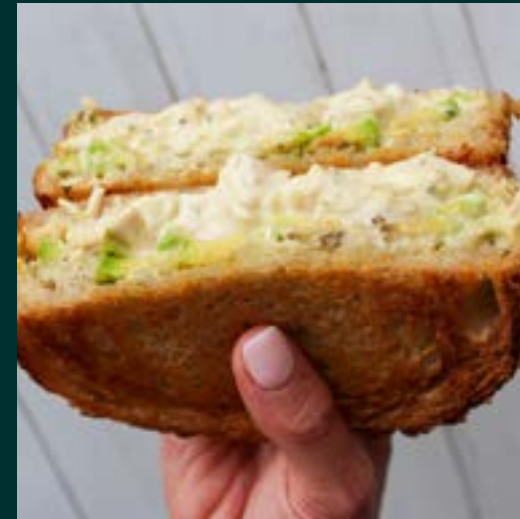


SOCIAL MEDIA

creating
scroll -
stopping
content.



**MIN. POSTS
PER WEEK**

**COST PER
MONTH**

**COST PER
DAY**

1-3

\$1600 + GST

\$53 + GST

4-6

\$3000 + GST

\$100 + GST

7-9

\$4200 + GST

\$140 + GST

10-15

\$5200 + GST

\$173 + GST

15+

Custom Quote

-

THIS INCLUDES

admin + meetings
strategy + scheduling
copywriting
content creation + editing

**PLATFORMS WE
WORK WITH**

facebook
instagram
tik tok
linked in
twitter

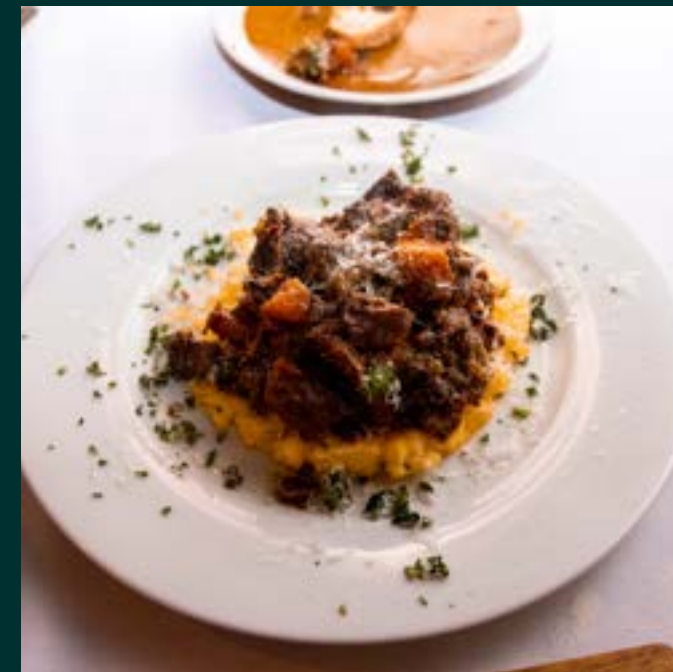
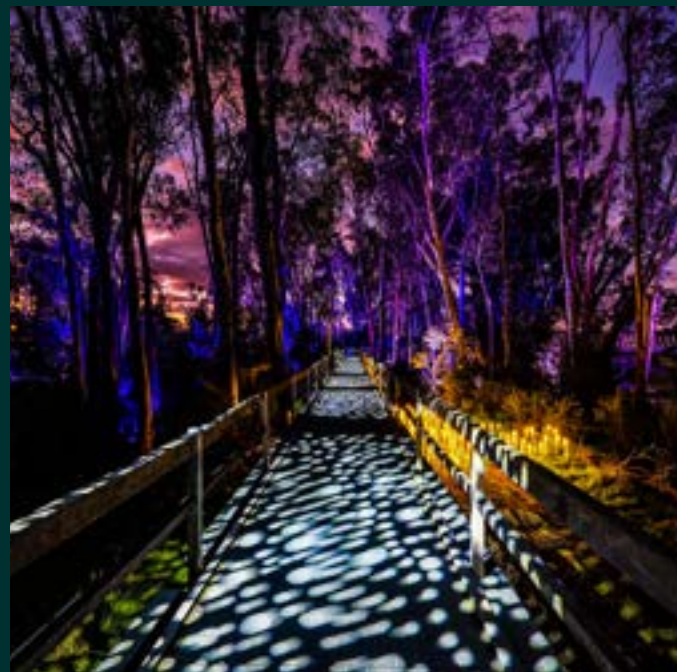
We are more than happy to customise our social media services and fees based on your needs (e.g. if you are only requiring content). Please enquire directly with us for a custom quote.

