

## Marketing Packages

Google Ads marketing is the best way to market your products and services. Businesses that rank higher on Google perform better over time.

### Marketing Start

The Start Marketing package is for businesses that are ready to invest in their online presence. They know it's important to rank well online.

### Marketing Premium

The Premium package is for businesses that are ready to invest in their online presence. They want to make an online impact.

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*EXPLODE YOUR ONLINE PRESENCE WITH  
WEBCAFE'S MARKETING PACKAGES*

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 <https://www.webcafe.co.za/marketing/>

 Christina Heystek - 082 729 4163



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# GOOGLE ADS MARKETING PACKAGES 2024

# Marketing Comparison

Choose the Modern Marketing option that suits you best. Please note that all our pricing excludes VAT. Registered NPO's gets an advantage.

Package	Start	NPO		Premium	NPO
<b>Initial Marketing Setup</b>					
Once-off fee	R5,970	R4,179		R10,970	R7,679
Create Lead Magnet	R1,970	R1,379			
Management Fee (30% of ad spend)	R2,997/m	R2,098/m		R5,500/m	R3,850
Google Ads Spend	R5,000-R10,000	Grant up to R5,000		R10,000-R20,000	Grant up to R20,000
<b>Marketing Packages</b>					
Copywriting	✓	✓		✓	✓
Hosting (optional)	✓	✓		✓	✓
Mailing list Setup	✓	✓		✓	✓
Landing page	1	1		2	2
Platforms	1	1		1	1
Ad Campaign	1	1		2	2

# Marketing Start Package in Detail

## Marketing Start Campaign

### Landing Page for 1 product / service

A 1-page landing page is included in this package. Understand the following information before you decide on your package:

- Who your products or services are for?
- Who is your ideal customer?
- What you do or sell? (product or service)
- Who you are and what your contact detail is.

### Single Landing page

The best results from a Google Ads campaign comes from using a landing page. When your visitors click on the ad, they are taken to the landing page.

They are interested in the information you shared with them. Keep in contact with them to make the sale.

### Google ads

Webcafe is a Google Ads agency. We've been creating and managing Google campaigns since 2010, through all the changes.

This includes creating keywords, managing ad sets and creating ads. You set your desired marketing budget and we make sure the money is well spent.

- Send us 20 keywords per campaign to start off with
- Monthly marketing management (30%), starting from R2997/m
- Registered NPOs can apply for a discount
- We apply for NPO grants for you

You can increase your marketing budget on this package. The management fees will increase as the budget increases.

## Marketing Start Package

### Included

- Monthly website hosting (optional)
- 1 x Landing page
- 1 x Google ads campaign
- Monthly ad budget management
- Landing page copy
- Mailing list setup

### Excluded

- 1 x Lead magnet (optional)

## NPO Advantage Package

- We apply to Google on your behalf
- Management fee of 30% applies
- on the amount you decide to spend
- on Google Ads, over R5,000/month.

## Start Package Upgrade

### Google ads

- Increase Ads budget up to R5,000/month
- Import your email list to reach your previous clients
- Add additional lead magnets for only R1,950 once-off to use with the landing page
- Use it to build your mailing list
- Use the landing page on all your social media campaigns