

# Startup and SME Packages



Go to market quickly with our straightforward packages designed with the Founder and SME owner in mind.

wanasah 

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# Content Foundation Package

Contains a corporate identity package with logo design, business cards, letterheads, a 3-page Wordpress Website, and 12 content posts.



# Content Foundation Package

## Why does it matter?

You're building a business from scratch, and visual identity matters! Develop your identity through a logo, copy, and content to make a lasting impression that sets the tone of your brand.



*"You've heard the saying about how we get only one chance to make a good first impression. For a small business, branding is that opportunity. And more often than not, it's a missed opportunity."*

- Dan Antonelli  
Entrepreneur.com



# Content Foundation Package Goals

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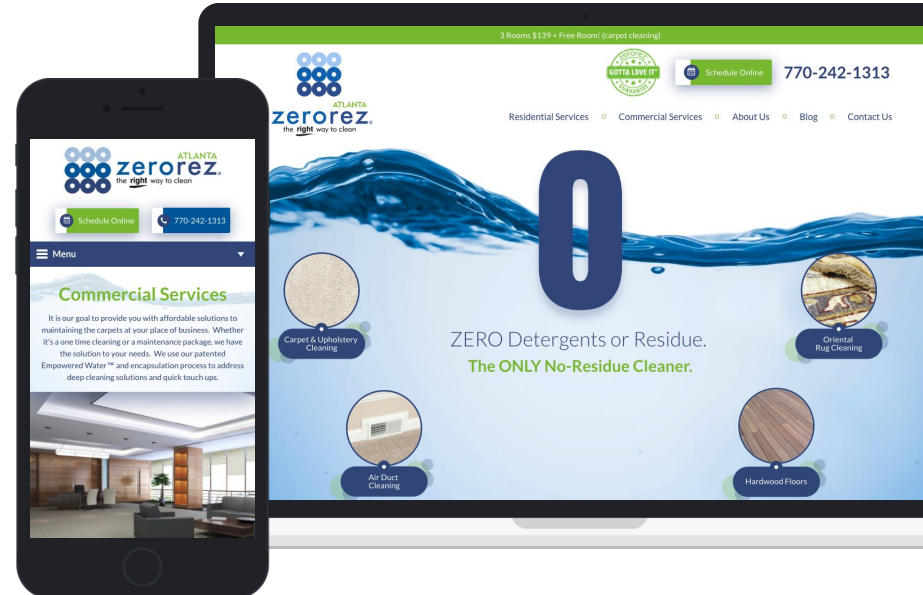
## Goal 1: Build your brand identity

- Logo
- Business cards
- 3-Page Website
- Letterheads, envelope designs



## Goal 2: Position yourself in the industry

- Twelve new blog posts of 250-400 words to boost SEO juice, and establish your business as a trusted industry expert





# Content Foundation Package

## What's included

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### How to book train tickets on China's Expedia



China is the world's third-largest country by area, but it's also one of the cheapest and easiest countries to explore if you know how to get around on the train system.

Ticket booths are located around the city, but they're often hard to find and communication can be a barrier. There's also an official ticket booking site, but it's in Chinese and not very well designed. Fortunately, you can avoid the train ticket offices and the confusing booking site altogether.

Ctrip, one of China's largest travel sites, has an app where you can pay directly with a Visa, Mastercard, JCB and AMEX card. Let us show you how easy it is to book your trip using one of China's most widely used travel platforms.

1. Select trains, obviously.

You get:

- A complete business identity package that includes custom logo & business card design with unlimited revisions.
- A 3-Page Wordpress Website to mark your online presence.
- 12 industry related posts of up to 400 words each that you can use on your blog or website.

QAR 12,750 / one time

Content Foundation Package

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# Website Creation Package



Contains a new 5-page website built on the Wordpress platform, alongside plugins to schedule appointments, drive SEO, and see who's online at anytime.