DIGITAL ADS



**TARGET YOUR
IDEAL AUDIENCE,
REACH MORE
PEOPLE +
GENERATE WEB
TRAFFIC**

**META ADS
TIKTOK ADS
GOOGLE ADS
YOUTUBE ADS**



IF WE'RE ALSO MANAGING SOCIALS OR BEING SUPPLIED QUALITY CONTENT THAT WE ASK FOR

MONTHLY AD SPEND PER PLATFORM		J2 MONTHLY FEES PER PLATFORM
up to \$4,000	\$1,500 + GST
\$4,001 - \$8,000	\$2,250 + GST
\$8,001 - \$12,000	\$3,000 + GST
\$12,001 - \$16,000	\$3,500 + GST
\$16,001 +	customised

all fees include setup and ongoing management of Ad Manager settings, Audiences + ad strategies

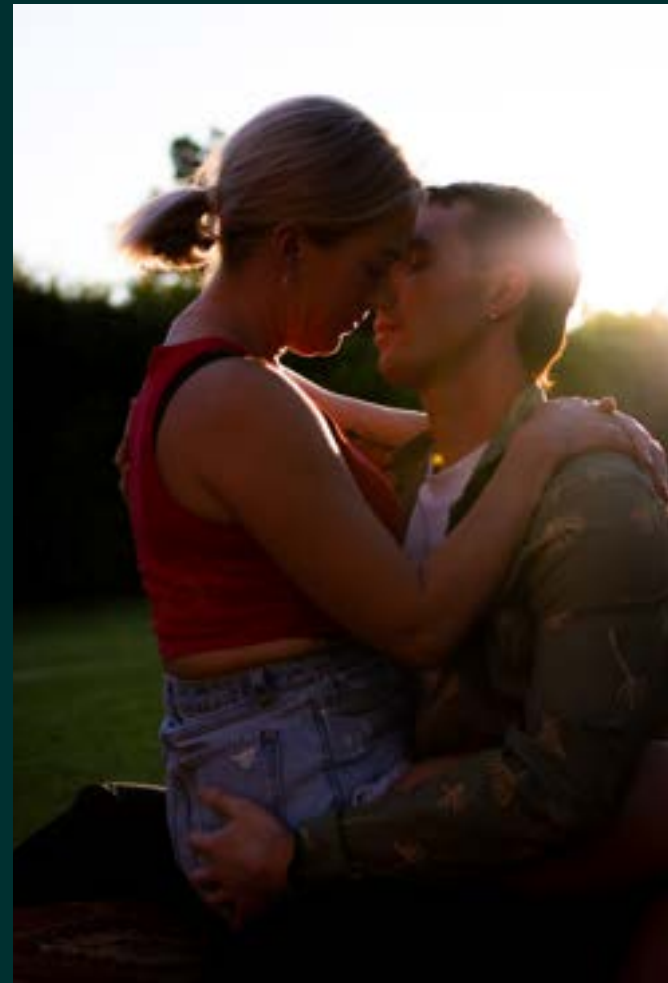
IF WE'RE NOT MANAGING YOUR SOCIALS OR GIVEN HIGH QUALITY CONTENT

MONTHLY AD SPEND PER PLATFORM		J2 MONTHLY FEES PER PLATFORM
up to \$4,000	\$2,500 + GST
\$4,001 - \$8,000	\$3,750 + GST
\$8,001 - \$12,000	\$5,000 + GST
\$12,001 - \$16,000	\$6,000 + GST
\$16,001 +	customised

increase here is due to the need to create quality content, as there's no point in spending money on ads that aren't engaging or high quality - travel fees may also apply

PHOTOGRAPHY +
VIDEOGRAPHY

ON LOCATION PHOTOGRAPHY & VIDEOGRAPHY



ON-LOCATION PHOTOGRAPHY + VIDEOGRAPHY

CONTENT PROVIDED (MIN.)

