

# Marketing Services Packages

International Outsourcing Group provides marketing services to businesses all across Australia. Our flexible and cost-effective packages can be tailored to your individual business needs. We understand that one size does not fit all and we work with you to develop an effective marketing solution for your business.

## Comprehensive Services

We provide comprehensive marketing services including the following:

- Search Engine Optimisation
- Social Media Marketing
- Digital Marketing
- Advertising Services
- Content Creation

The items outlined in our packages are not an exhaustive list. They are simply a broad overview of our most popular marketing services. Just speak with us if you have any queries or visit our website for more information.



# Flexibility

We have grouped the Marketing Services into easily identifiable categories based on the amount of days & hours per week and the typical services we can provide based on these time periods.

However, all clients have the option of selecting their own hours and are not constrained to simply selecting whole days. For example, you may wish to engage us for 10 hours a week which you are more than welcome to do. You can check our prices any time by using our free pricing calculator on our website.

We can tailor our services to your specific needs as we understand different businesses are at different stages of their marketing journeys.

# Initial & Ongoing Services

Marketing is best performed in a systematic way. We work through all steps in the most appropriate order so you get the best results possible in the most efficient manner possible.

You will notice that many of the services are offered regardless of the days/hours selected. We will work through tasks using the hours you engage us for. When we are finished, we will settle into the ongoing work. Many of our clients like to engage us for more hours at the start of their journey so we can get through the initial work quickly. Once done, you can dial down your hours, if need be, and we can work through the ongoing tasks routinely each week.

For example, we can work through the initial tasks twice as fast if you engage us for 2 days per week instead of just one.

## Marketing Services Packages

<b>Days Per Week</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Hours Per Week	7.5	15.0	22.5	30.0	37.5
<b>Price</b>					
Per Hour (\$)	34.85	34.85	30.97	30.97	27.10
Per Week (\$)	261.38	522.75	696.83	929.10	1,016.25
Per Fortnight (\$)	522.76	1,045.50	1,393.66	1,858.20	2,032.50
<b>SEO</b>					
<b>Initial Services</b>					
Review of existing SEO rankings & metrics	✓	✓	✓	✓	✓
Development of SEO optimisation plan	✓	✓	✓	✓	✓
Website structure optimisation for SEO	✓	✓	✓	✓	✓
Website images optimisation for SEO	✓	✓	✓	✓	✓
Website content optimisation for SEO	✓	✓	✓	✓	✓

**Ongoing Services**

Creation of Blogs matched to keywords (Per Week)	1	2	3	4	5
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**Google**

**Initial Services**

Creation of Google Business Profile	✓	✓	✓	✓	✓
Optimisation of Google Business Profile	✓	✓	✓	✓	✓
Creation of Google Ads, Google Analytics and Google Search accounts	✓	✓	✓	✓	✓
Embedding Google code to website	✓	✓	✓	✓	✓

**Ongoing Services**

Development of Google advertising plan	✓	✓	✓	✓	✓
Design & creation of Google ad creatives per month	1	2	3	4	5
Posting of Google ads	✓	✓	✓	✓	✓
Google ad analytics & monitoring	✓	✓	✓	✓	✓

Google ad analytics reporting per month	1	1	2	2	4
<b>Facebook</b>					
<b>Initial Services</b>					
Creation of Facebook Business Page	✓	✓	✓	✓	✓
Linking of Meta Pixel code to website	✓	✓	✓	✓	✓
Creation of initial posts to build out content per week	3	6	9	12	15
Posting of initial posts	✓	✓	✓	✓	✓
Creation & posting of Engagement ad to boost followers	✓	✓	✓	✓	✓
<b>Ongoing Services</b>					
Creation & posting of Facebook posts per week	1	3	5	7	10
Creation of Facebook ad campaigns	✓	✓	✓	✓	✓
Creation of ad creatives per month	1	2	3	4	5
Posting of Facebook ads	✓	✓	✓	✓	✓

Ad analytics & monitoring	✓	✓	✓	✓	✓
Ad analytics reporting per month	1	1	2	2	4

**Instagram**

**Initial Services**

Creation of Instagram Business Page	-	-	✓	✓	✓
Creation of initial posts to build out content per week	-	-	5	7	10
Posting of initial posts	-	-	✓	✓	✓

**Ongoing Services**

Creation & posting of Instagram posts per week	-	-	3	5	7
Creation & posting of ad creatives per month	-	-	2	3	4
Posting of Instagram ads	-	-	✓	✓	✓
Instagram analytics per month	-	-	✓	✓	✓

## LinkedIn

LinkedIn					
<b>Initial Services</b>					
Creation of LinkedIn Business Page	-	-	✓	✓	✓
Creation of initial posts to build out content per week	-	-	2	3	4
Posting of initial posts	-	-	✓	✓	✓
<b>Ongoing Services</b>					
Creation & posting of LinkedIn posts per week	-	-	2	3	4
Creation & posting of ad creatives per month	-	-	✓	2	4
Posting of LinkedIn ads	-	-	✓	✓	✓
Ad analytics & monitoring	-	-	✓	✓	✓
LinkedIn analytics & reporting each month	-	-	1	2	4
<b>Newsletter</b>					
Creation of Newsletter per month	-	1	1	1	2