



# *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.

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.

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



# *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.

**Support**

- 7 days of technical support post-launch.

1 ROUND OF REVISION

DELIVERY IN 8 WEEKS

*Essential*  
**\$5,300**

Up to 5 PAGES 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.

**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 PAGES 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.

**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

**No Hidden Costs.**

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

- 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

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.*

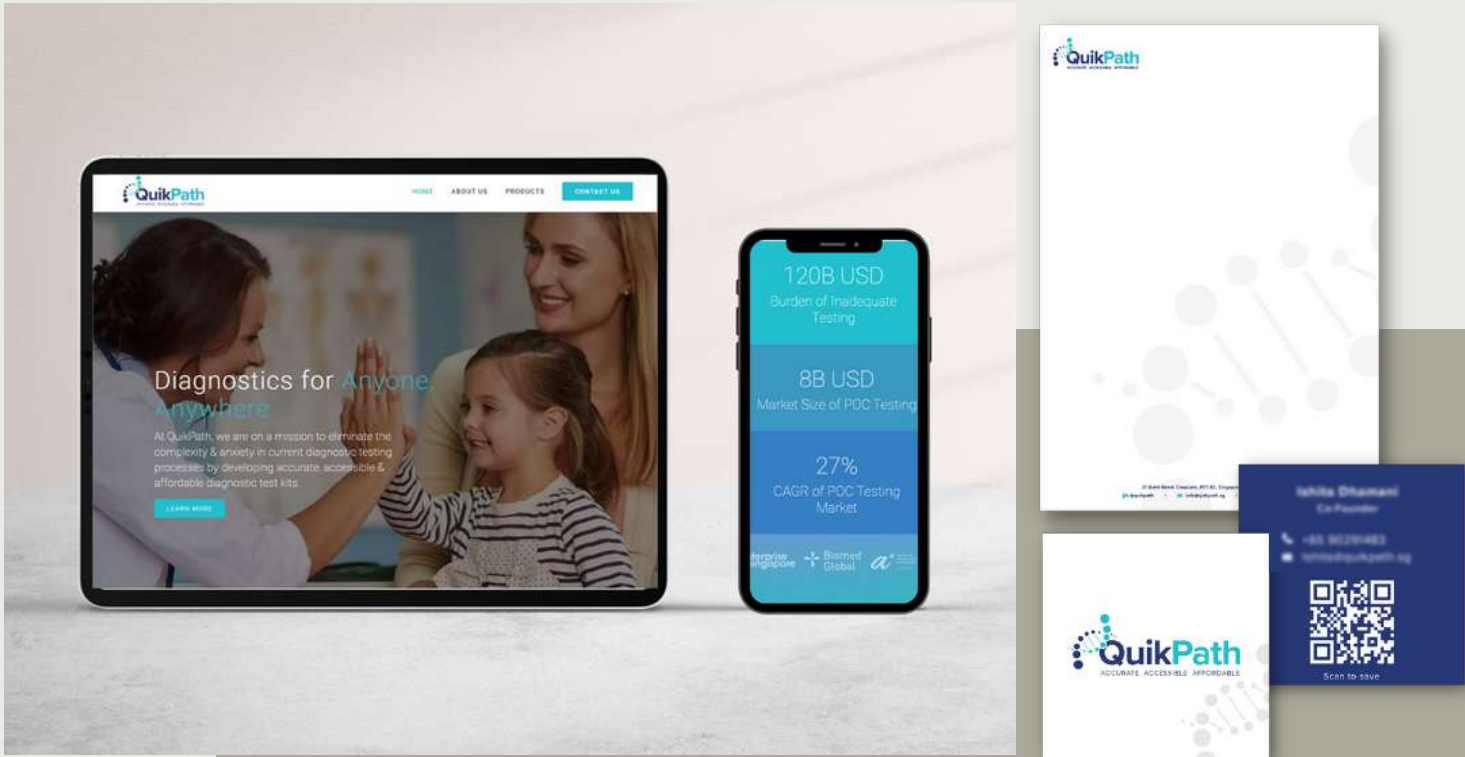
STARTING FROM

**\$150**

## QUIKPATH - COVID TEST KIT

Accessible diagnostics testing with RT-PCR tech for everyone, a female-founded startup.

