



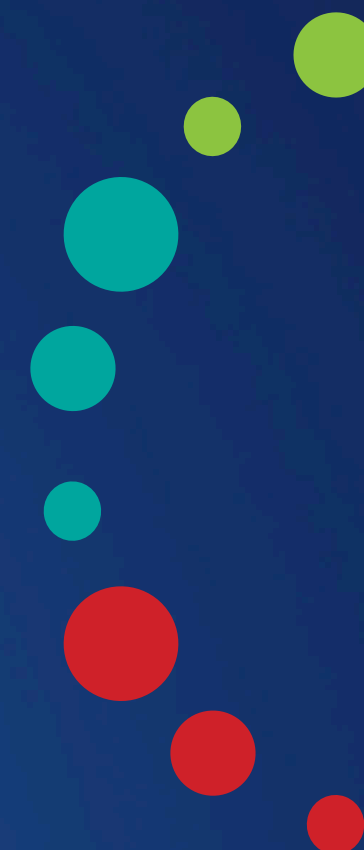
FIXITPR

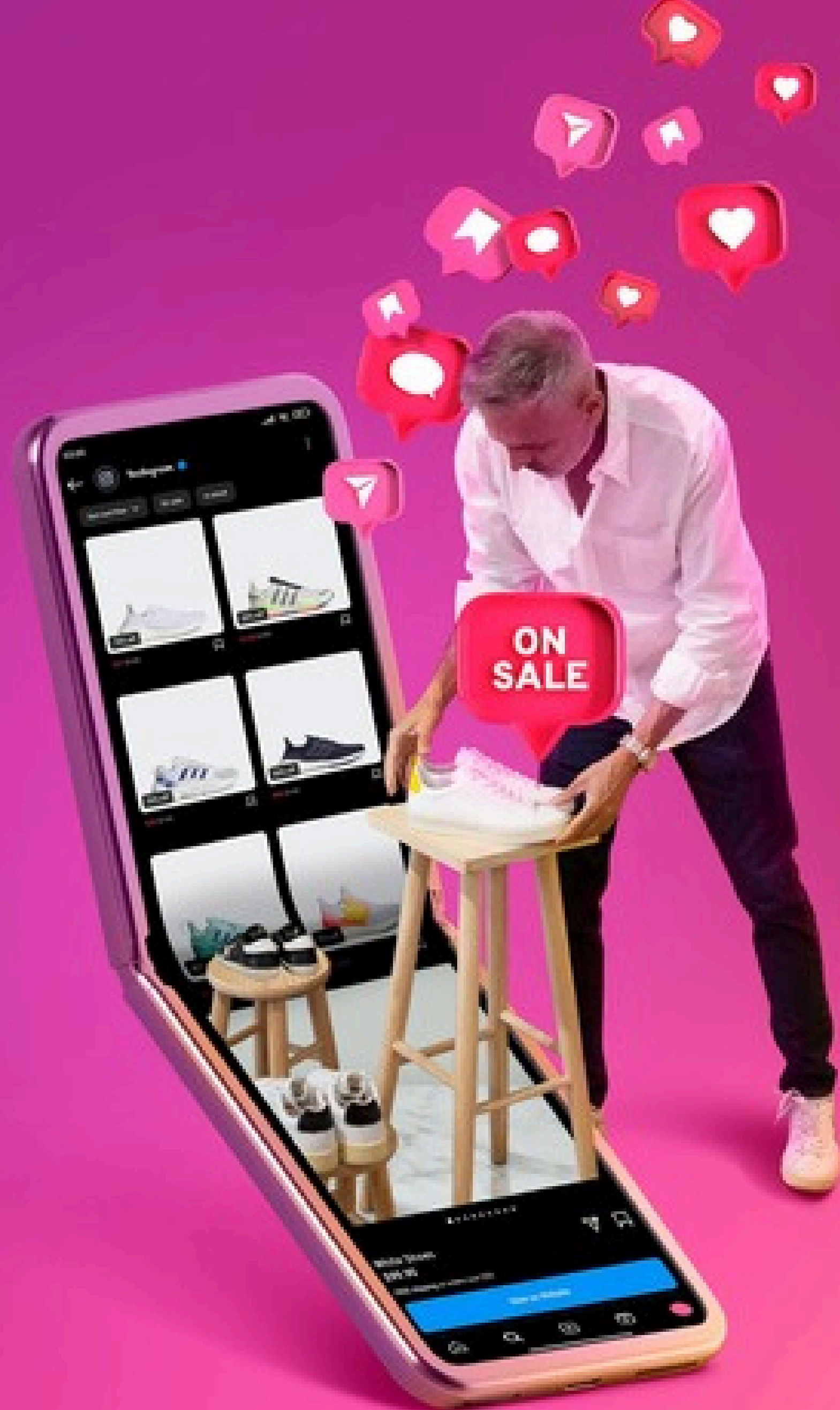
ADVERTISING AGENCY



Social Media Engagement & Brand Development Strategy

RATECARD





SOCIAL MEDIA MANAGEMENT PROPOSAL

Our social media marketing campaigns are targeted to reach your customer or audience globally. We identify where your targeted audiences are along the buyer's journey, create personas & adsets, employ targeted media buying, learn from campaign data and optimize for better results as your campaign progresses on.