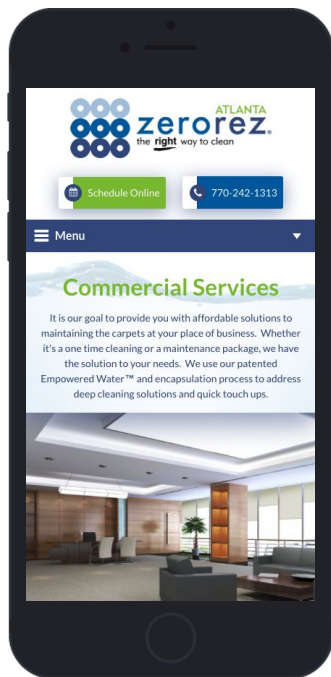


Website Creation

# Why does it matter?

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Consumers expect websites to be mobile-optimized, fast, and informative. Build a mobile-friendly website that provides instant access to your phone number, address, & hours of operation.



Speed: 40% of consumers will abandon a website that takes longer than 3 seconds to load

Mobile-friendly: Nearly 60% of searches now from mobile devices, and 50% of mobile searchers visit the business they searched for in less than 24 hours.

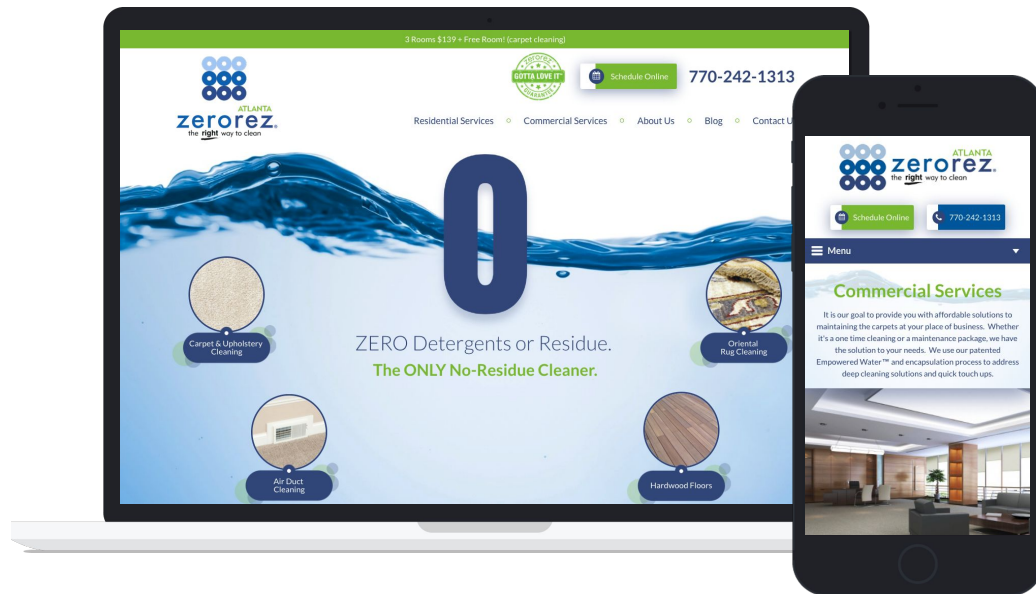
Buy now: Smartphone users are 50% more likely to expect to purchase something immediately while using their smartphone compared to a year ago.

Contact Info: 65% of consumers want to see contact information immediately, on the site's home page.



# Website Creation Goal

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Have a compelling website that is

- fast
- helpful
- works on any device

so it influences more visitors to buy.