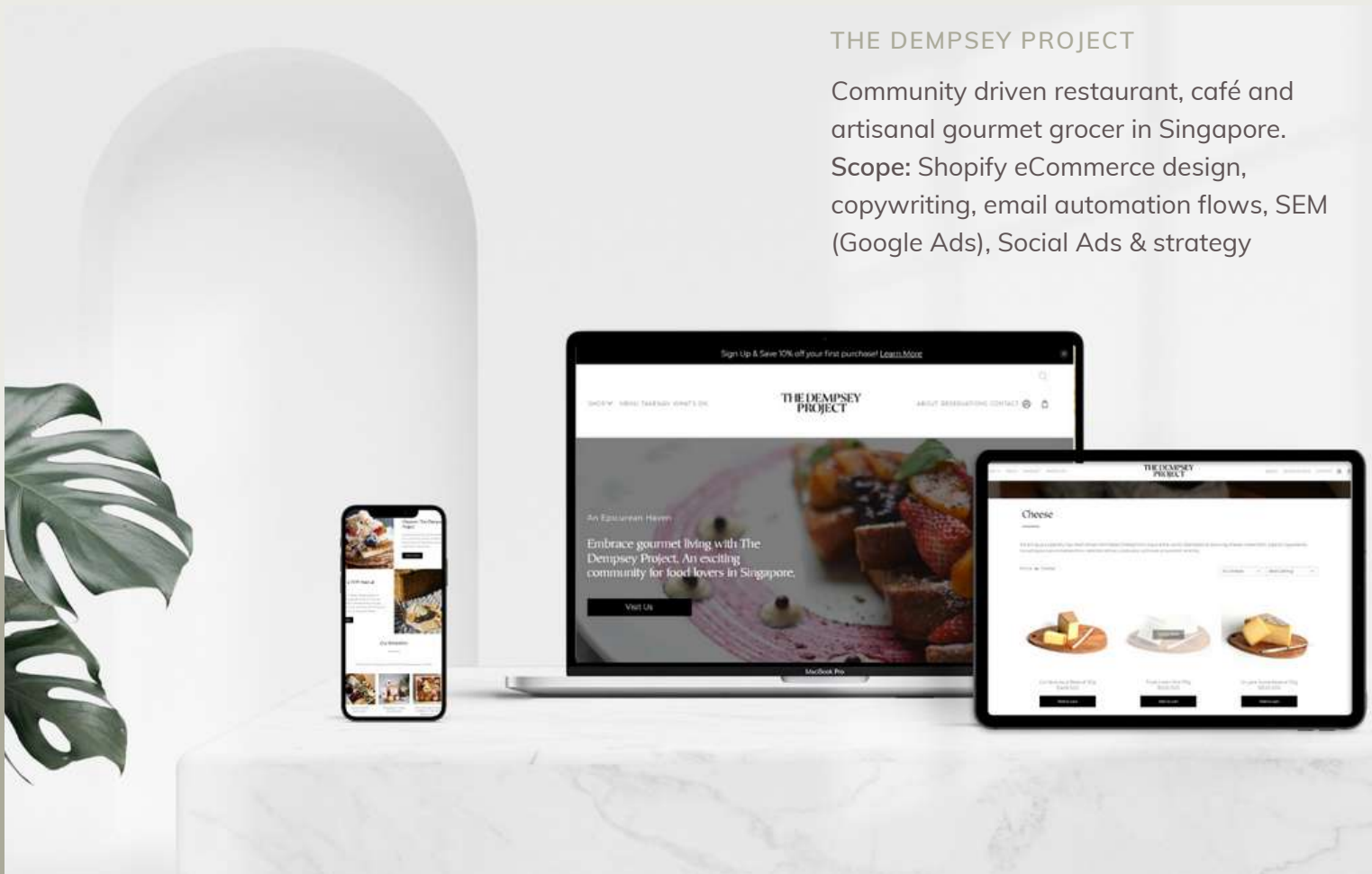
Scope: WordPress website design, copywriting, infographic video, strategy & branding.



