



5 QUESTIONS

GENERAL SERVICE OPTIONS
&
SOCIAL MEDIA MGMT PACKAGES

PLB-COMMUNICATIONS | MEDIA | MARKETING

SERVICE OPTIONS

WHICH SERVICES DO YOU NEED? PLEASE CHECK WHAT'S APPLICABLE:

Strategy

- Your brand strategy is something that should not only answer your business objectives and give you a clear roadmap to how you'll achieve business results, but it should truly inspire you and get you excited about talking to your customers. This includes defining your audience and customer journey, developing your positioning, and creating your communication strategy for how you will execute your message across key digital channels.

Consultancy & 1:1 Coaching

- From my experience, some small businesses ask for the role of a Chief Marketing Officer who advises on anything from setting up their marketing calendar, to structuring their team and resources; my 1:1 consultancy and coaching can provide a world of insight that allows you to implement systems and strategies to guide your business and marketing objectives on your own.

Corporate Training

- I've worked with teams who don't want to outsource "the marketing and social part" as they say, it is the most fun part of what they do, and I can't agree more. I deliver corporate training workshops surrounding all the above-mentioned services, specifically tailored to your team's needs. You need the right tools to confidently execute.

Social Media MGMT

- Full-service social media management: My focus is on unlocking the power of social media to help you better connect with your community and grow your audience. Whether through organic engagement strategies across key platforms or paid acquisition through Facebook, Instagram, and TikTok ads.

SERVICE OPTIONS

Content Creation

- Sitting in front of your computer wondering what to post next? I offer copywriting, product photography and videography, and editorialized brand-centric approach to creating content that engages and converts.

Paid Acquisition such as Google Ads

- Want to appear on Google when people search for certain keywords that fall into your product or service? I will bring you there. This includes content creation in imagery, text, or video. In this way, you'll beat Google's algorithm to sell more.

Website Development

- A flourishing business brought online starts with an effective website, where your customers will learn about you and your product or service, the company, your importance, and the attractive offers. No Ads will work great without a decent landing page.

SEO | Search Engine Optimization

- Aiming for Google's Bots to push you up the Search Results using organic content strategies? After creating a website, this marketing tool will bring about growth and performance.



To My Business Partner:

Thank you for taking the time in getting through all the questions. This is necessary for building your online brand profile, business plan, and marketing objectives.

I don't make concrete promises of rainbows and unicorns. Online Marketing does not make magic. But I utilize every bit of my high expertise with the right and smart tools to make this marketing projects work.

The packages are molded depending on the services you have chosen. I offer a project-based contract with a minimum of three months (*although, slowly, you should usually be seeing the results of our efforts start to come in between 6 and 9 months to a year - there are no rules in this*), then you may decide to continue with the service or not.

We will talk further. I am pleased to help you. Let's be awesome together because your success is my lifetime badge.

-

Princess Lean Banias

