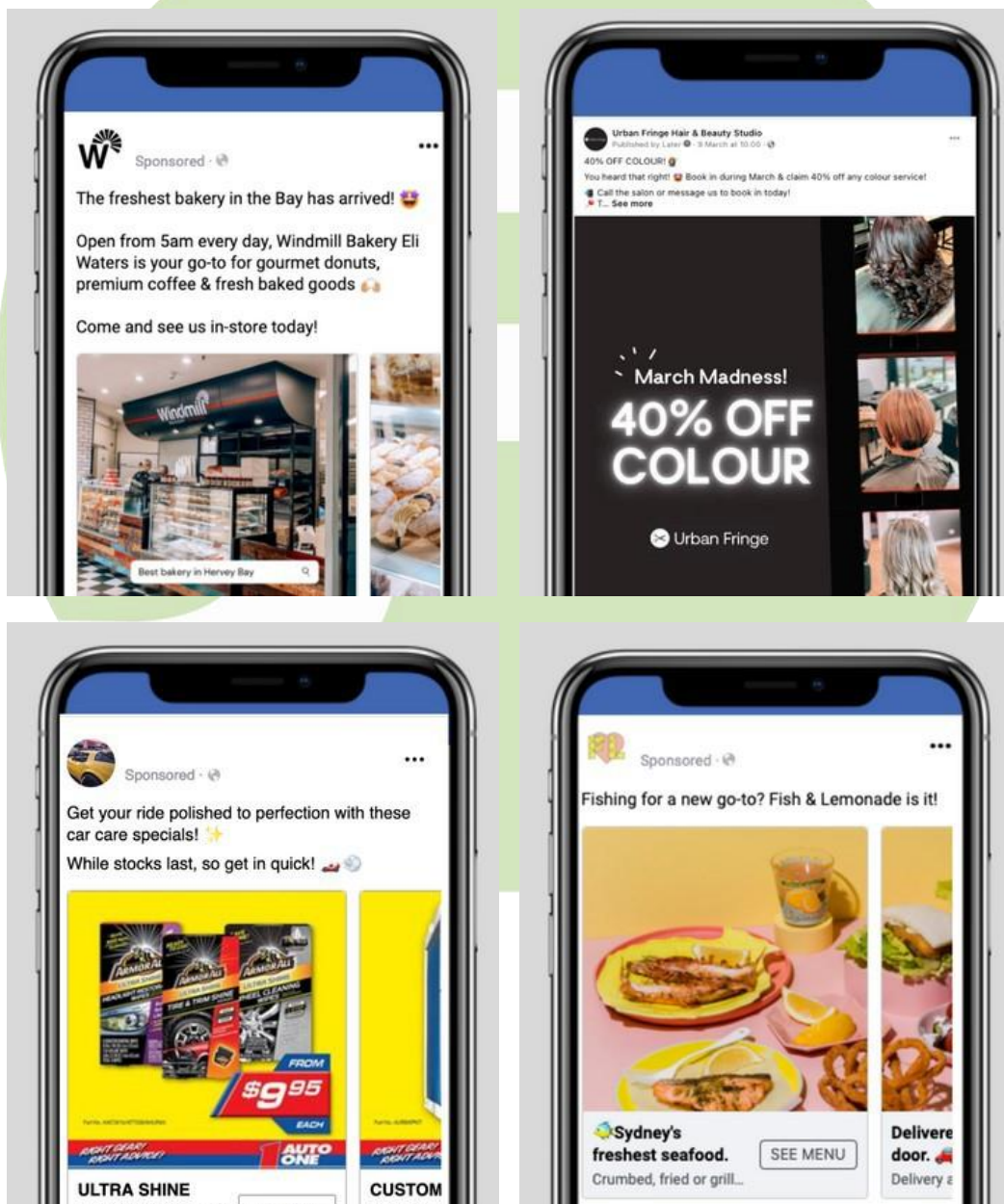
<https://JRMGProjects.as.me/?appointmentType=14787815>

Social Media Marketing

Our Social Media Marketing services include Facebook &/or Instagram advertising. Facebook ads are a great cost-effective way to generate brand awareness and lead generation for your business. Our Social Media Marketing is an investment of \$750.00 per month inclusive of GST (excluding daily budget paid to Facebook).

