

DIGITAL STRATEGY

PRICE SHEET



ABOUT YOUR CAMPAIGN

I will develop a digital strategy for your project that will enable you to set the marketing plan to action right away. If you implement the final digital strategy you will reach your marketing goals and reach your targeted audience. I will do a thorough Target Audience Analysis and we will together decide on clear goals for the social media and let all communication align with the goals.

COMPLETE DIGITAL STRATEGY

with or without implementation

INCLUDING

- Mission Statement
- Branding
- Website optimisation
- SEO
- Competitor Research / Market Research
- Social Media Marketing
- PR opportunities
- Revenue streams
- Release strategy

INCLUDING

- Audience Research
- Digital Strategy Goals
- Channels for communication
- Editorial Calendar
- Personas
- Digital tools + workflow suggestions

INVESTMENT

€650

INDEPENDENT ARTIST RATE

€570

USEFUL INFO

ABOUT SOCIAL MEDIA ADVERTISING

I highly recommend prioritising advertising on social media. The ever-changing algorithms will make it hard for a new account to reach their potential fans/customers. With just a small daily advertising budget, we can strategically place your most valuable content in front of the optimal audience. With a specific goal, for example brand awareness, email list sign-ups or building your following on Spotify/Youtube, the ad budget will be optimised to lead the audience through a sales funnel.

FIRST STEPS...

I will ask you to fill in a document with information about your brand/product, competitors, demographics and geographic aims. I will then start doing audience research, develop a clear strategy and start implementing.