



2024

Service & *Pricing* Guide

Marketing Solutions for Your Business Growth

WWW.VMURRAYMARKETINGANDMEDIA.COM

Hello & *Welcome*



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Understanding This Service Guide

The intention behind this service guide is to provide a transparent, comprehensive overview of what I offer. I firmly believe that an informed client is an empowered one, and I've crafted this document with that sentiment in mind.

Whether you're engaging with my services for the first time or you've returned to work with me again, this guide is designed to answer your questions, clarify my offerings, and ensure every interaction you have is seamless and insightful.

My *Mission* And Vision

My Vision

Empowering small businesses & individual creators by crafting tailored digital marketing strategies that not only drive growth but shape lasting visibility and success.

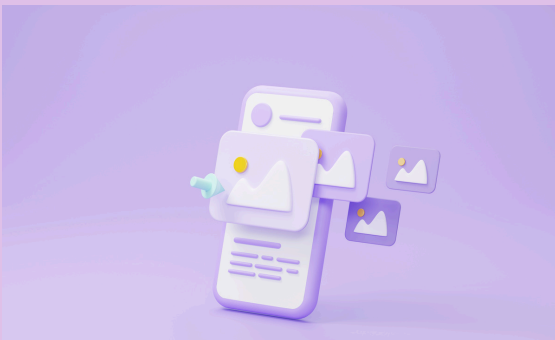


My Mission

01.

Affordable, Results-Driven Solutions

My focus is on delivering digital marketing strategies that prioritize web design, social media management, graphic design, and content marketing to help clients enhance their online presence and achieve their business objectives.



02.

Deep Understanding of Client Goals

Beyond just marketing services, I invest time in understanding the unique goals of each client, ensuring that my solutions align with their aspirations and create a meaningful impact.

03.

Personalized Strategies for Lasting Impact

Tailoring each approach to the unique needs of my clients, I ensure that every strategy not only meets immediate goals but also builds a foundation for sustainable, long-term success.

My *Servíces* At A Glance



Driving Digital Success, One Strategy at a Time

In the dynamic world of digital marketing, my services are designed to deliver comprehensive and results-driven solutions tailored to your business needs. From strategic social media management to web design, content creation & graphic design, I provide personalized strategies that help elevate your online presence. Every project is a collaborative effort, combining your vision with my expertise to achieve growth, visibility, and long-term success for your brand.

Here's a snapshot of the services I offer

01. Web Design & Hosting

The digital home of your brand. I design and host websites that are visually appealing, user-friendly, and functional. Your site will be built to represent your brand's unique identity while providing a seamless user experience and reliable performance.

03. Content Creation

Bringing your brand to life through engaging visuals. I offer basic videography and photography services, ideal for TikToks, client interviews, sales interactions, and more. With tools like ring lights and tripods, I ensure your content stands out and drives engagement.

02. Social Media Management

Your brand's voice in the digital space. I manage your social platforms to engage audiences, build communities, and create meaningful connections that reflect your brand's values.

04. Graphic Design

Visuals that communicate. From flyers and business cards to digital assets, I create designs that are not just visually stunning but aligned with your brand's message and identity, ensuring a consistent and professional presentation across all mediums.

Web Design

*designing the perfect digital space for
your brand*

Optional Hosting & Maintenance

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Investment
Starts From:

**R2000 (excluding
hosting)**

What You'll Get

- ✓ Custom website design
- ✓ Responsive & mobile-friendly layout
- ✓ User-friendly content management system (CMS)
- ✓ SEO optimization
- ✓ Detailed design mockups
- ✓ Website launch assistance



"Our website now feels truly professional and user-friendly. The design matches our brand, and the process was seamless."

Uvongo Estates

Here's What The Process Looks Like

01. Discovery

I start by understanding your brand's goals, audience, and vision to tailor a website that aligns with your business objectives.

02. Wireframing & Design

I create detailed wireframes and design mockups to ensure a visually appealing and user-friendly site. You'll have the chance to review and provide feedback at every stage.

03. Development

Once the design is finalized, I develop a fast, responsive website optimized for search engines, ensuring it delivers both in style and functionality.