## Optional Add-on Features:



Make it easier to buy, book, or call: Online booking website app



Track your online visitors



Increase search engine rank





Website Creation

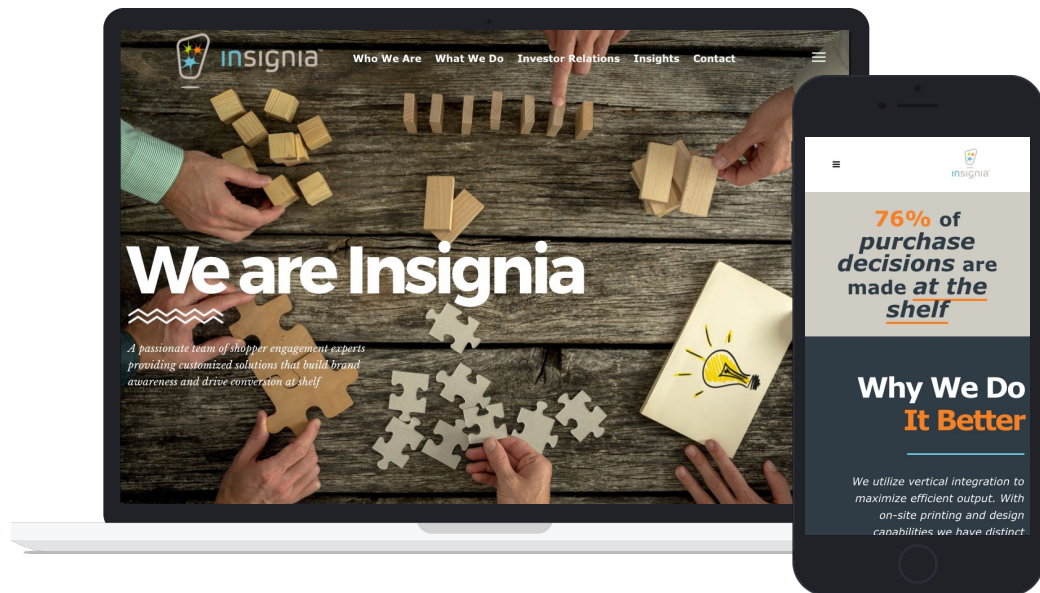
# What's included

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You get:

- A professional 5-page website built on the Wordpress CMS and hosted through the Google Cloud platform.
- Auditing & modifying website to look its best to search engines, help SEO.
- New page designs to convert customers better



QAR4,900/ one time + QAR 160/ month

Website Creation Package

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# Listings & Presence Package

Contains manual claiming of Google My Business and Yelp, as well as automatic syncing of your business info to 20-70+ sources depending on availability. Pingup Bookable also included.



# Listings & Presence Package

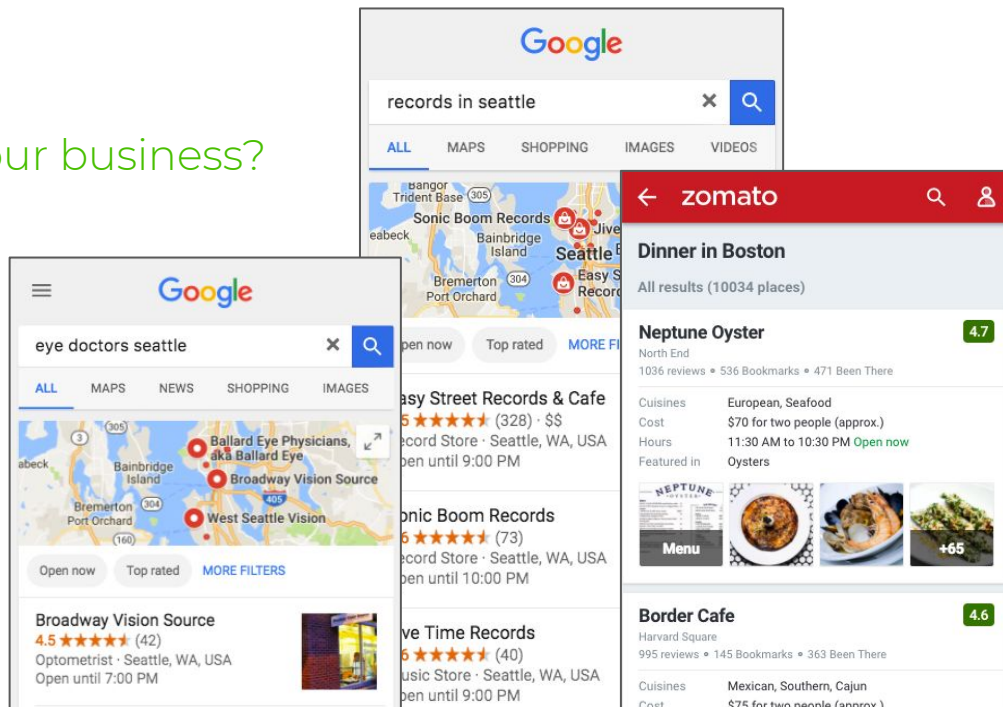
## Why does it matter?