What's included:

- Facebook & Instagram Ads
- Set-Up of Pixels for Tracking & Re-Marketing
- Graphic Design of High Converting Images/ Videos
- Custom Audiences, Split – Testing
- Landing Page Consultation (Landing Page Creation - contact us to enquire)
- Monthly Reporting Consultation & Support



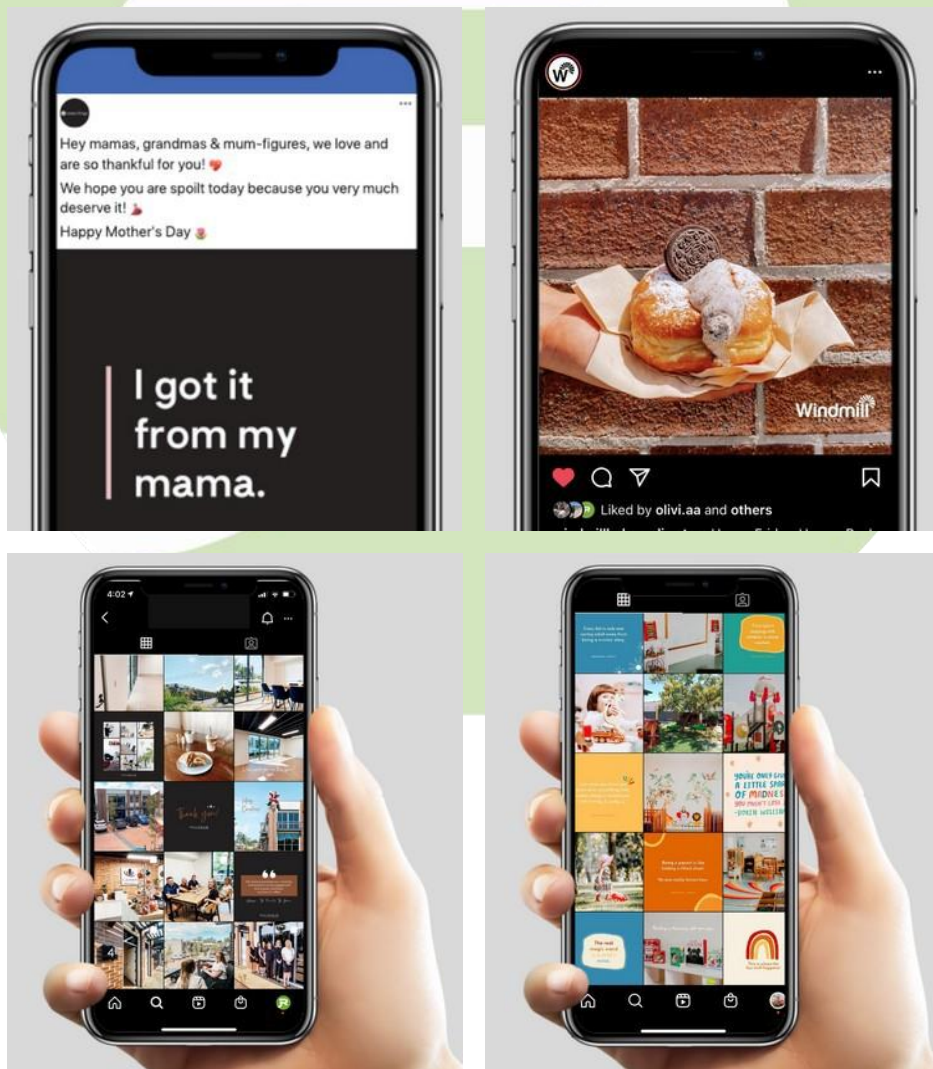
Social Media Management

An up-to-date Social Media account is gold to a potential client/your target audience. Before even picking up the phone, they know your front receptionist's name and what cake they had for their birthday last week. Our Social Media Management takes the stress out of your socials, keeping it turning while you take care of business. The social posts can also align with your goals and objectives and tailor your posts to your target market.