04. Final Delivery

After testing and refining, I'll assist with launching the site, making sure it's fully functional and accessible across devices.

For inquiries, visit
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Social Media Management

your brand's voice in the digital space

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Note: Pricing will vary depending on how many platforms you need managed. The more platforms, the more comprehensive the management strategy will be, which can influence the final cost.

Investment Starts
From:

R2000 per month

What You'll Get

- ✓ Comprehensive social media audit
- ✓ Customized content calendar
- ✓ Platform-specific strategies
- ✓ Post scheduling & monitoring
- ✓ Monthly analytics reports
- ✓ Community engagement & management



"Since working with V.Murray Marketing & Media, we've seen a massive improvement in our engagement and online presence. Our social media now reflects our brand perfectly."

U.E. Hibiscus Coast Properties

Here's What The Process Looks Like

01. Research

I begin by conducting a detailed audit of your social media platforms and target audience. I explore your industry trends, competitors, and audience behavior to tailor strategies specific to your goals.

02. Strategy & Planning

Based on the research, I develop a comprehensive content calendar and strategy, focusing on engagement, brand voice, and community building.

03. Execution

I manage content strategies, post scheduling, and community engagement to ensure your brand's message is consistent across all platforms.

04. Monitoring & Optimization

I monitor your social media performance, track KPIs, and make necessary adjustments to optimize engagement and reach.

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Content Creation

storytelling that fuels your brand

NOTE:

Posts can be priced based on the type of content:

- Basic Photo Post: R500
- Reel/TikTok Video: R800
- Custom Written & Visual Post: R350

Discounts may apply for bulk content creation or ongoing content packages.

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Investment Starts From: **R350 per post (price may vary based on content type)**

What You'll Get

- ✓ Videography (captured via phone)
- ✓ Video editing with titles, music, and transitions
- ✓ Content planning & strategy for post structure
- ✓ Photography (captured via phone) & photo editing
- ✓ Written captions or accompanying text for posts
- ✓ Equipment: Ring lights, tripods, mini microphones



"The custom content by Venessa created gave our social media the fresh look we needed. Highly recommend their content services."

Wilner Retailers

Here's What The Process Looks Like

01. Research & Ideation

I begin by learning about your brand's audience and goals, helping to tailor each post to resonate with viewers. This includes brainstorming creative video and photo concepts, as well as written content.

02. Creation

Each post can include video footage, photos, or a combination of both. I handle the shooting, editing, and assembling of the content to create high-quality Reels, TikToks, or static posts.

03. Editing & Final Touches

I enhance the post with captions, titles, music, and other visual elements to ensure maximum engagement. Each post is edited to look professional and polished, ready for upload.

04. Delivery

You'll receive the final post in the required format for your chosen platform (Instagram, TikTok, etc.). I can also help with planning multiple posts in a series, or creating ongoing content strategies.

For inquiries, visit
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Graphic Design

visual communication for your brand

Investment Starts

From:

R1000 (per project)

What You'll Get

- ✓ Logo & branding designs
- ✓ Flyers, brochures & posters
- ✓ Social media graphics
- ✓ Business cards
- ✓ Packaging & promotional material
- ✓ Multiple file formats



"The designs were exactly what we needed to elevate our brand. Venessa delivered beyond expectations."

Wilner Retailers

Here's What The Process Looks Like

01. Research & Conceptualization

I gather insights about your brand's aesthetic and message to ensure the designs reflect your identity and communication goals.

02. Initial Designs

I create initial design drafts based on your feedback and refine them until we reach the perfect visual representation of your brand.

03. Refinement

Feedback is incorporated to fine-tune every detail, from colors to typography, ensuring the designs align with your vision.

04. Final Delivery

Once the designs are finalized, you receive the final files in all necessary formats, ready for print or digital use.

