

# Digital Growth Packages



## Digital Health Check & Repair (One-Off Project)

**For:** Businesses who want to fix what's broken, refresh their online presence, and get a clear plan for moving forward, without committing to ongoing marketing just yet.

Price: \$1,500 (one-off)

Inclusions:

- Website audit (conversion, speed, mobile responsiveness)
- Minor website repairs & fixes (broken links, poor CTAs, layout tweaks)
- Google Business Profile setup/refresh
- Social media audit (content quality, branding, bio optimisation)
- Recommendations document for future growth

### Optional Bolt-Ons:

Social Media Ongoing Management – 8 posts/month + scheduling (+\$600 p/m)



## Digital Optimisation & Growth (Project + Ongoing Options)

**For:** Businesses ready to go beyond repairs and actively improve their visibility, search rankings, and lead generation, while keeping ongoing options flexible.

Price: \$2,800 (one-off)

Includes Everything from Package 1, plus:

- On-page SEO optimisation for top 10 priority pages
- Local SEO targeting (Melbourne/Victoria focus)
- LLMO optimisation (content tailored for AI-driven search results)
- Keyword research + implementation plan
- One blog or resource article included (SEO optimised)

### Optional Bolt-Ons:

Ongoing Social Media – 12 posts/month (+\$800 p/m)

Monthly EDM Campaign – content creation + design + send (+\$450 p/m)



## Full Marketing Partner (Retainer)

**For:** Businesses who want a single point of contact handling every aspect of their digital marketing – from strategy to execution – so they have a trusted partner driving their marketing growth while they focus on running the business.

Price: \$6,000 per month

Includes Everything from Package 1 & 2, plus:

- Paid ad management (Google & Meta) – ad spend separate
- Full social media management (20+ posts/month, stories, engagement)
- Monthly EDM campaigns (up to 2/month)
- Quarterly photo & video content creation
- Dedicated support for strategy, creative, or tech fixes
- Monthly deep-dive analytics & strategy review