Content may include education, holiday or staff/client celebrations, in-business photographs, promotion of services and news. We offer Social Media Management to our clients at a monthly cost of \$750.00 inclusive of GST.

What's included:

- Two Facebook & Instagram Posts Weekly
- Content Curation & Creation
- Scheduling & Copywriting of Provided Content by You
- Hashtag Strategy
- Monthly Reporting
- Consultation & Support – Phone & Email
- Regular Updates



Complete Social Media

This is a combination of both Social Media Marketing and Management (ads and social posts) and is discounted to \$1,350.00 inclusive of GST (excluding Ad spend which is paid directly Facebook).

Do you have any questions regarding our Social Media Services?

Feel free to schedule a Zoom call with Tayla our dedicated Head of Social Media using the following link: <https://JRMGProjects.as.me/?appointmentType=14787815>



Branding & Graphic Design Services

Logo Design

A business' logo is a crucial aspect in showcasing the business' individuality and creating brand awareness to stand out amongst the competitors. Our bespoke logo designs are an investment starting from \$350.00 inclusive of GST, depending on the scope of the design.

This includes PNG, JPG, PDF, AI and EPS file formats of your chosen design as well as a basic style guide (with typefaces, colourways, brand imagery etc).

	BRONZE \$350	SILVER \$450	GOLD \$550	DIAMOND \$650
PNG, JPEG, PDF, AI & EPS file formats	✓	✓	✓	✓
Initial concepts	✓	✓	✓	✓
Revisions	3	6	9	12
Full copyright ownership	✓	✓	✓	✓
Basic Style Guide	✓	✓	✓	✓



THE FIRM ON THE AVENUE
MCDUFF & GUILFOYLE

Business Card Designs

Single-Sided business card designs are an investment of \$200.00 inclusive of GST which include an original design, all relevant business details and the required printing specifications.

Double-Sided business card designs are an investment of \$250.00 inclusive of GST which include an original design, all relevant business details and the required printing specifications.

Additional business card designs based on the original design are an investment of \$50 for each additional design.

Please note, we do not provide printing services.



New Business Start up Packages

Branding Package

Our Branding Package includes:

