



Digital Marketing Packages **2025**

Grow your business. Boost your brand

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Our Pricing

Launch

Grow

Scale

Prices

\$600

Per Month

\$800

Per Month

\$1200

Per Month

Minimum Terms

3 Months

3 Months

6 Months

Marketing Audit



This will involve a thorough assessment of your company's marketing strategies, activities, and performance to uncover areas of improvement and maximise marketing effectiveness.

Hours Included

30

45

75

To provide you with greater transparency, we bill what we do by the hour and our packages are designed to suit a variety of small businesses.

Audience Research



Uncovering valuable insights into your target audience, such as demographics, preferences and behaviours.

Packages Included

2

3

4

Depending on your chosen package, this will include Google Ads, SEO, social media channels and paid ad platforms.

Campaign Setup



We'll handle your campaign setup. This will include account setup and restructuring, setting conversion goals and linking your account to the rest of your marketing tools.

Management & Optimisation



Ensuring optimal targeting, compelling messaging, and efficient execution to drive impactful results and achieve your marketing goals.

Competitor Analysis & Monitoring

Monthly

Weekly

Weekly

Conducting in-depth research on your industry landscape, examining competitor strategies, strengths & weaknesses and identifying untapped opportunities for your business.

Google Analytics 4



This will entail uncovering valuable information about user behavior, audience engagement, and your website performance.

Reporting

Monthly

Monthly

Fortnightly

At the end of each month, you will receive a comprehensive report including key metrics, campaign performance, and notable trends.

What Does Each of Our Packages Include?

*Kindly note that paid search packages do not include ad spend. Ad accounts will be set up for clients and a budget will be decided.



Google Ads

- Keyword research
- Keyword optimisations
- Campaign review & optimisations
- Improving tracking setup
- Implementing Google ads goals through Tag Manager
- Linking GA4 & event setup
- Google Search Ad Campaigns
- Improving ad copies
- Custom landing pages
- Competitor analysis
- DSA campaigns
- YouTube Prospecting & Remarketing
- Display Campaigns

PPC operates as a virtual auction for advertising space, strategically positioning your business in front of individuals actively seeking products or services like yours. Whether you aim to showcase your ads on search engines or websites, PPC allows you to precisely target chosen keywords and audiences.



Search Engine Optimisation (SEO)

- Keyword research
- Meta Data optimisations
- Blog writing
- Link building
- Schema Markups
- Service page creation
- Link research
- Digital PR
- Technical SEO monitoring & fixes
- Improving Alt Tags
- Optimising H1,2,3 titles
- Google search console checks
- Disavowing toxic links

SEO serves as a pathway for your audience to discover your brand, foster a meaningful connection, and ultimately convert. Achieving higher rankings in organic search results for search queries closely related to your products or services is instrumental in establishing trust and authority.



Social Media

- Content ideation
- Photo & Video editing
- Graphic Design for certain content types
- Reels and Static Posts
- Stories
- Profile optimisation
- Hashtag research
- Content planning
- Community building
- Daily Engagement
- Copywriting

Social media presents a unique opportunity to showcase your brand's culture and personality, setting you apart from competitors. It's a chance to embody the essence of your business, distinguish your brand, draw in new and high-value customers, and enhance overall business performance.



Paid Social

- Ad Creates
- Meta Ad Account Setup
- Pixel Setup & Optimisations
- AB Testing
- Conversion Campaigns
- Audience Research
- Ad Copy
- Landing Pages
- Lead Magnets
- Experiments

With over 4.95 billion users actively engaging on social media platforms, the opportunity to connect with your audience is immense. People spend an average of nearly 3 hours daily scrolling, swiping, and watching content on these platforms. To effectively reach your target audience, advertising on social media is a strategic & impactful approach.