

WEBSITE PACKAGES & PRICING

Digital Growth Systems for
Service-Based Businesses



SOCIAL ZIP

PACKAGE OPTIONS

PACKAGE 0: MINI ADS LAUNCH **\$850/month**

Includes:

- Meta or Google Ads (1 platform)
- 5 ad creatives
- Campaign setup + optimisation
- A/B testing
- Monthly report

Excludes:

- CRM
- Funnels
- Email / WhatsApp
- SEO
- Social media content

PACKAGE A: AUTOMATED LEAD CAPTURE SYSTEM

\$1200/month

Includes:

- 1 lead form or simple landing page
- Basic AI CRM setup
- 1 automation flow (instant reply + follow-up)
- Meta or Google Ads (1 platform)
- 3 ad creatives
- Monthly performance snapshot

Excludes:

- Social posting
- Blogs
- LinkedIn
- Advanced automation

PACKAGE 1
FOUNDATION AI LEAD
SYSTEM

\$1,600 /month

Customer positioning framework

Keyword research

9 social posts/month (3 reels, 3 carousels, 3 images)

Google + Meta Ads

Lead form / simple landing page

Basic AI CRM

Auto-response + follow-up

Posting, optimisation, reporting

Basic on-page SEO

PACKAGE 2
SALES & AUTHORITY
LEAD ENGINE

\$3,500 / month

Includes everything in Foundation, PLUS:

LinkedIn content + outreach

Blog content

Email campaigns

YouTube Ads

Retargeting campaigns

CRM refinement

Weekly optimisation calls

PACKAGE 3
FULL AUTHORITY &
AUTOMATION SYSTEM

\$4,700 / month

Includes everything in Sales & Authority, PLUS:

Advanced funnels & landing pages

Lead scoring & qualification

Multi-step automation workflows

Re-engagement sequences

Real-time reporting dashboard

Strategy oversight

Priority support

PRICING

E-COMMERCE PACKAGES (ONE-TIME SETUP)

E-Commerce Store – Takealot & Amazon

Price: \$5,500 (setup)

Monthly Management: \$650

E-Commerce Store – Shopify / WooCommerce

Price: \$4,000 (setup)

Monthly Management: \$650

SUMMARY TABLE

Package	Price
Mini Ads Launch	\$850
Automated Lead Capture	\$1200
Foundation AI Lead System	\$1600
Sales & Authority Lead Engine	\$3500
Full Authority & Automation	\$4700
E-Com (Takealot + Amazon)	\$5500
E-Com (Shopify/Woo)	\$4000

TIER 1 ADD-ONS (Light)

Service	ZAR	USD (Raw)	USD (Round)
Captions only (5)	R1,800	\$100	\$100
Email campaign (1)	R900	\$50	\$50
LinkedIn article (1)	R1,100	\$61	\$61
Blog post (1)	R1,500	\$83	\$83
Extra carousel designs (3)	R2,500	\$139	\$139

TIER 2 ADD-ONS (Medium)

Service	ZAR	USD (Raw)	USD (Round)
Extra ad platform (Meta/Google/LinkedIn/YouTube)	R6,000	\$333	\$333
Additional ad creatives (5)	R3,500	\$194	\$194
Extra social posts (5)	R4,200	\$233	\$233
Extra reels (3)	R3,200	\$178	\$178
WhatsApp automation sequence	R2,100	\$117	\$117
Advanced SEO (monthly)	R5,000	\$278	\$278
Database import & cleanup	R2,100	\$117	\$117
Keyword expansion research	R2,800	\$156	\$156

TIER 3 ADD-ONS (Heavy)

Service	ZAR	USD (Raw)	USD (Round)
Funnel or landing page (once-off)	R5,000	\$278	\$278
Lead magnet creation (PDF/checklist)	R3,500	\$194	\$194
Advanced CRM workflows	R3,500	\$194	\$194
Lead scoring & qualification logic	R2,800	\$156	\$156
Conversion tracking setup	R2,500	\$139	\$139
Funnel optimization audit	R2,800	\$156	\$156

STRATEGY & SUPPORT ADD-ONS

Service	ZAR	USD (Raw)	USD (Round)
Strategy session (90 min)	R3,500	\$194	\$194
Priority turnaround (48h SLA)	R4,200	\$233	\$233
Advanced reporting & insights pack	R2,100	\$117	\$117

QUICK REFERENCE

Monthly Packages (USD)

- Package 0: \$833/month
- Package A: \$1,111/month
- Package 1: \$1,667/month (Most Popular)
- Package 2: \$3,611/month
- Package 3: \$4,722/month

Most Common Add-Ons (USD)

- Extra ad platform: \$333/month
- Blog post: \$83 (one-time)
- Advanced SEO: \$278/month
- Strategy session: \$194 (90 min)