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81% of people say their #1 source of local business information is a search engine or online business directory. Establish accurate listings on numerous listing sites to optimize your chances of getting found online.

### Where are people looking for your business?

- Organic Search
- Maps
- Directories
- Apps
- GPS





# Listings & Presence Package Goal

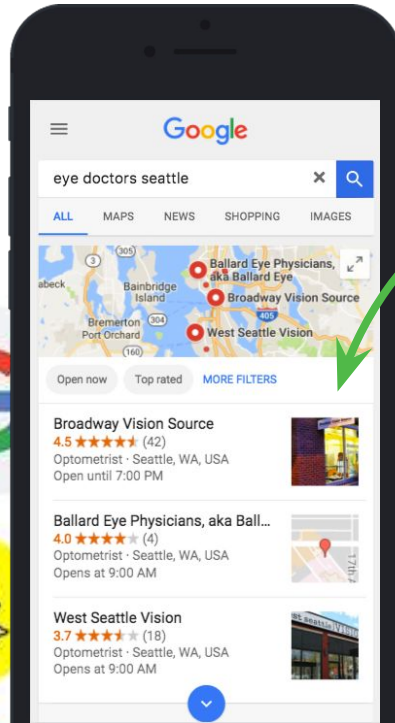
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Be everywhere

Be accurate

Be at the top

Look better than competitors





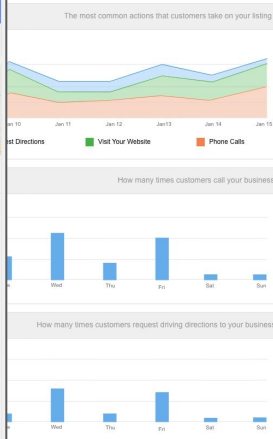
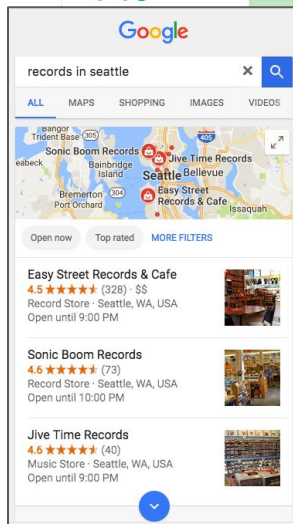
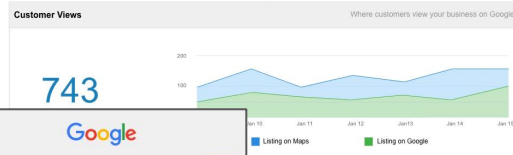
# Listings & Presence Package

## What's included

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Google My Business Insights

Omega Dental x | 1 Week



You get:

- Accurate business listings across dozens of important sites.
- Locked and maintained over time.
- Reporting on how many people see and interact with your Google listing
- SEO boost on your website
- Single login to keep your contact info and business hours up to date.

QAR 1,600 / one time + QAR 990 / month

Listings & Presence Package

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# Social Media Suite Package

Contains a full suite of social media management tools to engage, manage, and track performance. We'll also post on your behalf, and manage basic responses for your accounts.



# Why does it matter?

People follow their favorite companies on social media to discover entertaining content, give feedback, and get a first look at new products/services. Keep your followers engaged to grow your audience and build brand loyalty.

## You need:

- A presence on key social media sites, including Facebook & Twitter.
- A steady stream of content relevant to your best customer's interests.
- Ways to find new customers.
- Reporting to understand where to focus to your time and energy.



