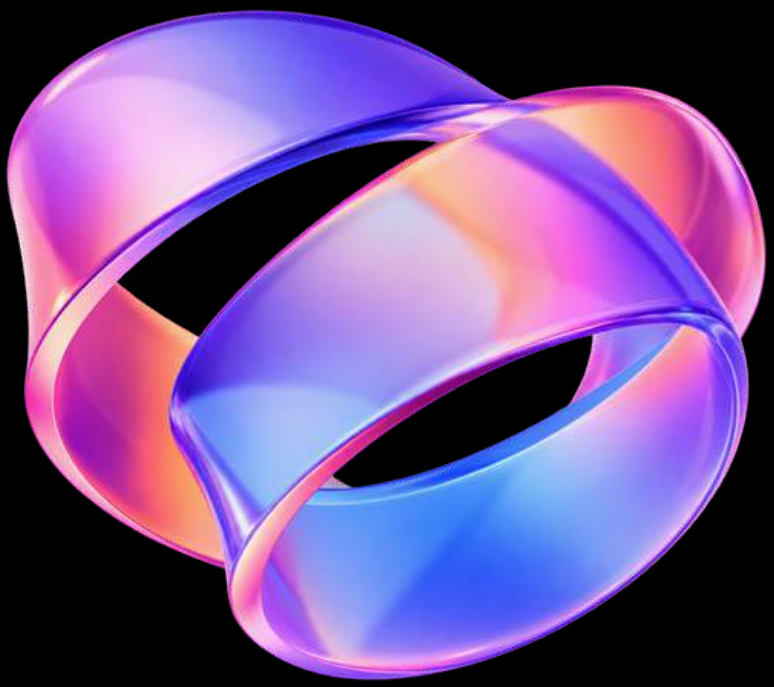

FIRST DRAFT
COMMUNICATIONS.

SERVICES FRAMEWORK

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1. ABOUT US

Navigating the digital marketing mix can be overwhelming and expensive, particularly for small to medium business.

We got you!

Simple. Smart. Outcomes.

We’re a collective of experts in our respective fields with decades of experience between us. We've worked as marketers, digital experts and creatives in small agencies, large agencies and in client side marketing roles with major companies.

But we prefer to be our own bosses now.

We also don't believe in unnecessary margin and prefer to operate within a business model that provides a high level of output and service for a fair price.

We are Melbourne, Australia based but work with people across the world and for clients based anywhere at all.

2. THE DIFFERENCE

Avoid the confusion

Digital marketing can often feel like being adrift in an ocean of technical jargon, dubious metrics and questionable tactics. That's why we work closely with you to develop a fully transparent, custom package that fits the needs of your growing business.

A genius collective

Our collective of experts provide services that cover almost everything you might need in order to amplify your business in market.

Keeping the cost down for you

We operate a low-overhead model, working from home or shared workspaces. That keeps costs down for you!
By using the best people and tools for your particular need you get what you want and only pay for what you need.
No inflated timesheets or invoice padding.

In this gig economy, we all want flexibility. That’s our business model.

3. SERVICES

Website design and build
From $2,000

Device responsive websites that engage and convert. From the simple to the complex, a visual symphony of your work or a hard working e-commerce platform, we design and build within a range of platforms including WordPress, Squarespace and Shopify.

Designed with small to medium business in mind, we can work within your budget to create a platform for your business success. Depending on the functionality you're looking for pricing is based on time and complexity.

Want to see examples of our work so far? Simply visit https://firstdraftcommunications.com.au/our-work/

Landing page design and build
*Quote based on brief

Just need a landing page for a particular initiative, sale or product rather than a full website? We can design and build a suitable landing page that meets your needs and delivers on your specific objectives.

We will quote you a price based on the level of complexity you need.

*will be custom quoted based on a brief

SERVICES

Search Engine Optimisation (SEO)
Packages from $525 per month

From basic on-page SEO to a fully mapped business escalation and paid search strategy our expert has over 15 years experience improving the rankings of brands.
Yes rankings are relevant, yes traffic is important, but what matters most is ROI! We focus on conversions so you know how we're bringing you results.
100% transparent, white-hat techniques only here with comprehensive reporting each month

Search Engine Marketing (SEM)/Google ads
From $575 per month + recommended ad budget

Google Ads is the first choice for many e-commerce business owners looking for fast, high-quality sales generation. Google Ads accounts for nearly 18% of all e-commerce revenue globally leveraging the power of consumer search to generate high quality, high intent inbound sales and phone calls. It differs to every other marketing platform in that it is not interruption marketing such as social advertising or digital display.

Google Ads are also powerful in the e-commerce arena through the utilisation of Google shopping ads which are estimated to boost sales and deliver a powerful consumer experience.

SERVICES

Social Media Content and Scheduling
Packages from $499 month

From full content creation, follower growth and day to day management to just setting it all up for you* to manage yourself - we've got options to suit your needs!

Social Media Management takes precious time that could be better spent running your business. Let us take care of it all for you. Our Social nerds know what it takes to engage and grow your tribe.
*For set up support only this would be an hourly rate of $110

Social Media Advertising
$120 per hour

Need some help navigating Facebook and Instagram advertising? It can be tricky to set up properly to ensure you're targeting the right people. Don't throw your money down the Zuckerberg drain, let us help you get it right!

