



MONTHLY RETAINER

2024

MONTHLY RETAINER

SERVICES

PREMIUM

MID TERM

STARTER
PACK

BONUS SERVICE

- ✔ Strategic Design
- ✔ Campaign Planning & Execution
- ✔ Listening & Monitoring
- ✔ Community Building & Engagement

Online PR service (Blog write ups)	4 Blog in a month	3 Blog in a month	2 Blog in a month
Content Creation (graphical content)	20 graphics in a month	15 graphics in a month	12 graphics in a month
Content Creation (Video content)	1 video a month	1 video every 2 Months	1 video per quarter (3 Months)
Account management (Social pages & website update)	Post 3 times daily	Post 2 times daily	Post 1 times daily
Product photography service	1 photo session per month	1 photo session every 2 months	1 photo session per quarter (3 months)
Digital advisory	FREE	FREE	FREE
Online media buying	1,000,000+ Impressions	500,000+ Impressions	50,000+ Impressions

TOTAL

GHS 12,550

GHS 8,450

GHS 4,550

MEDIA BUYING PACKAGES

ITEMS	QUANTITY	UNIT PRICE	TOTAL COST
Facebook and Instagram	1 Campaign per Quarter	\$850	\$3,400 per year
LinkedIn ads	1 Campaign per Quarter	\$850	\$3,400 per year
Google Ads	1 Campaign per Quarter	\$850	\$3,400 per year
Twitter	NOT OPENED TO GHANA YET		
Whatsapp ads	FREE	FREE	FREE

Note:

Budget decision is solely dependent on client. We only recommend, however the client is at liberty to choose the budget deemed appropriate.

EXCLUSIVE SERVICE CHARGES

(Optional)

ITEMS		TOTAL COST
Brand Identity Building		Gh¢3,400
Website Development & Maintenance		starting from Gh¢4,500
Website Maintenance		per year Gh¢3,500
Search Engine Optimization		per month Gh¢2,850
Production on-site		per episode Gh¢18,500
Drone Shoots / project		per episode Gh¢5,600
Influencer Marketing	[cost may vary depending of the influencer the brand Chooses]	
Voice-over jingle production	Radio jingles (ads) Standard 45 seconds	Standard 45 Seconds Gh¢5,000
Double Voices	Male & Female	Standard 45 Seconds Gh¢6,500

TRAINING SERVICES

Certification



Certified by our academic partner Koforidua Technical University.

ITEM	DURATION	CERTIFICATION	TOTAL COST
Executive Social Media & Digital Marketing Course	1 Month with Continuous Development	Certified by our academic partner - Koforidua Technical University	GH¢2,000 per head 20% Discount Applied

Course Overview

Who is this course for?

The social media marketing crash course is suitable for business and marketing executives who are responsible for planning, execution and management of social media strategy. Social media specialists, enthusiasts, executives or anyone who would like to enhance their digital marketing knowledge would excel in this course.

What you can expect?

Through dynamic lectures, hands on training, locally relevant case studies, we will take you through the areas needed to professionally use social media to improve business performance

<p>Module 1</p> <p>Introduction to Social Networks</p>	<p>This module introduces you to the concept of social media, tools used in social media marketing, popular social media platforms, social media as a catalyst for marketing business and how social media can improve overall business growth.</p>
<p>Module 2</p> <p>Community Building and Engagement</p>	<p>An engaged and matured community make it easy for companies and brands to convert members of the community to customers who will purchase the company's products and services and eventually become advocates. This module will introduce you to natural relationship principle that underline social media community building.</p>
<p>Module 3</p> <p>Content Creation</p>	<p>This module will introduce you to the concept of engaging with and acquiring customers through the curation of relevant and compelling content.</p>
<p>Module 4</p> <p>Crisis Management</p>	<p>Managing a business on social media is a two-way communication as such can cause unintended problems to a business or brand.</p> <p>This topic will teach you how to develop a social media crisis management plan and social policy to prevent such problems from occurring and escalating into crisis.</p>
<p>Module 5</p> <p>Social Media Listening and Monitoring</p>	<p>This module introduces you to the concept of social media listening. How you can uncover what people are saying about a brand online and how you can setup a social media listening plan.</p>
<p>Module 6</p> <p>Social Metrics and ROI</p>	<p>Social media metrics will help you understand how a business is performing on the social space.</p> <p>This module will highlight the various metrics to assign when analyzing a business performance on social media and the tools used in tracking those metrics</p>
<p>Module 7</p> <p>Launching a Business on any Social Network</p>	<p>Launching a business on a social media can be a very challenging task. This module will take you through the steps involved in launching a business on any social network.</p>

<p>Module 8 Social Media Strategic Planning</p>	<p>Bringing all the modules together, you will be guided on how to create a social media strategy using our 2018 Social Media Strategy Workbook</p>
<p>Module 9 Social Media Advertising and Campaign Planning</p>	<p>You will be guided on how to plan social media campaigns from the research stage, budgeting and finally launching adverts on Facebook, Instagram and LinkedIn using various campaign management systems.</p>

SOME OF OUR PAST CLIENTS



STUDENTS LOAN TRUST FUND
Providing equal financing to tertiary education





Digital Media Bureau

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