We ran results-driven social media marketing campaigns on digital platforms such as Facebook, Instagram, Twitter, YouTube, LinkedIn.





PRICE PACKAGES

PAGE SET UP

We help you to set up your page. Choose the appropriate type of page and layout, insert all your business, operations and profile details. Design and make the first cover photo and profile photo. Make the first timeline post, add you and selected people as administrators and hand over the page whoever will manage it.

Charges – One time set up fee

Facebook, Instagram, YouTube, X and tiktok

@ Ksh. 17,400/- exclusive of 16% VAT



FIXITPR BASIC PACKAGE



For this package we carry out all of our outlined responsibilities including & not limited to:-

Help to set up your page and manage it.
Post on a premium day **Once a day** on either Facebook, Instagram or Twitter [You choose].
Social media strategy
Social media content creation (graphics and caption)
Scheduling and publishing of content
Engagement/community management
Manage all posted articles, photos and promos.

We promote and boost your social media advertisement campaigns on your social media pages.
Consistently connect the page to relevant audiences, pages, through hash tags and company name tags.
Answer general FAQ and help alert your admin to respond to all other enquiries and mail.
generate a monthly analysis about the progress of your page.

Graphic designs Ksh.10,000/- per month

Page Administration Ksh. 20,000/- per month
Advert/ promo boosting* Ksh. 5,000/- per month

Total monthly charges • Ksh. 35,000/- exclusive of 16% VAT

*Plus advertising charges client to cover this cost as per desired amount.

Total monthly charges • KSh 40,600/- Inclusive of 16% VAT

FIXITPR STANDARD PACKAGE



For this package we carry out all of our outlined responsibilities including & not limited to:-

Help to set up your page and manage it.

Post on a premium day **Twice a day** on either Facebook, Instagram or Twitter [You choose] or on all.

Social media strategy

Social media content creation (graphics and caption)

Scheduling and publishing of content

Engagement/community management

Manage all posted articles, photos and promos.

We promote and boost your social media advertisement campaigns on your social media pages.

Consistently connect the page to relevant audiences, pages, through hash tags and company name tags.

Answer general FAQ and help alert your admin to respond to all other enquiries and mail.

generate a monthly analysis about the progress of your page.

Graphic designs Ksh.25,000/- per month

Page Administration Ksh. 20,000/- per month

Advert/ promo boosting* Ksh. 10,000/- per month

Total monthly charges • Ksh. 55,000/- exclusive of 16% VAT

*Plus advertising charges client to cover this cost as per desired amount.

Total monthly charges • Ksh. 63,800/- Inclusive of 16% VAT

FIXITPR AGGRESSIVE PACKAGE



For this package we carry out all of our outlined responsibilities including & not limited to:-

Help to set up your page and manage it.
Post on a premium day **Thrice a day** on either Facebook, Instagram or Twitter [You choose] or on all.
Social media strategy
Social media content creation (graphics and caption)
Scheduling and publishing of content
Engagement/community management
Manage all posted articles, photos and promos.

We promote and boost your social media advertisement campaigns on your social media pages.
Consistently connect the page to relevant audiences, pages, through hash tags and company name tags.
Answer general FAQ and help alert your admin to respond to all other enquiries and mail.
generate a monthly analysis about the progress of your page.

Graphic designs	Ksh.30,000/-	per month
Image subscription	Kshs.10,000/-	per month

Page Administration	Ksh. 35,000/-	per month
Advert/ promo boosting*	Ksh. 10,000/-	per month

Total monthly charges • Ksh. 85,000/- exclusive of 16% VAT

*Plus advertising charges client to cover this cost as per desired amount.

Total monthly charges • Ksh. 98,600/- Inclusive of 16% VAT

FIXITPR PREMIUM PACKAGE



For this package we carry out all of our outlined responsibilities including & not limited to:-

Help to set up your page and manage it.

Post daily on all social media platforms at all optimal times to sustain engagement

Social media strategy

Social media content creation (graphics and caption)

Scheduling and publishing of content

Engagement/community management

Manage all posted articles, photos and promos.

We promote and boost your social media advertisement campaigns on your social media pages.

Consistently connect the page to relevant audiences, pages, through hash tags and company name tags.

Answer general FAQ and help alert your admin to respond to all other enquiries and mail.

generate a monthly analysis about the progress of your page.

Graphic designs	Ksh.60,000/-	per month
Image subscription	Kshs.10,000/-	per month

Page Administration	Ksh. 60,000/-	per month
Advert/ promo boosting*	Ksh. 30,000/-	per month

Total monthly charges • Ksh. 160,000/- exclusive of 16% VAT

*Plus advertising charges client to cover this cost as per desired amount.

Total monthly charges • Ksh. 185,600/- Inclusive of 16% VAT

FIXITPR

GOOGLE ADS



STARTER PACKAGE

From

Ksh. 30,000 /Month

Designed to help businesses establish their first Google Ads campaigns, focusing on cost-effective lead generation and brand visibility.