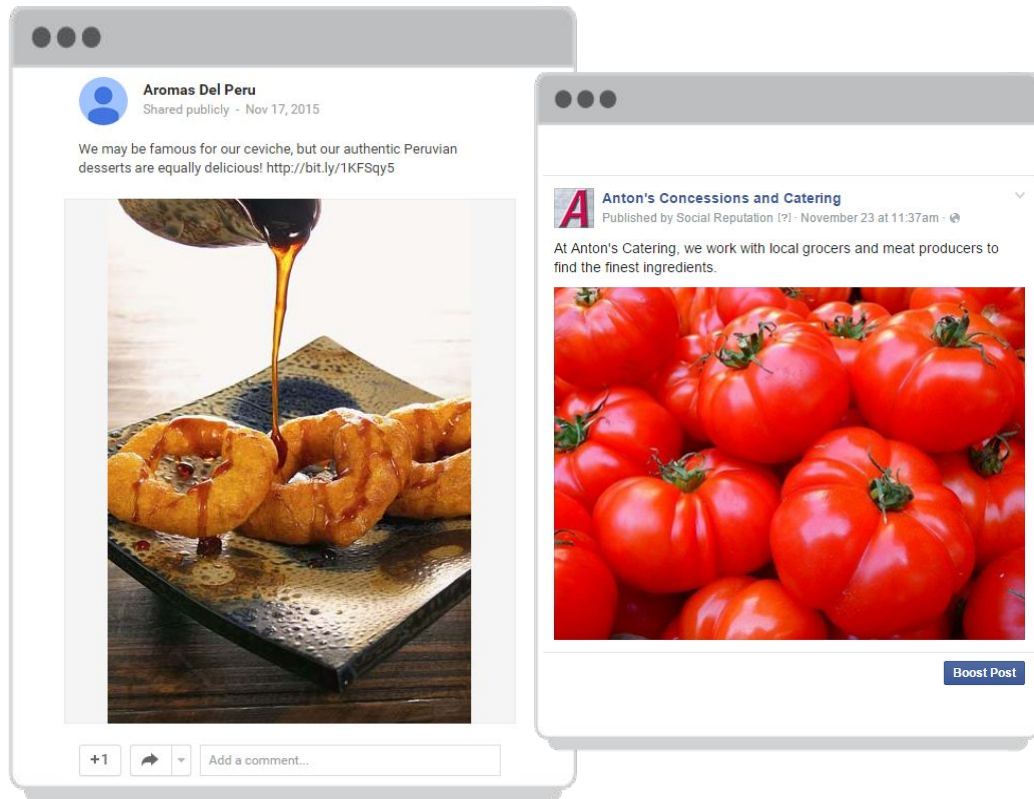




# Social Media Suite Goal

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Relevant and timely  
content posted to  
your social profiles.



Get into your target  
audiences'  
"inner circle".





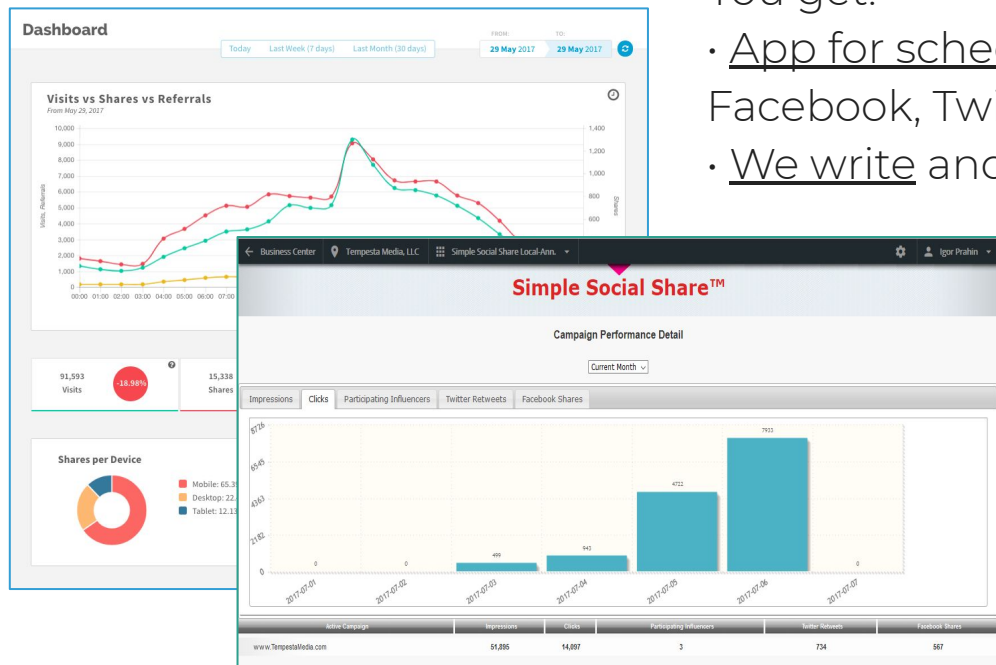
# Social Media Suite

## What's included

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You get:

- App for scheduling and cross-posting to Facebook, Twitter, Google+, and LinkedIn.
- We write and post for your business.\*
- Advanced reporting dashboards for tracking the success of your posts.
- \*Four posts per week on Facebook, Instagram, Twitter, and LinkedIn + a monthly media calendar in advance to outline the content of the posts and publish dates.



