

# COVID

## RECOVERY PACKAGES

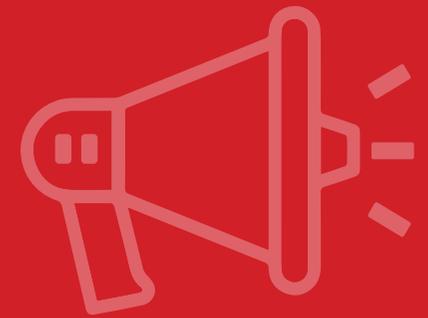
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redsteps

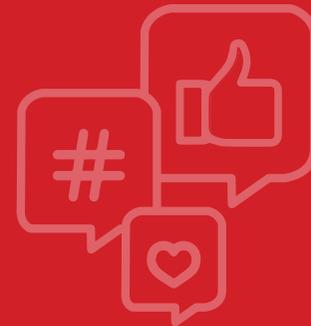


As life begins to feel a little more normal in Australia, we have put together a range of COVID recovery campaign packages to help businesses get back on track.



If you want to shout out to your customers that you've reopened, show off your new products and services or reconnect with your audience, Redsteps is here to help get your message out to your customers.

These packages are designed to build brand awareness, drive sales and improve customer loyalty. In conjunction with your regular marketing activities, these packages will give your business the extra boost it needs post-lockdown.



To find out more about these packages or any of our many other marketing services, get in touch with us today!

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\*All prices in this document are ex GST and are subject to change.

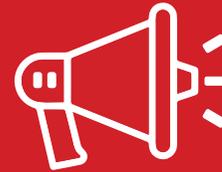


## WEBSITE PACKAGE

Get a brand new, refreshed website to re-launch your business back to your customers post-COVID! Our websites help ensure you're found on Google by your target audience.

- ▶ 10 Page website
- ▶ Mobile responsive
- ▶ Search Engine Optimised (SEO)
- ▶ Website management & training included
- ▶ 1 year website hosting

\$2,730



## GOOGLE ADS CAMPAIGN

Missed business opportunities as a result of COVID and need to get your business back in front of customers fast? Google Ads has the ability to generate leads from the get-go.

- ▶ Campaign set up
- ▶ Conversion tracking
- ▶ 3 Ads to test the market
- ▶ Two month campaign management
- ▶ Results reporting
- ▶ \$930 ad budget included for two month campaign period

\$1,970

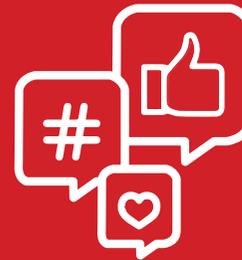


## ECOMMERCE WEBSITE PACKAGE

As physical stores have become an unreliable place of trading, it's time to consider taking your products online! Sell your products to new customers with an ecommerce site.

- ▶ Same inclusions as the 'Website Package'
- ▶ + WooCommerce Installed
- ▶ + 15 products loaded up to start
- ▶ Linking with PayPal, Stripe or preferred payment gateways
- ▶ 2hrs website training included
- ▶ 1 year website hosting

\$3,820

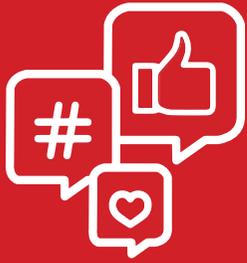


## SOCIAL MEDIA STRATEGY

Need some help building your social media following and increasing sales? Our social strategies are personalised for you to demystify social media planning, posting and advertising in your industry.

- ▶ Social media strategy
- ▶ Brand awareness advertising campaign for growth
- ▶ One month of sample content created
- ▶ BONUS FB & IG posts scheduled with targeted boosts applied for one month

\$1,985



## SOCIAL ADVERTISING EXPOSURE CAMPAIGN

Need to boost your sales and let customers know that you're back to business as usual? Advertising is most affordable with social media and a recovery campaign can give you the boost your business needs.

- ▶ Facebook & Instagram advertisements (4 ads, one month)
- ▶ Targeted to your specific audience
- ▶ Option to retarget audiences if already collecting data
- ▶ Facebook pixel integration
- ▶ Campaign management

\$1,900



## EMAIL MARKETING SETUP & TRAINING

Build a long lasting relationship with your customers with email marketing. Emails are the best way to directly communicate with your audience and keep customers up-to-date with your business.

- ▶ Mailchimp account set up
- ▶ Email template designed
- ▶ Up to 2 x email campaigns created
- ▶ Subscribe form added to your website
- ▶ Database growth strategy
- ▶ Basic automation setup
- ▶ 1 hr training session

\$1,950



## COMPLETE MARKETING STRATEGY

A customised marketing strategy will be your roadmap to success, developed specifically for your business with all the research and recommendations to get you moving post-COVID.

- ▶ Industry & customer research
- ▶ Situational analysis
- ▶ Goals & objectives
- ▶ Strategies & implementation steps
- ▶ Budgeting
- ▶ Results measurement

\$3,850



## GRAPHIC DESIGN & BRANDING

Changed the way you do business during the pandemic? For new brochures, posters, signage, pamphlets, letterbox flyers and business cards, consider our print materials services.

- ▶ In-house designer
- ▶ Materials designed for your needs
- ▶ We print locally

CONTACT US FOR A QUOTE