HOURS INVOLVED

TOTAL COST

10-20 images and/or 2-3 reels	discovery call, half day shoot & editing time	\$900 + GST
20-40 images and/or 3-6 reels	discovery call, half day shoot + editing time	\$1440 + GST
40-60 images and/or 6-10 reels	discovery call, full day shoot + editing time	\$2520 + GST
60+ images and/or 10+ reels	discovery call, full day shoot + editing time	\$3420 + GST
15-60 sec digital ad	discovery call, half day shoot + editing time	\$1260 + GST
2-3 minute digital ad	discovery call, half day shoot + editing time	\$2340 + GST

**Includes drone images and video content*

***Larger packages will require customised quote*

****Additional fees may be negotiated for travel expenses*

product photography



PRODUCT PHOTOGRAPHY + VIDEOGRAPHY

CONTENT PROVIDED (MIN.)

HOURS INVOLVED

TOTAL COST

10-20 images and/or 2-3 reels

discovery call, half day shoot & editing time

\$900 + GST

20-40 images and/or 3-6 reels

discovery call, half day shoot + editing time

\$1440 + GST

40-60 images and/or 6-10 reels

discovery call, full day shoot + editing time

\$2520 + GST

60+ images and/or 10+ reels

discovery call, full day shoot + editing time

\$3420 + GST

15-60 sec digital ad

discovery call, half day shoot + editing time

\$1260 + GST

2-3 minute digital ad

discovery call, half day shoot + editing time

\$2340 + GST

**Larger packages will require customised quote*

***Additional fees may be negotiated for styling expenses (e.g. props & backdrops)*

EMAIL

MARKETING

educate, engage and
re-target your ideal
clients



IF WE'RE ALSO MANAGING SOCIALS OR BEING SUPPLIED QUALITY CONTENT THAT WE ASK FOR

NUMBER OF EMAILS PER MONTH	J2 MONTHLY FEES
-------------------------------	--------------------

1	\$400 + GST
2	\$750 + GST
3-4	\$1400 + GST
5-6	\$1950 + GST
7-8	\$2400 + GST

we suggest fortnightly email campaigns or a minimum of once per month - maximum of 8 per month (AKA twice per week)

IF WE'RE NOT MANAGING SOCIALS OR GIVEN HIGH QUALITY CONTENT

NUMBER OF EMAILS PER MONTH	J2 MONTHLY FEES
-------------------------------	--------------------

1	\$1400 + GST
2	\$2550 + GST
3-4	\$3800 + GST
5-6	\$4750 + GST
7-8	\$5400 + GST

increase here is due to the need to create quality content - there's no point in spending time + money on email campaigns that don't have great content

GRAPHIC DESIGN

J2 CREATIVE | SERVICES

J2 CONTENT CREATION

OFF THE GRID

JANUARY TWENTY-TWENTY TWO



IS YOUR SOCIAL MEDIA

CALLING FOR ATTENTION?

FEBRUARY 2022

J2 CONTENT CREATION

OFF THE GRID



J2 CONTENT CREATION

OFF THE GRID

MARCH 2022

This month, we Marched headfirst into a VERY busy few weeks, amassing our goals and achieving greatness for our clients!

CONTENT HIGHLIGHT



What types of content do you need for your online marketing strategy?



J2 CONTENT CREATION
OFF THE GRID
MARCH 2022

IT'S OUR BIRTHDAY!

April - you know
We created, we shipped and best of all, we celebrated!



fuzion

Catering Cafe Grazing



Clock Tower
suits.



TICK THE BOXES

- 1-2 HOUR BRAND CONSULTATION AND/OR DISCOVERY CALL = \$200 + GST**
- BASIC PACKAGE = LOGO DESIGN + BRAND GUIDE = \$1500 + GST**
- LOGO VARIATIONS = \$200 + GST EACH**
- BUSINESS CARD = \$200 + GST**
- CATALOGUE, BROCHURE, FLYER AND/OR PRICE LIST = \$400 + GST EACH**
- PACKAGING = \$400 + GST EACH**
- MERCHANDISE AND/OR UNIFORM DESIGNS = \$400 + GST EACH**

OUR PREFERRED PROCESS

- STEP 1** = 1-2 HOUR BRAND CONSULTATION AND/OR DISCOVERY CALL
- STEP 2** = J2 CREATIVE SUPPLIES A RANGE OF DRAFT DESIGNS, FOR CLIENT FEEDBACK
- STEP 3** = J2 CREATIVE EDITS PREFERRED DESIGN, WITH 1-3 ROUNDS OF REVISION TO FINALISE WHERE APPROPRIATE, CLIENT PROVIDES ASSET, COPY, PRODUCT INFORMATION ETC.
- STEP 4** = J2 CREATIVE DESIGN FINAL DRAFT DESIGNS
- STEP 5** = 1-2 HOUR MEETING OR ZOOM CALL TO GATHER FINAL FEEDBACK
- STEP 6** = J2 CREATIVE TO EDIT DESIGNS BASED ON FINAL FEEDBACK, 1-3 ROUNDS OF REVISION TO FINALISE
- STEP 7** = PROVIDE FINAL COPIES OF DESIGNS IN AGREED FILE FORMATS

