

RESEARCH, MARKETING & CONTENT STRATEGY

GOAL

Gain visibility and brand recognition, increase user engagement. Building an organic and loyal social media following.

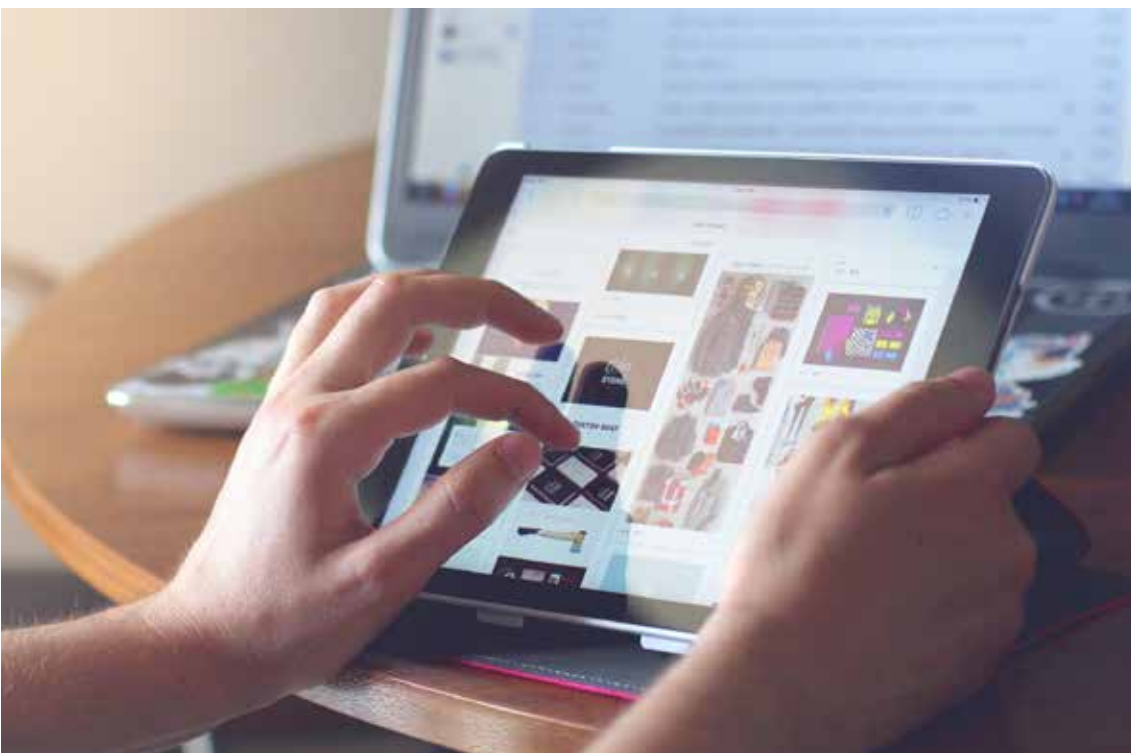
PLATFORMS

- Social Media
 - Facebook
 - Instagram
 - Linkedin
- Google Business Profile
- Email
- Website
- Ads
- Print Media



GOALS TO OBJECTIVE

BUSINESS OBJECTIVE	SOCIAL MEDIA GOALS	METRIC(S)
Grow the brand	Build Brand Awareness	Followers, shares, etc.
Turn customers into advocates	Develop Engagement	Comments, likes, @mentions, etc
Drive leads and sales	Increase Conversions	Website clicks, email signups, etc.
Improve customer retention	Consumer Recommendation	Testimonials, social media sentiment, etc.



WEB DESIGN PACKAGES

NANO

If you're not sure where to start and simply need a web page up as means of staking your claim on the web, this package is for you.

LKR **160,000**

START UP

You've had a site for a while or just starting out but want to ensure your brand has a seamless and consistent feel with the rest of your established business. Our Start-Up packages gives you a customised website with a unique look for your brand.

LKR **260,000**

EXPANSION

When you don't want to leave any stone unturned, the Expansion pack is what you want. It includes every feature we have available in our build packages along with the speed enhancements to optimise performance for your visitor and a kick-start on your SEO journey.

LKR **360,000**

WHAT YOU GET FOR THE PRICE

Every site gets:
A custom built Wordpress website with a premium responsive website template packed with loads of features and is completely easy to manage. 24/7 support by phone, ticket and live chat along with a huge library of self-help tutorials.

Responsive website design

Watch your site take shape whilst we build

Smart contact form

Homepage responsive slideshow

Customised Fav Icon and Site Identity

Site structure to suit your audience

e-Commerce Compatability

Customised footer and widgets

Customised theme styling to match your brand

10 Professional Royalty-free stock photos

Custom graphic design

Website optimised for speed

Setup of Google Analytics

Submission to all major search engines

Built and running eCommerce store

Integration to payment gateways

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SOCIAL MEDIA MARKETING PACKAGES

BEGINNER

LKR **16,000**
MONTH

2 Social Media Profiles

Facebook | Instagram

8 -10
Posts Per Month

4 -6
Posts Per Profile

Monitor + Public Responce

Monthly Performance
Report

**LKR 3,500 Included Ad
Budget**

GROWTH

LKR **32,000**
MONTH

2 Social Media Profiles

Facebook | Instagram

20 -25
Posts Per Month

10 -15
Posts Per Profile

Monitor + Public Response
+ Private Followup

Monthly Performance
Report

**LKR 7,000 Included Ad
Budget**

PILLER

LKR **48,000**
MONTH

3 Social Media Profiles

Facebook | Instagram
LinkedIn

35 -45
Posts Per Month

10 -21
Posts Per Profile

Monitor + Public Response
+ Private Followup

Monthly Performance
Report + Weekly Online
Update Meeting

**LKR 12,000 Included Ad
Budget**

ALL PACKAGES INCLUDE

Social Profile Creation

Onboarding Questionnaire

Social Media Audit

Audience Analysis + Creation



BRANDING AND DESIGNING

LOGO/ BRAND DESIGN

LKR **15,000**
3 logo concepts + SM Profile Picture + 1 round of changes

GOOGLE BUSINESS PROFILE

LKR **15,000**
Google SEO + Quick review QR sticker

E-FLYER

LKR **5,000**
PDF ,JPEG, PNG and HTML formats + 1 campaign thru CBL database + 1 round of changes

BUSINESS EMAIL SETUP

LKR **15,000**
Zoho server + Free for lifetime upto 5 users

BUSINESS CARD DESIGN

LKR **5,000**
Business Card template + 1 round of changes

A4 FLYER DESIGN

LKR **4,000**
Single sided A4 size brochure + 1 round of changes

DL FLYER DESIGN

LKR **2,500**
Double sided DL (210mm x 99mm) brochure + 1 round of changes

TRIFOLD BROCHURE

LKR **8,000**
Double sided Tri-fold brochure + 1 round of changes

POWERPOINT PRESENTATION

LKR **10,000**
5 Slide PowerPoint template + 1 round of changes

WORD TEMPLATE

LKR **10,000**
Long format and short format + 1 round of changes

CUSTOMIZED DESIGN

LKR **4,000**/hr
Hire our creative team by the hour to make your custom designs

CONTACT US

CREATIVE
BRAND LABS

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