QAR 2,900/month

Social Media Suite

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# Reputation & Reviews Package

Contains the app Reputation Management, which allows you to manage your reviews from a single dashboard, and a tool to generate more reviews all while having our agents respond to them.

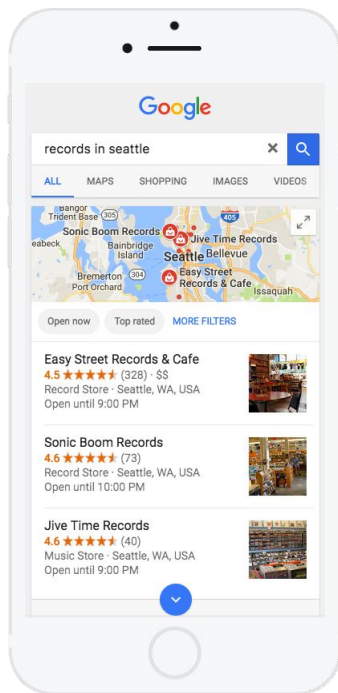


## Reputation & Reviews Package

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# Why does it matter?

91% of people read customer reviews to determine the quality of a local business. You must remind your customers to leave reviews, and you must respond to those reviews. Strive for a 4-5 star rating to establish trust and credibility.



Star power: A +1-star improvement in your review rating could increase your chances of a sale by 37%.

57% of all consumers would use a business with a 3-star rating, but 94% of consumers would use a business with a 4-star rating. (SOURCE?)

Recency: 44% of consumers say a review has to be written within the last month to be relevant

Anthony Peppers



Very satisfied with my visit. The hygienist was very professional and friendly, but still mixed in some humour to make my visit pleasant. The doctor was succinct, but informative. As an additional bonus, they got me in the same week I called! Most offices around here were 6-8 weeks out, which is a little absurd. Highly recommend!

Comment from George L. (Smiles Dental Clinic)

We love when customers have an awesome experience at our clinic - thanks for your review. I want to personally invite you to our customer appreciation day this Saturday. There will be a BBQ, some games and lots of prizes, so come on out!





# Reputation & Reviews Package Goal

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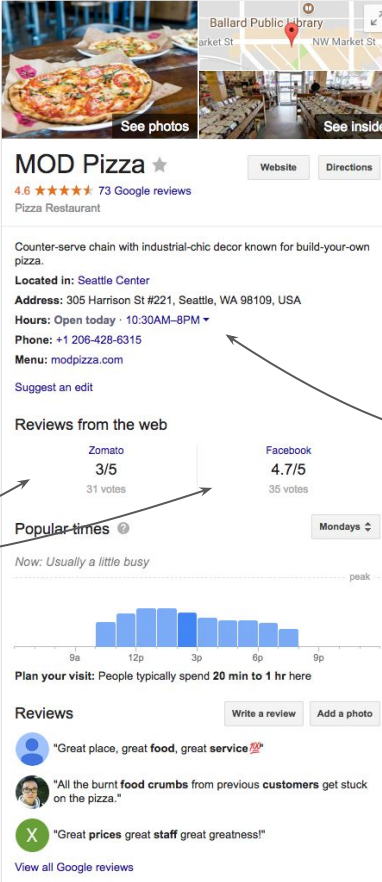
Look better than your competitors

Highly rated

Rich, accurate contact info

Reviews on many sites

People are talking



**MOD Pizza** ★  
4.6 ★★★★★ 73 Google reviews  
Pizza Restaurant

Counter-serve chain with industrial-chic decor known for build-your-own pizza.