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Monthly Packages

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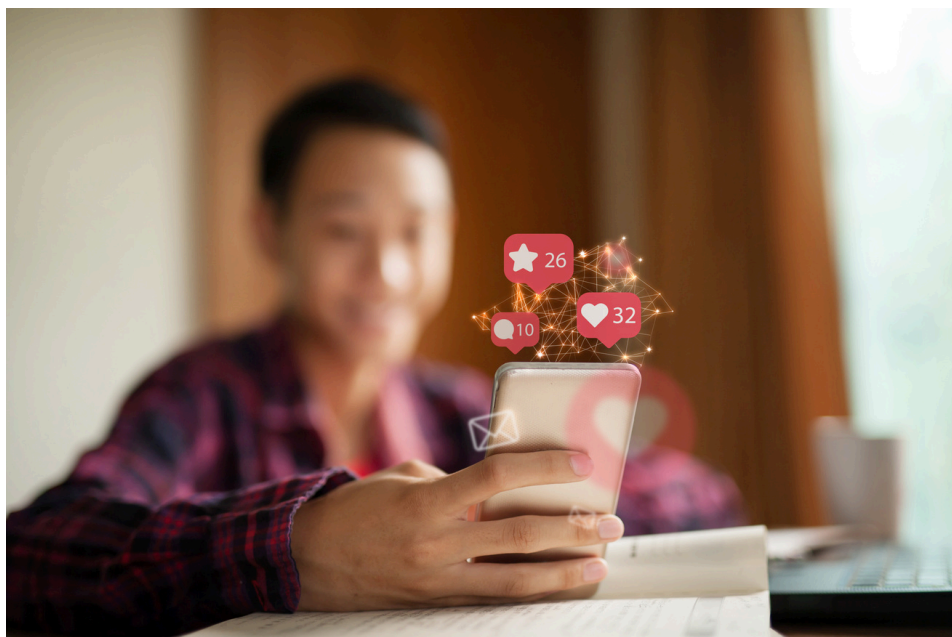
Introduction

The Start-Up Package is designed for small businesses or individuals just beginning to build their online presence. It offers a simple, cost-effective way to establish consistency on social media, with a mix of posts and videos to engage your audience. Whether you're looking to share your story or build brand awareness, this package gives you the essential tools to get started.

01. Start-Up Package

R3000

- Entry-level content and social media management for brands starting out.
- 1–2 social media posts per week (photo or text-based)
- 1 TikTok or Reel per month
- Basic content strategy & planning
- Caption writing for each post
- Basic video editing (titles, music, transitions)
- Platform management for 1 social media account
- Community engagement (likes, comments, basic interaction)
- 1 revision per post



Monthly Packages

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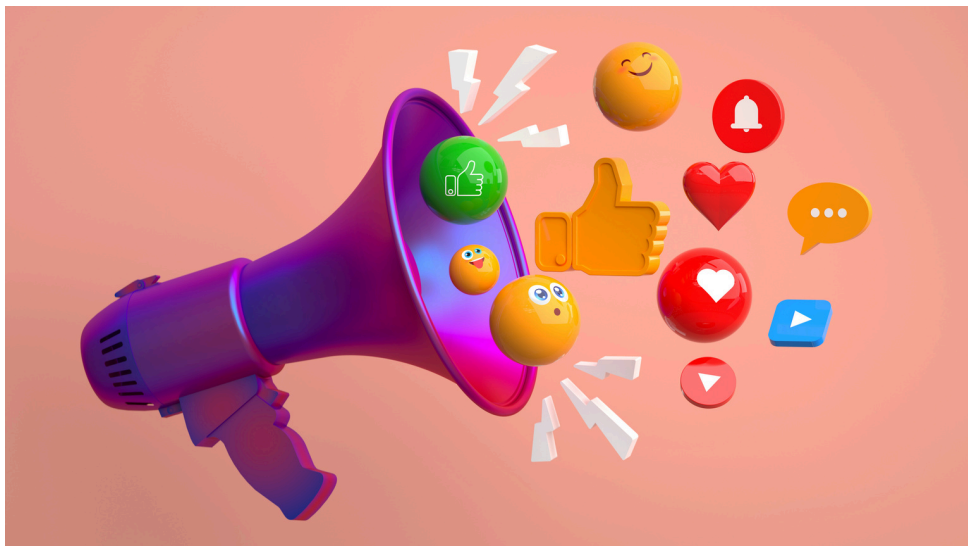
Introduction

The Professional Package is ideal for businesses that want to expand their social media presence with a more consistent flow of content and higher engagement. This package includes a mix of creative posts and videos, along with content strategy and planning, designed to help you build a strong, active online community. It's the perfect choice if you're aiming to drive interaction and grow your audience.

