



Digital Marketing Tool Kit for SMEs

360digital.co.ke



While many owners and managers of SMEs vaguely appreciate that digital marketing is good, many don't recognize just how powerful, if well done, it can impact your business.



360
digital

Factors hindering
growth of SMEs
digital marketing
efforts



Limited Budget

No promotions , or promoting with little budgets



Instant Results illusion

Expecting to get instant results for their meagre investments



NO SEO

Little or no SEO done on their website consistently



INCONSISTENCY

Infrequent posting, No calendar, no strategy, no plan



NO CAPACITY

One person doing work of many people.



As an SME,
how do we help you
grow ?



We help you build capacity



We educate you and your team, on what works and how.

We make a plan together



With better knowledge, we create a working plan .

We are not afraid to restart



If we discover you set up wrongly, we help you restart, better.

We shall give you a team, at the cost of one



We shall fit into your budget, but offer you way more than your budget can independently source.

Under 1 Umbrella Monthly Marketing Solution



Website

Create site
Manage site
Complete SEO
*Keyword research
Content Plan
On Page (Title,
descriptions tags,
keywords, robots,
speed, UX
suggestions)
Local SEO (Google
My Business,
Reviews)*



Social Media

Set up pages
Min 3 creative ad
copies per week
*and designs
adapted per
channel +
relevant banners*

Graphics & Design

Brand creatives
Brand collaterals
Any brand related
graphics & design
Logo & brand kit
design for new
entities.

PPC

Manage Paid
Digital Media
Google Ads
FB Ads
IG Ads
Twitter Ads
Linked Ads

Analytics

Reporting
Tracking
Measurements

1st Month:

KES. 49,999/-*

(Incl. Web dev/update)

Thereafter :

KES. 24,999/-*

Per month

(*T&C Apply)



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