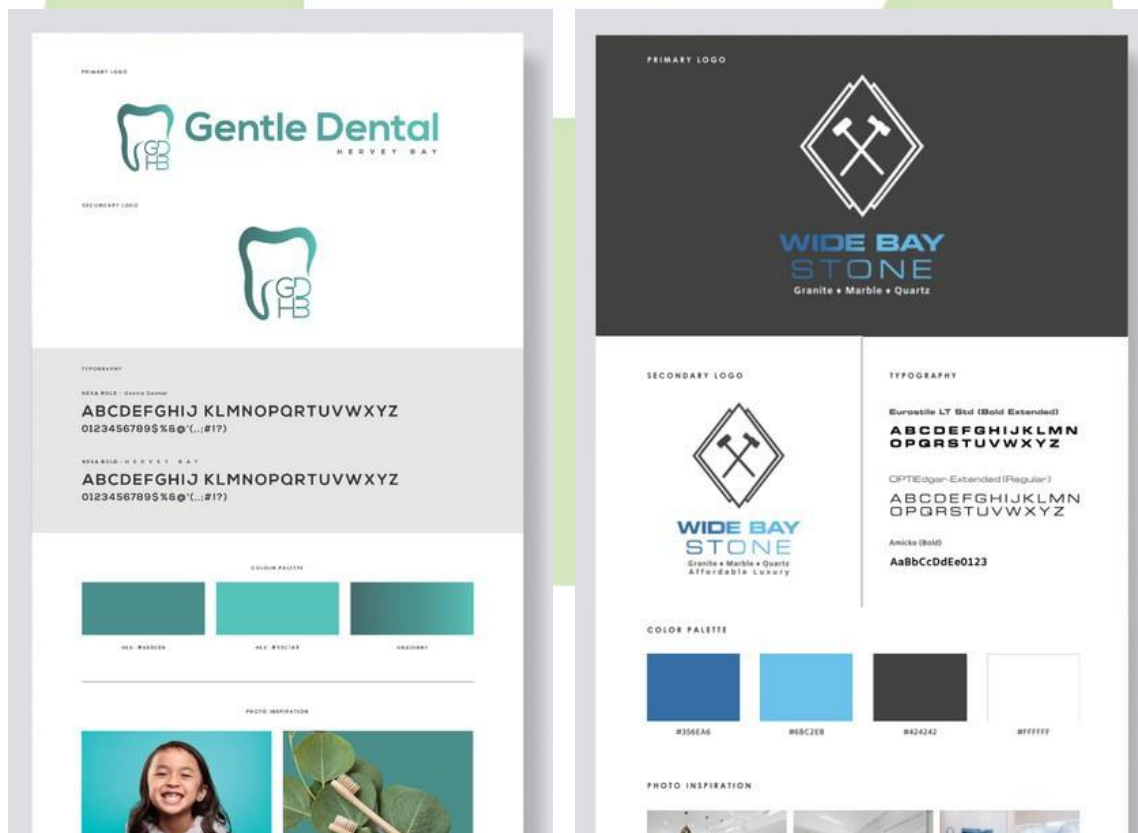
- our Silver logo (up to 6 revisions - any additional revisions will incur extra charges)
- a double-sided business card design (2 versions supplied)
- letterhead design provided in both PDF and Word files
- email signatures (up to 5 panels) provided in PNG files
- a branding style guide.

The new logo will be provided in various file formats including JPEG, PNG, PDF, EPS and AI. Any other file formats will be subject to additional costs.

Additional business card designs based on the original design are an investment of \$50.00 inclusive of GST for each additional design.

For the business card design aspect of this package, we do ask if your chosen printing company does have specific printing specifications/requirements, that you let us know at the beginning of the design phase.

This package is an investment of \$1,200.00 inclusive of GST **plus** any additional logo revisions charges and is payable before any final files are provided. Please note, we do not provide printing services.



Flyer Design

We also offer single or double-sided flyer design for either DL, A5 and A4 size. The single-sided flyer design is an investment of \$200.00 inclusive of GST whilst the double-sided flyer design is \$340.00 inclusive of GST.

Please note: unfortunately we do not offer printing as a service.



Graphic Design

Our graphic design rate is \$85 an hour. We can design various graphics to suit your individual needs such as window signage, specialised booklets, pamphlets etc.



Do you have any questions regarding our Graphic Design Services or Packages? Schedule a phone call with Tammie and Beth our dedicated Graphic Design Team using the following link: <https://JRMGProjects.as.me/?appointmentType=20468352>

About Us @ JR Marketing Group

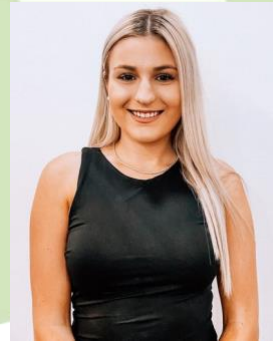
Located in the beautiful coastal city of Hervey Bay, we are a growing, dynamic team who are driven by results. We are FUN and not your average marketing agency! Let us help YOU get found ONLINE!



Josh
Director



Tammie
Office Manager



Beth
Admin & Branding Coordinator



Grace
Project Assistant



Jasmine
Project Assistant



Ian
Head of Websites



Charlotte
Social Media Manager



Olivia
Social Media Assistant



Tayla
Head of Social Media