TIMELINE

(1-2 WEEKS)

(1-2 WEEKS)

(1-2 WEEKS)

(1-2 WEEKS)

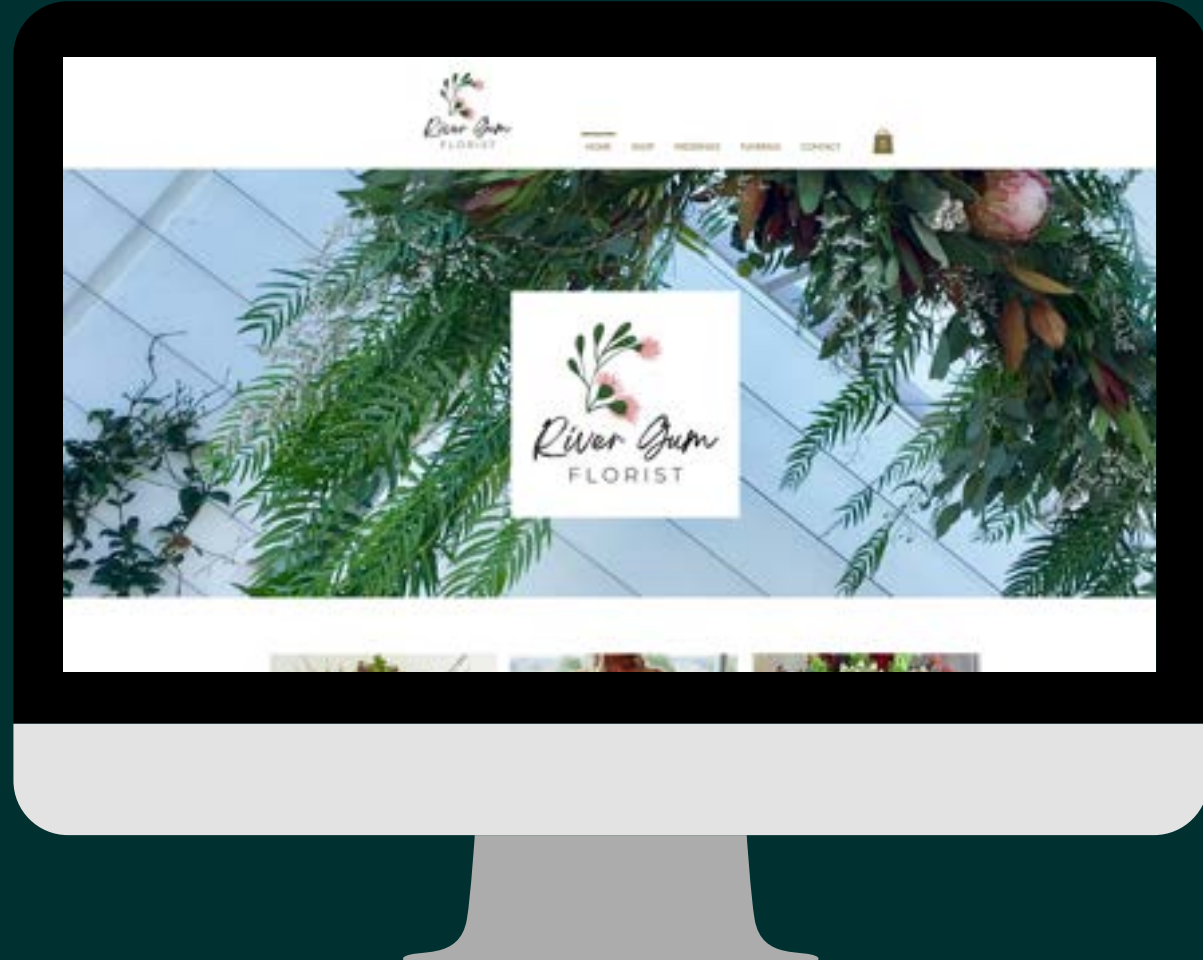
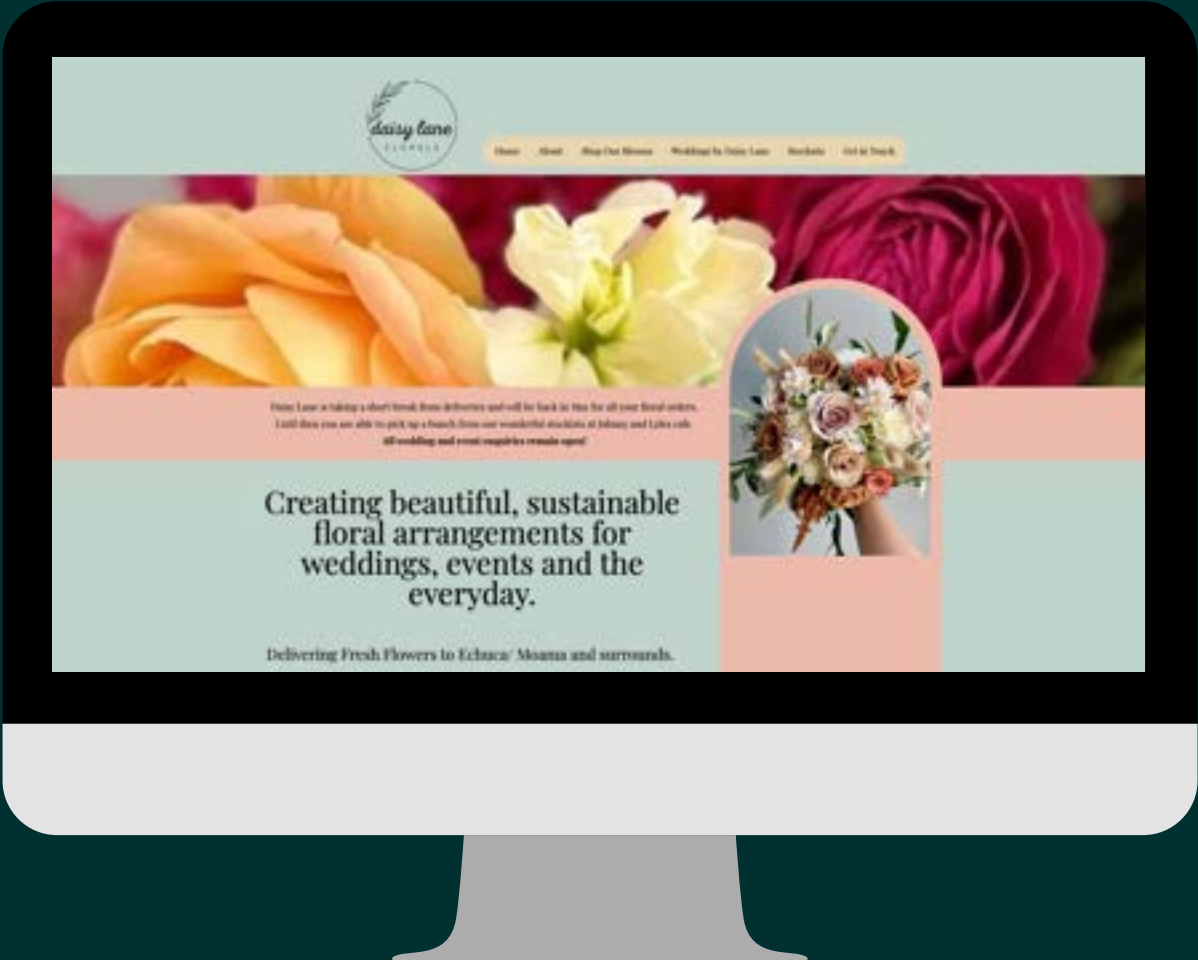
(1-2 WEEKS)

