



# *Services &* PRICING GUIDE





# HELLO *and* WELCOME

## ABOUT US

As a female founded full stack digital marketing agency based in Singapore, we provide real and honest conversations with solutions to help businesses around the globe.

*Our promise is to offer honest, experienced guidance while providing true value to your business.*

Let's face it the world of digital marketing can be overwhelming, and we are here to guide you every step of the way, catering to our client's specific needs from digital advertising, website development, strategy consulting, branding and much more without all the jargon.

With more than 10 years of global marketing experience, we've built an agency who's purpose is to help others in need, going above and beyond to deliver.



# Hi, I'm Ekta

FOUNDER & OWNER

*My favourite thing is utilising collaboration, strategy and creativity to help businesses put their best foot forward. I love what I do. I enjoy every stage of the design process and I put my all into every project, for every client.*

*I go the extra mile, all the way through from onboarding to delivery. I've worked extensively on my processes to make the journey to project success a smooth ride.*

A little about myself...

*Born in Kuwait, bred in Montreal, educated in France and 100% Indian. A hospitality aficionado, I have worked across the globe with some fantastic brands to feed my passion. A global citizen, hopping around as an ex-pat for 15 years, I have now set my roots in Singapore. I have over 15 years of experience under my belt, within the hospitality and travel sector as well as other industries across North America, the Middle East and Asia.*

*I am driven by helping clients, especially SME's, reach their potential and their goals through various marketing strategies without breaking the Piggybank. My passion lies in food & travel, and enjoy taking brands to the next level.*

## SERVICES & PACKAGES

# WordPress Websites

DELIVERY IN 4 WEEKS

## Landing \$2,700

1 PAGE Wordpress website (landing page) designed keeping your marketing and advertising campaign with a clear Call to Action (CTA) in mind.

### No Hidden Costs

All the super boring (but necessary) stuff required to build a website is included in this package including:

- Wordpress Installation
- Integrate your branding
- Responsive for mobile and desktop
- Domain Name Registration,
- Hosting transfer & Premium 3 months of free Full Hosting post-launch
- SSL Certificate
- Social media Integration

### Support

- Full library of WordPress training videos
- 7 days of technical support post-launch
- 3 months of free Full Hosting post-launch

1 ROUND OF REVISION

DELIVERY IN 8 WEEKS

## Essential \$5,300

Up to 5 Page Wordpress website you can easily edit yourself

3 Pages of professional SEO keyword-optimised copywriting (2000 words)

Increase incoming leads and build your email list with social media links and a lead capture on your website

Up to 10 High-quality stock photos

### No Hidden Costs

All the super boring (but necessary) stuff required to build a website is included in this package including:

- Wordpress Installation
- Integrate your branding
- Responsive for mobile and desktop
- Domain Name Registration,
- Hosting transfer & Premium 3 months of free Full Hosting post-launch
- SSL Certificate
- Social media Integration

### Support

- Full library of WordPress training videos
- 30 days of technical support post-launch
- 3 months of free Full Hosting post-launch

2 ROUNDS OF REVISIONS

DELIVERY IN 12 WEEKS

## Pro \$7,900

Up to 10 Page Wordpress website you can easily edit yourself

6 Pages of professional SEO keyword-optimised copywriting (4000 words)

Increase incoming leads and build your email list with social media links and a lead capture on your website

Up to 20 High-quality stock photos

### No Hidden Costs

All the super boring (but necessary) stuff required to build a website is included in this package including:

- Wordpress Installation
- Integrate your branding
- Responsive for mobile and desktop
- Domain Name Registration,
- Hosting transfer & Premium 3 months of free Full Hosting post-launch
- SSL Certificate
- Social media Integration

### Support

- Full library of WordPress training videos
- 30 days of technical support post-launch
- 3 months of free Full Hosting post-launch

2 ROUNDS OF REVISIONS

## SERVICES & PACKAGES

# Branding Packages

DELIVERY IN 5 DAYS

## *Starter*

# \$750

Consultation Call

2 Logo Concepts

Logo Design Including  
Source Files

Colour Palette

Typography Guidelines

UPTO 2 ROUNDS OF  
REVISIONS

DELIVERY IN 10 DAYS

## *Basic*

# \$1,800

Consultation Call

3 Logo Concepts

Logo Design Including  
Source Files

Colour Palette

Typography Guidelines

2 Stationary Items

Do's and Don't

Brand Book Design

UPTO 2 ROUNDS OF  
REVISIONS

DELIVERY IN 15 DAYS

## *Signature*

# \$2,500

Consultation Call

5 Logo Concepts

Logo Design Including  
Source Files

Colour Palette

Typography Guidelines

3 Stationary Items

Do's and Don't

Brand Book Design

Brand Identity

Logo Usage Guidelines

Iconography Pack

Social Media Templates  
(set of 5) editable in Canva

Presentation Template  
(set of 5) editable in Canva

UPTO 3 ROUNDS OF  
REVISIONS

\*Additional rounds of revisions charged at \$150 per round

\*Source files in Adobe Illustrator + jpg and png with transparent background

\*All logo designs are given in Colour & Black & White versions

\*Choose from the following stationary items: business card, letterhead, invoice, email banner

\*We can also help with other items such as flyers, brochures, product mockups, pricing available upon request

## SERVICES & PACKAGES

# Services Price Sheet

### EMAIL MARKETING

*Looking to automate your email marketing and get leads? We love using Mailerlite and Klaviyo. This add on is a set it and go flow of email automation from welcome emailers to abandoned cart reminders.*

STARTING FROM

**\$350**

### SEO (SEARCH ENGINE OPTIMIZATION)

*Improve your Google position with our SEO service for Shopify and WordPress websites. We will make sure your website is getting indexed in search engines. From technical SEO to on-page SEO we have you covered.*

