

UNLOCK

YOUR SALES POTENTIAL THIS

EOFY



1300 733 255 **0407 379 550**
Level 1, 261 Pirie Street, Adelaide SA 5000
kain@marketingcatalyst.com.au
marketingcatalyst.com.au

 **MARKETING**
catalyst™



Winning packages.

HAVE YOU GOT STOCK TO MOVE?

If you are a retailer or a franchisee with stock to move, you're in the right place. Our expertise is in crafting retail advertising campaigns that get the attention of customers and bring them into your business, ready to buy your stock.

Simply start by choosing the advertising package that best suits your budget and your business, and then we will get to work doing what we do best.




GOLD
\$8976

Get 9 x customer contact points.
Great for EOFY.



SILVER
\$7073

Get 7 x customer contact points.
Great for market share growth.



BRONZE
\$3267

Get 4 x customer contact points.
Great for consistent market presence.

Terms & Conditions: See XERO quote for terms and conditions.

GOLD Sale Campaign Package



CAMPAIGN ASSETS		
✍️	Strategy Development	\$400
	Creative Concept Development - Mock-up	\$450
MASS MEDIA		
📺	TVC production including script, voice over and CAD approval	\$1800
YOUTUBE		
📺	Use the TVC as the video asset to get more value for you	\$0
	YouTube advertising campaign set up and targeting	\$250
FACEBOOK & INSTAGRAM PAID ADS		
f	Facebook & Instagram Carousel Ad design (Awareness)	\$425
	Facebook & Instagram Carousel Ad set up	\$220
📷	Facebook & Instagram Retargeting Ad (Reminder)	\$250
	Facebook & Instagram Retargeting Ad (Reminder)	\$250
DATABASE MARKETING TO PREVIOUS CUSTOMERS		
✉️	eDirectMail (EDM) to up to 10,000 customers	\$995
	EDM to "Unopened List"	\$295
📱	SMS writing, linking to landing page, compliance	\$295
	5000 SMS messages to previous customers	\$900
GOOGLE ADS		
G	Google Display Banners x 2 designs	\$495
	Google Display campaign set up and targeting	\$350
WEBSITE BANNER ARTWORK		
📺	Campaign consistent creative for Home Page & Specials Page	\$495
PROJECT MANAGEMENT		
☰	Manage all of the moving parts, suppliers and deadlines for you	\$240
REPORTING		
📊	Monthly Digital Reporting	\$50
\$	Cost	\$8160
	GST	\$816
	Total	\$8976

DIGITAL MARKETING PLATFORM BUDGETS	We suggest the following budgets:
Facebook/Instagram Carousel ad	\$20 per day/\$600 per month
Facebook/Instagram Remarketing ad	\$10 per day/\$300 per month
YouTube Ad	\$15 per day/\$450 per month
Google Banners	\$15 per day/\$450 per month

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SILVER Sale Campaign Package 1



	CAMPAIGN ASSETS	
	Strategy Development	\$300
	Creative Concept Development - Mock-up	\$450
	MASS MEDIA	
	TVC production including script, voice over and CAD approval	\$1800
	YOUTUBE	
	Use the TVC as the video asset to get more value for you	\$0
	YouTube advertising campaign set up and targeting	\$250
 	FACEBOOK & INSTAGRAM PAID ADS	
	Facebook & Instagram Carousel Ad design (Awareness)	\$425
	Facebook & Instagram Carousel Ad set up	\$220
 	DATABASE MARKETING TO PREVIOUS CUSTOMERS	
	eDirectMail (EDM) to up to 7,500 customers	\$795
	EDM to "Unopened List"	\$295
	SMS writing, linking to landing page, compliance	\$295
	2500 SMS messages to previous customers	\$450
	WEBSITE BANNER ARTWORK	
	Campaign consistent creative for Home Page & Specials Page	\$490
	PROJECT MANAGEMENT	
	Manage all of the moving parts, suppliers and deadlines for you	\$160
	REPORTING	
	Monthly Digital Reporting	\$50
	Cost	\$6430
	GST	\$643
	Total	\$7073

DIGITAL MARKETING PLATFORM BUDGETS		We suggest the following budgets:
Facebook/Instagram Carousel ad		\$20 per day/\$600 per month
YouTube Ad		\$15 per day/\$450 per month

Terms & Conditions: Contact us for a formal quote and for full terms and conditions.
 For television, we will make the TVC and send it to the station, but the cost does not include the TV airtime.
 For YouTube advertising, you will need to supply us with a video if not TVC, or we can quote you on creating a video.

SILVER Sale Campaign Package 2



	CAMPAIGN ASSETS	
	Strategy Development	\$300
	Creative Concept Development - Mock-up	\$450
	YOUTUBE	
	Use the TVC as the video asset to get more value for you	\$0
	YouTube advertising campaign set up and targeting	\$250
	FACEBOOK & INSTAGRAM PAID ADS	
	Facebook & Instagram Carousel Ad design (Awareness)	\$425
	Facebook & Instagram Carousel Ad set up	\$220
	DATABASE MARKETING TO PREVIOUS CUSTOMERS	
	eDirectMail (EDM) to up to 7,500 customers	\$790
	EDM to "Unopened List"	\$295
	SMS writing, linking to landing page, compliance	\$295
	2500 SMS messages to previous customers	\$450
	WEBSITE BANNER ARTWORK	
	Campaign consistent creative for Home Page & Specials Page	\$495
	PROJECT MANAGEMENT	
	Manage all of the moving parts, suppliers and deadlines for you	\$160
	REPORTING	
	Monthly Digital Reporting	\$50
	Cost	\$4180
	GST	\$418
	Total	\$4598

DIGITAL MARKETING PLATFORM BUDGETS	We suggest the following budgets:
Facebook/Instagram Carousel ad	\$20 per day/\$600 per month
YouTube Ad	\$15 per day/\$450 per month

Terms & Conditions: See XERO quote for terms and conditions.
For YouTube advertising, you will need to supply us with a video if not TVC, or we can quote you on creating a video.

BRONZE Sale Campaign Package



CAMPAIGN ASSETS		
✂	Strategy Development	\$200
	Creative Concept Development - Mock-up	\$350
FACEBOOK & INSTAGRAM PAID ADS		
f @	Facebook & Instagram Carousel Ad design (Awareness)	\$425
	Facebook & Instagram Carousel Ad set up	\$220
DATABASE MARKETING TO PREVIOUS CUSTOMERS		
✉ 📱	eDirectMail (EDM) to up to 5,000 customers	\$695
	SMS writing & setup	\$195
	2000 SMS messages to previous customers	\$360
WEBSITE BANNER ARTWORK		
🖥	Campaign consistent creative for Home Page & Specials Page (Max 2)	\$395
PROJECT MANAGEMENT		
☰	Manage all of the moving parts, suppliers and deadlines for you	\$80
REPORTING		
📊	Monthly Digital Reporting	\$50
\$	Cost	\$2970
	GST	\$297
	Total	\$3267

DIGITAL MARKETING PLATFORM BUDGETS	We suggest the following budgets:
Facebook/Instagram Carousel ad	\$20 per day/\$600 per month

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