Social Media Strategy
From $350

Want to do it yourself but not sure where to begin? Let us do all the research and create a strategy to guide you in what to post to grow your followers. You can use it to guide your content creation and planning.

SERVICES

Graphic Design - flyers, business cards, posters, stickers, signage - print and digital use

$130 per hour

A full range of collateral from business cards to posters and flyers, web and email assets and professional templates for your business.

We offer design services from the simple and quick budget friendly tasks right through to the more complex graphics that agencies charge the earth for. At FDC we believe these assets should be affordable for small and medium businesses.

Customer experience and Marketing Technology *Quote based on brief

Our highly experienced Marketing Technology Strategist harnesses your consumer data to leverage customer intent and create experiences that are both valuable and unique. Optimise your overarching digital presence to drive engagement and increase conversions. Develop ways to automate your processes to make your budget work harder. You can focus on growing your organisation and your sales team can focus on turning leads into customers.
Our automation experts support you all the way, providing custom reporting and optimising your campaign across every platform.

*will be custom quoted based on a brief

SERVICES

Brand strategy and positioning
*Quote based on brief

What is the conceptual place you want to own in the target consumer's mind? What about the benefits you want them to think of when they think of your brand?

An effective brand positioning strategy will maximise customer relevancy and competitive distinctiveness, in maximising brand value. It'll also means targeted ad dollars minimising wastage. Know who you're talking to, how to talk to them and how to keep them coming back.

Copywriting and Content Creation/Blogs
$130 per hour

Effective copywriting is essential for your marketing assets, particularly your website. It sells the target audience into your brand and assists in a conversion driving customer journey.

Skillful wordsmithing and content creation is our jam. Whether your target audience needs persuading, informing, storytelling or visually entertaining, we've got a copywriting and content creation artiste to suit.

*will be custom quoted based on a brief

SERVICES

Lead Growth
*Quote based on brief

Stop wasting ad money on people who won't convert. Using data-driven digital marketing via a lead magnet strategy amplified on major platforms we'll be aiming for predictable leads, measurable results, sustainable growth and deeper connections.
Our digital ad experts believe results aren't good luck, they're calculated. They bring practical, insight-led solutions to your marketing table, backed by years of international experience.

Need traditional advertising to reach targeted audiences? TV, Radio, Outdoor, Print and even Letterbox drops are all options we can provide both in Australia and internationally.

Website Maintenance and Health Support
Packages from $110 p/month or $130 per hour

Do you need someone to keep your existing site faster and crash-proof? Maybe some badly needed clean up of your site to restore it to good health?
Our monthly site health packages include plugin updates, site speed testing and optimisation and SEO tag refresh to keep your Google ranking relevant.

*will be custom quoted based on a brief

SERVICES

Email Marketing
$130 per hour

Need some help getting your mailing list started or help you better manage and grow the one you have? Perhaps a stunning email template you can use to start sending them out yourself?

We can help connect and engage with your customers with a comprehensive strategy and email marketing calendar. Eradicate those unsubscribes and get share-worthy content for your email marketing.

Website Hosting
From $350 + GST per year

Dodgy cheap shared hosting giving you headaches? Sharing your bandwidth with thousands of other business sites?

Increase the speed and performance of your site with our local (Australian) cloud based hosting. We run three dedicated servers through Cloudways fast, cloud hosting. It's reliable, scalable, fast and comes with 24/7 support.
It also doesn't cost the earth!

FDC

SERVICES

Video Animation
From $450 for 30 sec : $700 for 60 sec

A powerful tool that help you more accurately envision and outline business content and take your marketing and social media presence to the next level.

Whether you need to explain complex topics about products or services, educate customers or employees or create thumb-stopping content to sell your products, we can create something that will fit your brief.

Educational/Explainer Videos
*Quote based on brief

Whether you need to explain complex products or services in a simple way, educate customers on why they need your product or service or train your employees in an effective, engaging manner, explainer videos help position your company as an expert of thought leader in your field.

Cost effective solutions for every type of business! Let's chat about your vision and how we can make it happen.

*will be custom quoted based on a brief

SERVICES

General Technical Support
From $130 per hour

Do you badly need some IT support or just a bit of help in one particular area?
We can provide options from just a few hours of techie help to cost effective ongoing monthly digital health packages and even next level comprehensive managed IT resource*.

*Managed IT resource will be packaged rate according to requirements and scope.

Photography/Videography
*Quote based on brief

Take your website and product showcase to the next level with professional photography. Whether it's creating thumb-stopping video content for socials or beautiful imagery for your website, ditch the stock images and invest in your own IP.

Mobile app development

Need an app for your business? We work with an offshore app development team. Quote based on brief.

*will be custom quoted based on a brief

SERVICES

Corporate Presentation Support
$130 per hour

When you need a presentation to impress it’s worth getting that professional touch. Stand out from the crowd and take it up a level.

You provide the content, we'll make you shine!

Anything else...
*Quote based on brief

Something you need that's not listed here? We're always keen to chat to see how we can help. You'd be surprised at what we can do within our network.

Give us a call or shoot us an email. We'd love to chat.

*will be custom quoted based on a brief

4. CONTACT

info@firstdraftcommunications.com.au

0433191061

www.firstdraftcommunications.com.au

LET'S CHAT
ABOUT HOW
WE CAN
HELP YOU
GROW!