STARTING FROM

**\$1250**

### COPYWRITING & BLOGGING

*Leave it up to the professionals to write enchanting copy that persuades your visitor to take action. Let our team of experts curate blog posts for a range of industries.*

STARTING FROM

**\$350**

### PHOTOGRAPHY

*From product photography to personal branding or social media content, use our on site photographer in Singapore to give you professional quality images for your brand*

STARTING FROM

**\$550**

## SERVICES & PACKAGES

# Services Price Sheet

### FACEBOOK ADS

*From setting up your account to creating captivating ad campaigns as well as management. We make sure your ads are reach the right audience with data driven results.*

STARTING FROM

**\$400**

### GOOGLE ADS (SEM - SEARCH ENGINE OPTIMIZATION)

*Get noticed on Google with more traffic to your website, leads & conversions. Our performance marketing will set-up your account and run campaigns in line with your objectives.*

STARTING FROM

**\$900**

### INSTAGRAM GRID MAKEOVER

*Save time and ensure consistent social media posts with strategic on-brand templates. We conduct strategy and market research as well give you editable Canva files plus training of how you can use edit these yourself.*

STARTING FROM

**\$450**

### PRIVATE COACHING

*1:1 Power Hour Session*

*Receive strategic tips and assistance on any digital marketing topic via one-on-one digital session.*

STARTING FROM

**\$150**

## WHAT OUR CLIENTS SAY

# Client Testimonials



Business Director - Preparazzi

*Jeremy said...*



I am I'm delighted to have finally found the right digital marketing guru with a range of services for my clients. Ekta has the depth and scope of expertise to help deliver data-driven results for my client's digital marketing and E-commerce needs.

One of the most exciting engagements we worked on was for The Dempsey Project - a multi-concept cafe with diverse target customer segments. It was refreshing to work with Ekta as she understood the business challenges and could identify the marketing opportunities quickly.

Ekta's professionalism and team player approach complemented our small and young marketing team, bringing deep expertise and timely solutions to the business. Our initial scope for digital marketing strategy at The Dempsey Project has now expanded to include social media strategy, eCommerce, website UI, email automation and data analysis, helping us take the business to the next level.



*Ishita said...*

Working with Ekta and The Four Leaves Digital Team was a great experience for my start-up. While also juggling a full-time job, I had limited time - she helped us navigate through what we needed, from branding, website to even infographic videos giving our brand a voice. This is exactly what I was looking for - efficient organized and experienced.



Executive Director at Ernst & Young  
& Co-founder of QuikPath

# *Frequently Asked Questions*

## *Q1. Are we a good fit?*

Great question! It's super important to find an agency that you resonate with and who you trust to communicate openly. That sometimes the easiest way to get to know somebody is a good ol' fashioned call. Schedule a discovery call to see if we're a good fit.

## *Q2. How do you communicate with clients?*

Although we are based in Singapore, we mainly communicate via email and other online tools. This means we can be more productive and work my magic on your creative projects without frequent interruptions. Throughout the project we can schedule phone calls as needed, however, the bulk of communication will be via email. Is this something you're comfortable with?

## *Q3. Do you offer discounts?*

We offer a seamless, premium customer experience. We want to serve every customer deeply and give each one of you the attention you deserve. We do offer payment plans or we can create a custom package to suit your budget.

## *Q4. Why hire an agency?*

It's more affordable than hiring and sustaining your own in-house marketing team.  
It takes time and budget to nurture an employee to be competent at digital marketing.  
It's not possible for a business owner to do everything on their own  
We do what we are great at so you can focus on growing your business.



# READY TO GET STARTED?

*Let us help you create something amazing and navigate the digital world at an affordable price and with an accessible approach.*

[GET IN TOUCH](#)

## HOW DO WE GET STARTED?

# Website Process

01

### *Brief & Planning*

Once the boring stuff of contracts, terms and deposits have been made, I'll be sending you a form to fill out for me to have a better understanding of what you would like, once completed we will go through the brief together over a call to make sure we deliver the website of your dreams.

02

### *Design*

We approach each project collaboratively to ensure your vision is a key part of the delivered website. In this phase, bring to life the brief you have submitted and finalized. From this point forward all communication will be via email.

03

### *Preview*

We will send you a preview link with a portion of your website, this is make sure we have the right style moving forward so we can design the rest of the pages.

04

### *Review*

This is your first draft of your brand new website, you will have 1-2 rounds of revisions depending on the package you have selected. We will then go back and make the requested design adjustments

05

### *Go live!*

Congratulations on your new website! Your website will go live and we will provide you with training videos on how to maintain and update content on your website. We will of course offer any technical support if required. You can also opt to engage us to maintain your website for you. Now wasn't that easy peazy?

## CLIENT HOMEWORK

# What I need from You

### PAPERWORK

### DUE BEFORE STARTING YOUR PROJECT

*Once contracts and terms have been signed, we request a 50% deposit before starting the project. The project start date will be defined ahead of time depending on the project availability. Please do let us know your deadlines so we can find a date to book your project*

### BRIEF

### DUE BY WEEK ONE

*This will be the most important part of the website process, once we have the brief which includes any copy, images, references - then you can sit back and hang tight as we get to work.*

### PREVIEW

### DUE WITHIN ONE WEEK OF PREVIEW

*Once we send you a preview of your site, it's important for us to make sure the design is in line with what you want. The key here is to get back to us within the timeframe to make sure we can make adjustments.*

### REVIEW

### DUE WITHIN ONE WEEK OF UPDATED REVISIONS

*This is the time to go through all aspects of your website and to take it for a ride. Check images, colours, copy, links and add comments where needed. We use an easy markup tool that allows you to add comments directly on the staging site. Once the final payment is made, your website will go live!*