(1 WEEK)

= 6-11 WEEKS

DEBB

DESIGN



TICK THE BOXES

- 1-2 HOUR STYLE CONSULTATION AND/OR DISCOVERY CALL = \$200 + GST**
- BASIC WEBSITE = HOME, ABOUT, SERVICES, CONTACT ETC. = \$3000 + GST**
- ADDITIONAL PAGES (BLOG, EXTRA SERVICES, PORTFOLIOS ETC.) = \$400 + GST EACH**
- PRODUCT PAGES AND/OR SHOP FUNCTIONALITY = \$150 PER PRODUCT**
- BOOKINGS AND/OR EVENTS FUNCTIONALITY = \$400 PER EVENT/ROOM/SERVICE**
- COPYWRITING = \$300 PER PAGE AND/OR \$150 PER PRODUCT**
- PHOTOGRAPHY/VIDEOGRAPHY = SEE PAGE 6**

**Additional fees will apply for web hosting, domains, custom email accounts, and any integrations required*

OUR PREFERRED PROCESS

<input type="checkbox"/>	STEP 1 = 1-2 HOUR STYLE CONSULTATION AND/OR DISCOVERY CALL	TIMELINE (1-2 WEEKS)
<input type="checkbox"/>	STEP 2 = J2 CREATIVE SUPPLIES 2-3 DRAFT HOME PAGE STYLES, FOR CLIENT FEEDBACK	(1-2 WEEKS)
<input type="checkbox"/>	STEP 3 = J2 CREATIVE EDITS PREFERRED HOME PAGE STYLE, 1-3 ROUNDS OF REVISION TO FINALISE WHERE APPROPRIATE, CLIENT PROVIDES ASSET, COPY, PRODUCT INFORMATION ETC.	(1-4 WEEKS)
<input type="checkbox"/>	STEP 4 = J2 CREATIVE DESIGN DRAFT VERSION OF FULL SITE, SUBMIT TO CLIENT FOR FEEDBACK	(1-2 WEEKS)
<input type="checkbox"/>	STEP 5 = 1-2 HOUR MEETING OR ZOOM CALL TO GATHER FEEDBACK AND ANY OTHER ASSET/INFO	(1-2 WEEKS)
<input type="checkbox"/>	STEP 6 = J2 CREATIVE TO EDIT FULL SITE BASED ON FEEDBACK, 1-3 ROUNDS OF REVISION TO FINALISE	(1-3 WEEKS)
<input type="checkbox"/>	STEP 7 = CONFIRM WITH CLIENT, CONNECT DOMAIN, GO LIVE, GOOGLE BUSINESS, TRAINING ETC.	= 6-15 WEEKS

DONE WITH

YOU SERVICES



**LEVERAGE OUR
TEAM'S EXPERTISE
AT A MUCH LOWER
COST**



- **COACHING**
- **ADVICE**
- **TIPS**
- **TRAINING DAYS**

DONE WITH YOU SERVICES DETAILS

When you work **WITH** us, we become part of your team. Think of us as your digital marketing and content experts, who will give you all the **advice, training and tips** you need for success. This is also great for any industry, and business owners of any skill level! Whether you need us to guide you through something **step-by-step**, or you need a marketing strategy genius to help you come up with **new ideas** - we've got you sorted! Sessions will be booked over Zoom or in-person, based on your location and the availability of our expert staff.

Support will be customised around where you need our expertise. Some of the core areas we can focus on are:

- Social media - strategy, content, copywriting, and everything in between
- Meta Ads - strategy, setting up campaigns, ads content, understanding analytics, and optimising campaigns
- Web - design, usability, functionality, and apps
- Email - automations that sell, and marketing emails to inspire and educate
- Overall Strategy and your Marketing Funnel
- *Have something else you need help with? Get in touch, and we'll let you know if we've got the skills to help!*

DONE WITH YOU SERVICES PRICING

Our Done WITH You services are customised based on what level of support, coaching, or training you're needing.

Minimum package starts at \$400 + GST for 4 hours of support

Ideally, we're looking to build ongoing relationships with you, to help your business grow sustainably and as quickly as you'd like it to. For the best experience, we recommend budgeting for at least 3 months of partnering together. Each month, we'll work with you to identify gaps in your digital marketing and sales process, and give you all the skills you need to fill those gaps, sell more products, and attract more clients.

We're also offering once-off training and strategy deep-dives - for those of you who would prefer a "one and done" kind of approach.

Get in touch with us to talk through your business needs, and receive a quote.

PLEASE NOTE

SCOPE OF WORKS

An agreed scope of works will be determined for any services provided. Any work required in excess of this, may result in further fees. In this instance, clear communication from J2 Creative will be given prior to client receiving any additional charges.

LISTED FEES MAY NOT ALWAYS BE ACCURATE

Although we have determined these fees on the most popular service requests we generally receive, the listed fees may not always be accurate. If J2 Creative feel the scope of work exceeds that of the listed fees, a customised quote will be provided before any works begin. For example, a large amount of drone footage may require additional equipment, staff and/or editing.