02. Professional Package

R5500

- For brands looking to increase their social media presence and engagement
- 3–4 social media posts per week
- 2 TikToks or Reels per month
- Content strategy & planning tailored to your audience
- Caption writing for each post
- Advanced video editing (titles, music, transitions, effects)
- Platform management for up to 2 social media accounts
- Community engagement & interaction
- Basic monthly performance tracking
- 2 revisions per post



Monthly Packages

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Introduction

The Advanced Package is crafted for brands seeking full-scale social media management and content creation. With frequent, high-quality posts, targeted content strategies, and extensive engagement across multiple platforms, this package is for businesses that need a comprehensive approach to content marketing. From TikTok to in-depth performance reviews, this package ensures your brand stays top of mind and delivers impactful results.

03. Advanced Package

R8000

- Comprehensive content and social media management for growing brands.
- 5–6 social media posts per week
- 4 TikToks or Reels per month
- Full content strategy, planning & scheduling
- Caption writing with SEO optimization (if needed)
- Advanced video editing with added graphics, transitions, and effects
- Platform management for up to 3 social media accounts
- In-depth community management & engagement
- Monthly performance tracking with a detailed report
- Assistance with TikTok planning and filming
- 3 revisions per post
- Quarterly strategy review meeting



Custom Packages

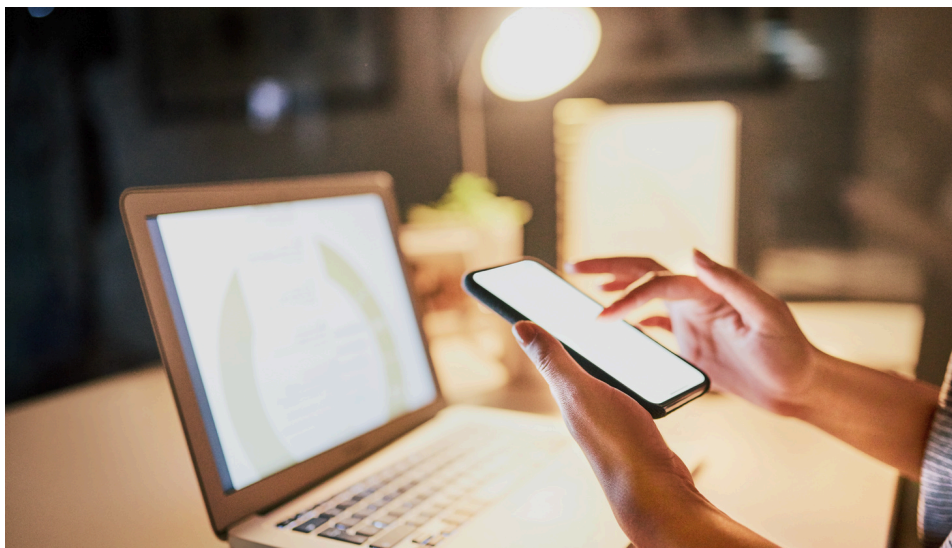
Introduction

The Custom Package is designed for brands that require a tailored approach to content creation and social media management. Whether you need more posts, special content types, or additional platforms, we will craft a package that fits your specific goals and audience. This option allows you to have maximum flexibility, ensuring your online presence is as unique as your brand.

Pricing

Dependent on services selected by the client.

- Flexible number of social media posts per week
- Custom number of TikToks or Reels per month
- Full content strategy & planning with targeted ideas
- Custom written content (blogs, articles, etc.) if needed
- Advanced video editing & additional services
- Platform management for multiple accounts
- In-depth monthly performance tracking
- Unlimited revisions per post
- Tailored community engagement strategy
- Ongoing consultation and strategy adjustment



Are We A *Good* Fit?