- ✓ Google Search Ads setup 
- ✓ Google Display Ads management 
- ✓ Keyword research & search intent analysis 
- ✓ Competitor advertising analysis 
- ✓ High-converting ad copywriting 
- ✓ Conversion tracking setup 
- ✓ Smart bidding configuration 
- ✓ Remarketing audience setup 
- ✓ Monthly optimization & reporting 
- ✓ Up to 5 ad groups 

ESTIMATED ROI

2x – 4x Return

GET STARTED



PREMIUM PACKAGE

From

Ksh. 75,000 /Month

Designed to help businesses establish their first Google Ads campaigns, focusing on cost-effective lead generation and brand visibility.

- ✓ Google Search + Display Ads 
- ✓ YouTube Ads management 
- ✓ Performance Max campaigns 
- ✓ Advanced audience targeting 
- ✓ Enhanced conversion tracking 
- ✓ Google Tag Manager integration 
- ✓ Landing page optimization guidance 
- ✓ A/B testing for creatives & messaging 
- ✓ Weekly optimization & strategy reviews 
- ✓ Up to 10 ad groups 
- ✓ Lead generation funnel optimization 
- ✓ Advanced remarketing campaigns 

ESTIMATED ROI

3x – 6x Return

GET STARTED

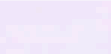


ELITE PACKAGE

From

Ksh. 190,000 /Month

A comprehensive solution for brands seeking maximum visibility, reputation management, and digital growth.

- ✓ Full-funnel PPC campaign strategy 
- ✓ Google Shopping Ads management 
- ✓ Discovery Ads & advanced remarketing 
- ✓ AI-powered bid optimization 
- ✓ Cross-device conversion tracking 
- ✓ GA4 & ecommerce integrations 
- ✓ Advanced audience segmentation 
- ✓ Dedicated PPC account manager 
- ✓ Priority optimization & support 
- ✓ Weekly reporting & KPI reviews 
- ✓ Up to 20 ad groups 
- ✓ CRO & landing page performance analysis 

ESTIMATED ROI

5x – 10x Return

GET STARTED

FIXITPR

SEARCH ENGINE OPTIMIZATION



VISIBILITY

SEO Foundation & Search Visibility

- ✓ Comprehensive SEO audit & strategy
- ✓ Keyword research & search mapping
- ✓ Optimization of up to 20 website pages
- ✓ Technical SEO improvements
- ✓ Google Search Console setup
- ✓ Google Business Profile optimization
- ✓ 4 keyword-rich SEO blog posts monthly
- ✓ Internal linking optimization
- ✓ Core Web Vitals optimization
- ✓ Basic local SEO optimization
- ✓ Monthly SEO reporting & insights

From

KES 76,000 – 110,000 /mo

Estimated ROI: 2x – 4x Return



Best for: Startups & businesses building search visibility



All packages **exclude** domain, hosting & third-party tool costs.



GROWTH

MOST POPULAR

Traffic Growth & Conversion Optimization

- ✓ Advanced SEO strategy & competitor analysis
- ✓ Optimization of up to 40 website pages
- ✓ Advanced keyword gap analysis
- ✓ Topic cluster & pillar page strategy
- ✓ 6 SEO blog posts monthly
- ✓ Advanced local SEO optimization
- ✓ Ecommerce SEO for up to 35 products
- ✓ Schema markup implementation
- ✓ Landing page optimization
- ✓ AI chatbot & WhatsApp automation
- ✓ Advanced speed & database optimization
- ✓ Monthly SEO growth reporting

From

KES 156,000 – 185,000 /mo

Estimated ROI: 3x – 6x Return



Best for: SMEs & growing businesses scaling organic traffic



Minimum 3-month commitment recommended for optimal results.



MARKET LEADER

SEO Authority & Revenue Growth System

- ✓ Enterprise-level SEO strategy
- ✓ Optimization of up to 60 website pages
- ✓ Advanced AI search optimization
- ✓ Knowledge Graph optimization
- ✓ High-authority backlink strategy
- ✓ 8 SEO blog posts monthly
- ✓ Advanced ecommerce SEO optimization
- ✓ Full conversion funnel optimization
- ✓ A/B testing & CRO improvements
- ✓ Advanced analytics dashboards
- ✓ AI-powered lead qualification systems
- ✓ Enterprise technical SEO monitoring

From

KES 210,000 – 280,000 /mo

Estimated ROI: 5x – 10x Return



Best for: Established brands & businesses dominating search results



Prices are exclusive of **16% VAT**.

FIXITPR

THANK YOU

Effective social media marketing takes quality and consistency over time. Once we begin, we must be consistent and patient. Together we must be intentional and strategic to convert those interested, into loyal customers, through regular engagement, campaigns and promotions. The diligence will pay!

We are happy to present this proposal for your review. If you are interested in getting started, if you have any questions or need additional information, please reach out to the contacts in the next page.



FIXIT PR

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