



Victoria Brace
MARKETING

Marketing Packages

*Inspiring marketing for people with fabulous
businesses*

Victoria Brace Marketing

Wolsey Lodges

Vicki x



Victoria Brace Marketing

Start-Up Branding Packages

This package is perfect for you to take the first step towards a professional designed business

To start the project

Collaborative work

(Online call/email exchange to talk about your business and ideas.)

Brand discovery questionnaire and Pinterest inspiration board

(Completed by you)

Research

Research by VBM into your business niche, ideal clients/customers

Create mood board to show the vision for the design and style of your new branding

2 revision rounds on mood board

Design and launch

Logo design with one alternative version

Font suggestions & colour palette

2 revision rounds & final files in various formats

Mini brand style guide

Social media graphics for use when launching your new branding

Package Cost: £300
(£150 for the deposit)



Victoria Brace Marketing

All-inclusive Branding Packages

This all-inclusive package is ideal for you to start your new business or to re-brand your current venture to a high standard.

To start the project

Collaborative work
(Online call/email exchange to talk about your business and ideas.)
Brand discovery questionnaire and Pinterest inspiration board
(Completed by you)

Research

Research on my part into your business niche, ideal clients/customers
Create mood board to show the vision for the design and style of your new branding
2 revision rounds on mood board

Design and launch

Full logo and branding concept with secondary version,
circular logo/stamp and submark or icon designs
Font suggestions, pattern design/texture and colour palette
2 revision rounds & final logo files in various formats
Business card design and 100 printed cards delivered to you
Brand style guide including suggested ways of using your branding on social media and beyond
Social media graphics for use when launching your new branding

Package Cost: £500
(£250 for the deposit)



Victoria Brace Marketing Website Packages

Wordpress Website

Online Administration

Manage your website content anytime, anywhere using an easy-to-use, online admin system.

Professional Design

Custom designed to suit your company and brand by an experienced team of designers.

SEO Optimised

Built using the latest Search Engine Optimisation techniques for higher rankings.

Mobile Responsive

Your website will look great across all devices such as laptops, phones, tablets and more.

SSL Certificate

Added security for your website, SSL provides an encrypted link between a web server and a browser.

Unlimited Web Pages

Add, remove and edit as many pages or products as you want throughout your new website.

Fast Turnaround

Super-fast turnaround of all projects using our state-of-the-art framework getting you online quickly.

Please view examples of our work:

<https://www.thecovetenby.co.uk/>
<https://www.lindholmeguesthouse.co.uk/>
<https://www.trefloyne.com>
<https://www.sylenlakes-weddings.co.uk/>

Package Cost: £800 (£200 deposit) Includes hosting, SSL, Domain

Annual Cost: Hosting, SSL Certificate, Domain: Approx £120 a year



Victoria Brace Marketing

Ongoing Marketing

Ongoing Development

Your website is the centre of your digital presence. It's one of the few places online where you can deliver your brand's message free of distortion or distraction. I can perform a detailed audit and work with you to continuously develop the site architecture, design, and responsiveness.

Website Development Services:

- Website Audit
- Site Crawl
- Content Creation

VB Marketing: £30/hour.

Search Engine Optimisation

Billions of web browsing sessions begin with a search query every day. With more than a billion websites competing for the top spot in search results, it can be difficult to drive traffic to your site from search engines.

SEO services include:

- Keyword Research
- Technical SEO
- Full SEO Audits
- SEO Consulting
- Content Creation

VB Marketing: £30/hour.

Pay-Per-Click (PPC)

More than 60% of website traffic starts with a search engine query. PPC puts your brand at the top of search results for queries relevant to your brand and audience. This valuable advertising can provide an immediate source of targeted traffic to your website, driving conversions and contributing to revenue growth. Our PPC services include:

- PPC Strategy Development
- PPC Research
- Campaign Setup
- PPC Optimisation

The approach to PPC is data-driven, which allows me to deploy campaigns that focus on efficiency and constant improvement.



Victoria Brace Marketing Marketing

Graphic Design

Bespoke designs and print suited to your business. For example, adverts, flyers, graphics, logo designs, business cards, signage and much more.

VB Marketing: £30/hour.

Social Media

Social Media has changed how brands communicate with their audiences forever. Whether your business is a B2B or B2C brand, social media is a powerful way to build brand awareness, build a positive image, and drive lead generation.

Social Media Services:

- Social Strategy Development
- Social Media Advertising
- Community Engagement

We focus on building and protecting a positive brand image and creating loyalty amongst your followers. Benefit from our insights into strategic posting and let us drive new leads for your business.

(Recommended amount 1 post a day on each platform.)

VB Marketing: £30/hour.



Victoria Brace Marketing
Marketing

Victoria Brace Marketing

If you would like review our standard of work please view our
Facebook
Instagram
Pinterest Board
@VictoriaBraceMarketing



Vicki x

VB Marketing: £30/hour.

If you would like to make adjustment or have any questions, please don't hesitate to contact Vicki.

Many thanks for taking the time to review the quote.

07980203347

info@victoriabrace.co.uk