We Are A Good Fit If

- ✓ You value communication and collaboration.
- ✓ You understand the importance of investing in quality content.
- ✓ You're open to feedback and suggestions based on my expertise.
- ✓ You're committed to a timeline and respect the creation process.
- ✓ You recognize the power of digital marketing and its long-term impact.
- ✓ You're seeking a partnership, not just a transaction.

We Are Not A Good Fit If

- ✗ You expect immediate results without iterative refinement.
- ✗ You're seeking the lowest possible price over value and expertise.
- ✗ You prefer dictating every detail without flexibility.
- ✗ You're unable to commit to timelines or provide timely feedback.
- ✗ You see digital marketing as an optional extra rather than a core necessity.
- ✗ You view our interaction as a one-time engagement with no follow-up.

Portfolio

Jay Rushworth
Owner / Principal agent

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- Uvongo, South Coast, KZN 4270

Your Trusted Partner in Property Excellence.



Estates Hibiscus Coast Properties

Residential with 17951, 87120063

go Estates Hibiscus Coast Properties!

South Coast of KZN since 2001, our family-run real estate agency specializes in residential letting, property management, and residential property sales.

Miss Out! We still have a few units
s Day weekend. Secure your spo

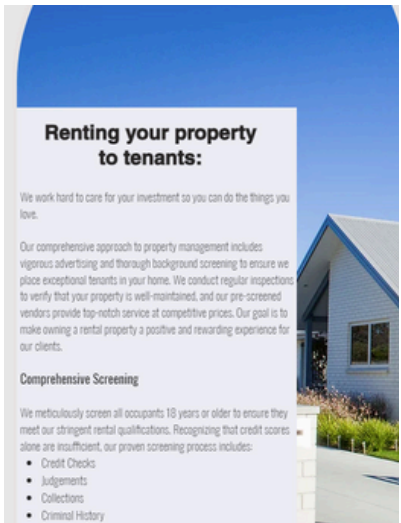
by Uvongo Estates

Post reach ⓘ

4,408

Eng

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Renting your property to tenants:

We work hard to care for your investment so you can do the things you love.

Our comprehensive approach to property management includes vigorous advertising and thorough background screening to ensure we place exceptional tenants in your home. We conduct regular inspections to verify that your property is well-maintained, and our pre-screened vendors provide top-notch service at competitive prices. Our goal is to make owning a rental property a positive and rewarding experience for our clients.

Comprehensive Screening

We meticulously screen all occupants 18 years or older to ensure they meet our stringent rental qualifications. Recognizing that credit scores alone are insufficient, our proven screening process includes:

- Credit Checks
- Judgements
- Collections
- Criminal History

Rent Accommodation Buy

Home Loan Process

Buyers Guide

Navigating the journey of purchasing your first home can be both exciting and overwhelming...

[Link to full article](#)



01. What services do you offer in digital marketing?

I specialize in social media management, content creation, graphic design, and web design. My goal is to create tailored solutions to grow your business's online presence.

02. How long does a typical project take?

The timeline varies depending on the scope of work. Social media management is ongoing, while a basic website can take 2-4 weeks to complete. For graphic design (e.g., flyers), expect a turnaround of 1-2 weeks. We'll discuss specific timelines during our consultation.

03. Do you work with international clients?

Yes, I do! Digital tools make it easy for me to collaborate with clients from all corners of the world.

04. How do we get started on a project?

We'll begin with an initial consultation where I learn about your business goals and needs. From there, I'll provide a customized proposal, and once we agree on the terms, we can start bringing your project to life.

05. Do you provide support after the project is completed?

Absolutely! I aim to build lasting relationships with my clients. If you need further updates, tweaks, or assistance after a project, I'm available to help.



Ready to Start a *New Project?*

If you've got a clear vision and are eager to
kickstart your project, let's dive in!

Fill out the contact form form at
WWW.VMURRAYMARKETINGANDMEDIA.COM

If you're still in the exploration phase or have more questions, no worries at all.

Send any questions you have at:



vmurray.biz1999@gmail.com