

CONTENT MARKETING RATE CARD 2020

Make use of our trusted industry writers, designers and marketers to get your message to your customers in 2020.

VIDEO SERVICES

Around one third of users spend their time online watching videos. In the age of information overload, videos are an easy way for buyers to consume information, especially on their mobiles.

Our team of experts provide a full video service offering, from conceptualisation to the filming and post-production of your interview, commercial profile, project or corporate video.



Video interview (3 minutes)	R17 500	Project video (3-5 minutes)	POA
Commercial/profile (1-2 minutes)	R30 000	Corporate video (6 minutes)	POA

Rates include post-production. Filming of videos to take place at 3S Media's studio in Linbro Business Park, JHB, or within an 80 km radius. For locations beyond 80 km, standard AA rates per km will apply.

BROCHURES

Our expert content marketing team will take care of your brochures from start to finish, including:

- Conceptualisation
- Content creation
- Photography
- Design
- Printing



4 pages	R30 000
8 pages	R55 000
12 pages	R85 000
16 pages	R100 000
20 pages	R120 000

These rates included 1 000 printed brochures. POA for higher print runs.

SOCIAL MEDIA

According to the PwC Total Retail 2017 survey, 45% of global respondents said that reading reviews, comments and feedback influences their buying behaviour.

All companies need to manage their social media presence, as it has a significant impact on the purchasing behaviour of their customers.

Make use of our professional industry writers and marketers to develop your social media strategy, create engaging content, boost posts and track results.



PACKAGE 1

- Professionally written content marketing article to post on your website, newsletter and platforms – 250 words
- 10 posts per month – select from Facebook, Twitter and LinkedIn, depending on goals
- Monthly reporting

R7 500

PACKAGE 2

- Professionally written content marketing article to post on your website, newsletter and platforms – 350 words
- 15 posts per month – select from Facebook, Twitter and LinkedIn
- Monthly reporting

R10 500

PACKAGE 3

- Professionally written content marketing article to post on your website, newsletter and platforms – 450 words
- 20 posts per month – select from Facebook, Twitter and LinkedIn
- Monthly reporting

R12 500

! We offer a comprehensive design and printing service to build your marketing presence and create your unique corporate identity. We help you every step of the way – from your logo, business cards, stationery, catalogues, annual reports and even your website! Ask your sales representative for detail.

*All the above prices in ZAR exclude VAT.

CONTACT

Sales: Antois-leigh Neppen t+27 (0)11 233 2600 c +27 (0)63 949 2793 antois-leigh.botma@3smedia.co.za
Content: Shanna Jacobsen t +27 (0)11 233 2600 c +27 (0)79 884 6939 shanna.jacobsen@3smedia.co.za

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SOCIAL MEDIA PACKAGES

PACKAGE 1

This package is ideal for businesses that need some help getting their marketing message out there and using their social media for content marketing to build awareness, engagement and trust.

R7 500

What you get?

- Content discussion to align with business goals
- Professionally written content marketing article to post on your website, newsletter and platforms – 250 words
- 10 posts per month – select from Facebook, Twitter and LinkedIn depending on goals
- Facebook boosting or ad words to the value of R1 000
- Monthly reporting
- Additional boosting if requested – POA

PACKAGE 2

This package is perfect for businesses that want to use social media to market a product offering or service and are ready to take the online presence of their business to the next level.

R10 500

What you get?

- Content discussion to align with business goals
- Professionally written content marketing article to post on your website, newsletter and platforms – 350 words
- 15 posts per month – select from Facebook, Twitter and LinkedIn
- Facebook boosting or ad words to the value of R1 500
- Monthly reporting
- Additional boosting if requested – POA

PACKAGE 3

This package is for businesses that are ready to accelerate their growth in the market or aggressively market a product or service by targeting social media audiences.

R12 500

What you get?

- Content discussion to align with business goals
- Professionally written content marketing article to post on your website, newsletter and platforms – 450 words
- 20 posts per month – select from Facebook, Twitter and LinkedIn
- Facebook boosting or ad words to the value of R2 000
- Monthly reporting
- Additional boosting if requested – POA

Our Build Package is ideal for start-ups and for businesses that need some help getting started using their social media for content marketing to build awareness, engagement and trust – POA

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3SMEDIA

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Expand your marketing message with engaging video content, professional brochures, perfect annual reports and strategically developed social media campaigns. This is why:

VIDEO SERVICES



3S Media offers bespoke video and editing services to serve your video marketing needs. Video has become an integral part of our digital world, with users sharing videos on Facebook and platforms such as YouTube. There is a constant flow of, and demand for, new information, which is being consumed through myriad channels, including smartphones, tablets, computers and connected TV devices.

Statistics show users devote around a third of their online time to watching videos, which cannot be ignored by businesses looking to leverage a dynamic, integrated advertising approach. Further, 90% of customers say that watching a video actually helps them make their buying decisions. With that kind of potential and effect, what business wouldn't want to take advantage of video? If your company has shot a TV commercial, this may be your initial go-to when uploading a digital video; however, because online videos can be highly targeted at a specific audience, thinking outside the box and utilising tailored messaging are essential – and so is getting more bang for your buck.

Customers are viewing so much content across various web-connected devices and platforms that it is estimated that some 80% of all internet traffic will be in the form of video by the end of this year. In 2019, how will you catch their attention?

BROCHURES



3S Media also offers professional brochure writing and design services to help you create eye-catching and technically relevant brochures.

Brochures are an ideal opportunity to draw professionals' attention with impactful headlines, effective content and attractive design.

Customised and engaging brochure content will be compiled by our experienced content writers and journalists, with brochure design put together by our expert design team.

We ensure timely delivery as per a predecided work schedule, as well as three revisions to the brochure content and design. Brochure printing services are also available.

SOCIAL MEDIA MANAGEMENT



Today, social media is unquestionably among the best ways to engage with your customer and build relationships. Social media can act just like modern word-of-mouth marketing. By utilising social media channels such as Facebook, Twitter, Instagram and LinkedIn, depending on your needs, 3S Media's social media specialists can manage and, more importantly, strategically develop your social media platforms, helping you increase brand awareness, build relationships, engage with customers, and manage targeted online advertising, as well as your online reputation.

What's more, 3S Media will provide detailed statistical reporting throughout your campaign, so that engagement and efficacy can be quantified.

Why do this?

- Increase your SEO rankings by building your business's profile socially through content we will develop on your behalf, so that your brand is more prominent in online searches.
- Set your business apart from the competition with a professional and effective social media presence.
- Let us direct conversations that are already happening about your brand, and initiate new ones.
- Build and enhance your online reputation and digital footprint.

ANNUAL REPORTS



The annual report of a company is among its most significant documents, as it enables the business to report on and project its performance over the period of a year. It is of vital importance to both current stakeholders and potential investors.

On the basis of the report, stakeholders are kept abreast of the performance of the business while potential investors may make their decision on whether or not to invest. To adequately and accurately convey the intended information, it has to be well written and presentable.

Leveraging our extensive editorial and technical writing experience, 3S Media can now compile your annual report according to your brief and timeline.

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