**Located in:** Seattle Center  
**Address:** 305 Harrison St #221, Seattle, WA 98109, USA  
**Hours:** Open today · 10:30AM–8PM ▾  
**Phone:** +1 206-428-6315  
**Menu:** modpizza.com

[Suggest an edit](#)

**Reviews from the web**

Zomato 3/5 31 votes  
Facebook 4.7/5 35 votes

**Popular times** Mondays ▾  
Now: Usually a little busy

**Plan your visit:** People typically spend 20 min to 1 hr here

**Reviews** Write a review Add a photo

- "Great place, great food, great service"
- "All the burnt food crumbs from previous customers get stuck on the pizza."
- "Great prices great staff great greatness!"

[View all Google reviews](#)

Great  
media

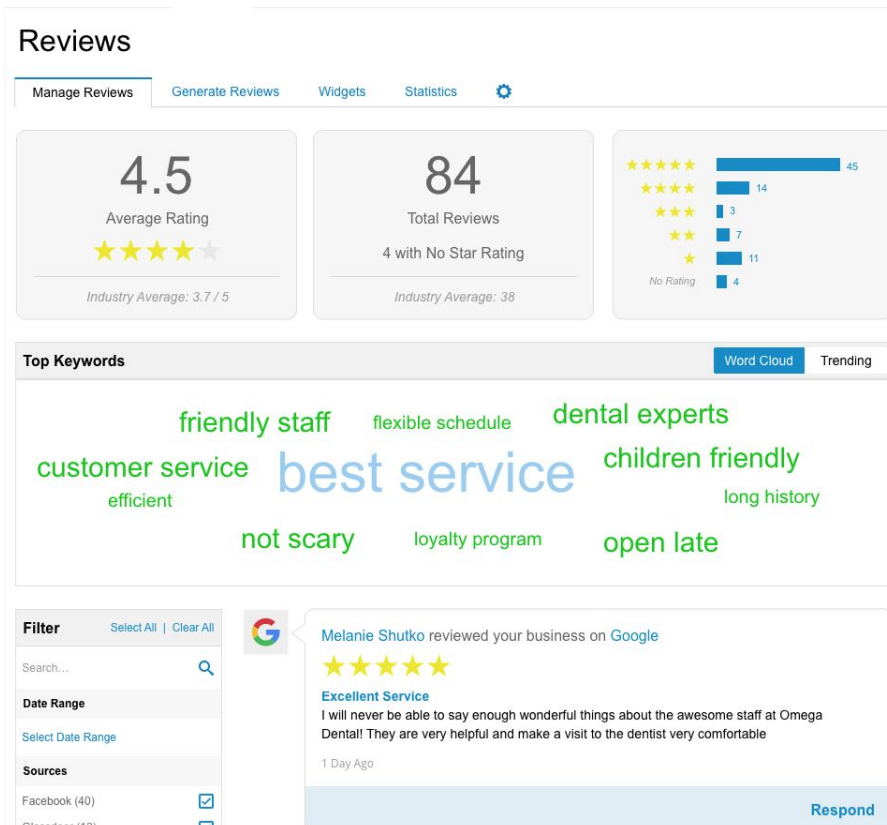
Accurate  
hours &  
holidays



# Reputation & Reviews Package

## What's included

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You get:

- Easily request reviews from clients
- Be notified of new reviews
- We respond to all of your reviews
- Display your best reviews on your website.
- Helps rank higher in search

QAR 1,900 / month

Reputation & Reviews Package

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# Visibility & SEO Package

Contains a robust keyword strategy of 20 words or phrases, an FAQ video to drive search engine rank from your homepage, and an additional blog post to help with content marketing.

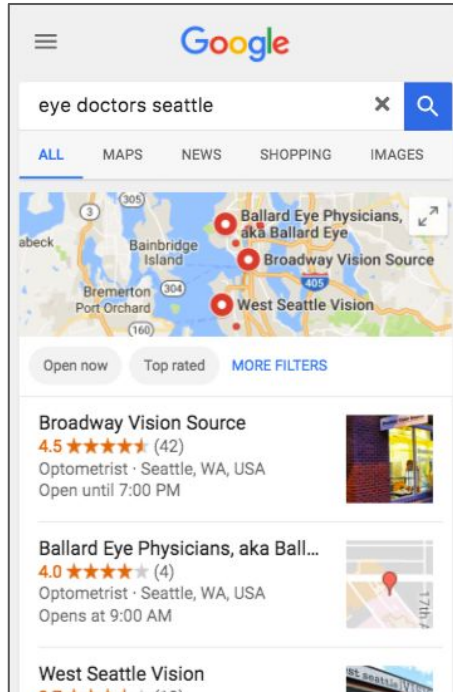


Visibility & SEO Package

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# Why does it matter?

We believe it should be easy for businesses to get found online, but this can often be easier said than done. Being found by consumers is a race with your direct competitors where the first to be found is likely to be the one that gets the business.



It's race to the top.

Do you know the best place to hide a dead body? It's the second page of Google, because people never look there. If you're not on that first page, you're not even in the race.



# Visibility & SEO Package Goal

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Choose 20  
keywords  
related to  
your  
business.

	Google
custom led assemblies	<u>6</u> +994
custom led build service	<u>1</u> +999
custom led design	<u>11</u> +989
custom led light panels	<u>30</u> +970
custom led panels	<u>14</u> +986
customized led signs	<u>15</u> +985
led board design	<u>13</u> +987
led design service	<u>1</u> +999

Over time,  
see the rank  
of your  
business's  
website  
drastically  
improve.





# Visibility & SEO Package

## What's included

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Graphs > Insight Graph ①

Add Metric 

Avg google rank 



What you get:

- Get a nitro-injection of video & blog content and inbound links to your website to help it show up higher in search for 20 search keyword phrases.

	Google
custom led assemblies	<b>6</b> +994
custom led build service	<b>1</b> +999
custom led design	<b>11</b> +989
custom led light panels	<b>30</b> +970
custom led panels	<b>14</b> +986
customized led signs	<b>15</b> +985
led board design	<b>13</b> +987
led design service	<b>1</b> +999
led product build	<b>1</b> +999
ultra bright leds	<b>32</b> +968

QAR 1,900/ one time + keyword-based pricing

Visibility & SEO Package

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# Digital Advertising Package

Contains our Premier Digital Ads solution that's specifically focused to generate more phone calls & qualified leads to your website or a landing page.



# Why does it matter?

We believe paid digital advertising is a foundational element to any local business's marketing stack. It's often the way consumers first discover your business, and learn more about the products and services you offer. Television, radio, and billboards aren't going away completely... but they're now being supplemented by things like search, display, social, and online video advertising.



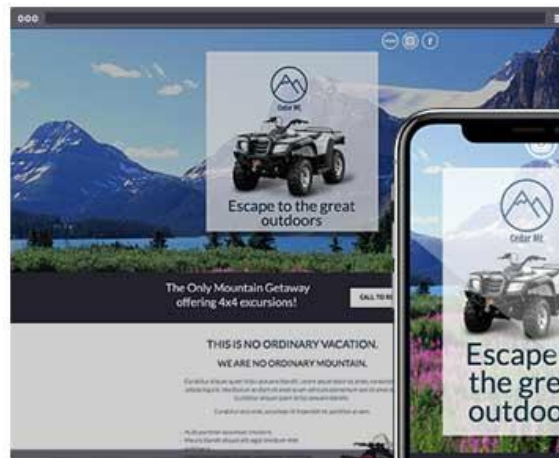
- Stay top of mind with Advertising.
- Become the go-to expert in your field through your brand voice.
- Drive real-world results: more phone calls, more website visits.



# Digital Advertising Package Goal

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A custom strategy,  
creative, design, &  
copy.



... to drive traffic to  
landing pages and  
websites.



# Digital Advertising Package

## What's included

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### Your Campaign Performance



#### CAMPAIGN OVERVIEW



Investment



Total Impressions



Total Clicks



Overall CTR



Leads

You get:

- Instant visibility on Facebook and Google AdWords search network.
- Target your audience, and pay for when they click.
- Track your campaign's performance with robust reports.
- See real-world results, like more phone calls and website leads.

Get thousands of qualified leads.

Pricing is based on goals.

Digital Advertising Package



# wanasah

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