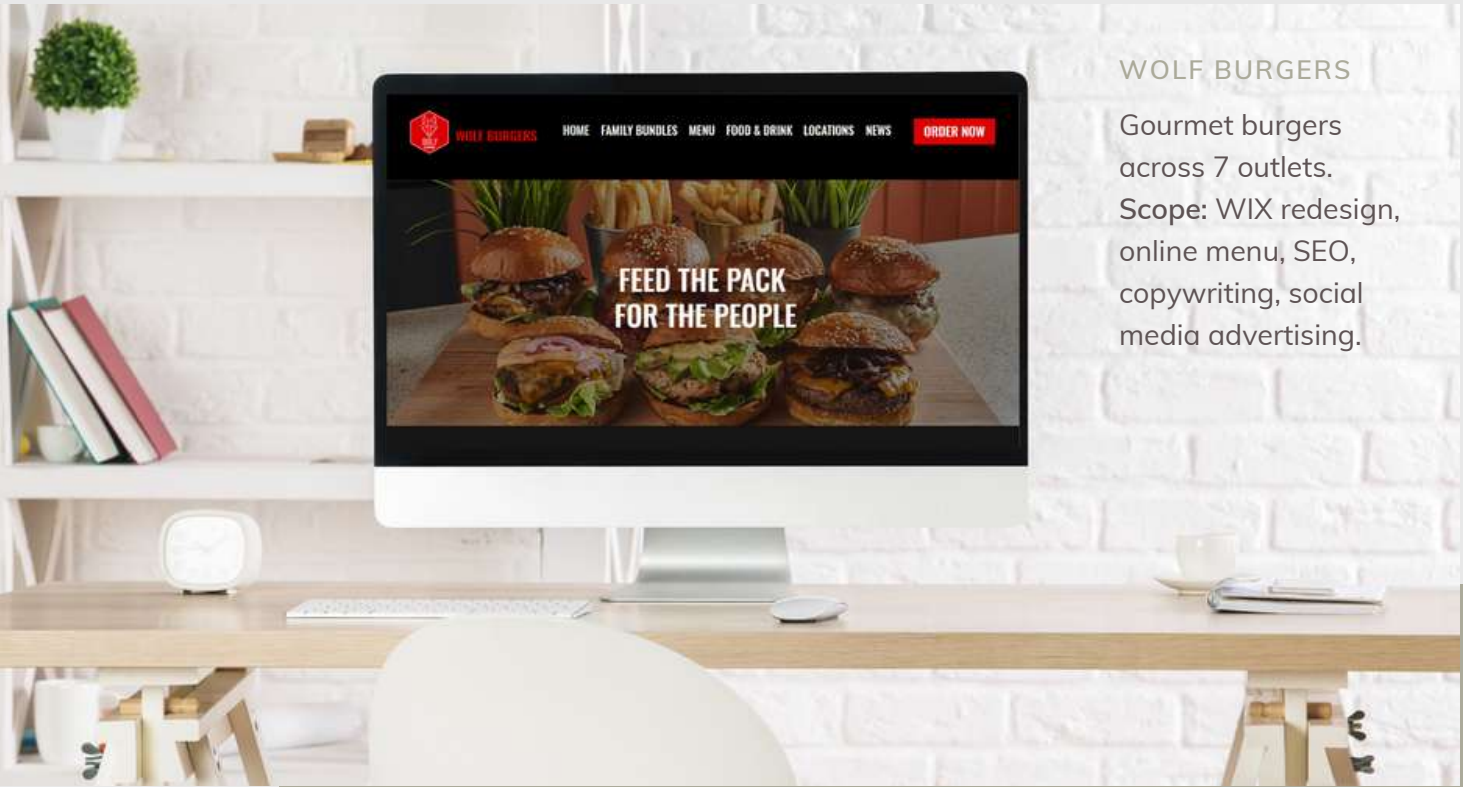
## THE DEMPSEY PROJECT

Community driven restaurant, café and artisanal gourmet grocer in Singapore.

Scope: Shopify eCommerce design, copywriting, email automation flows, SEM (Google Ads), Social Ads & strategy



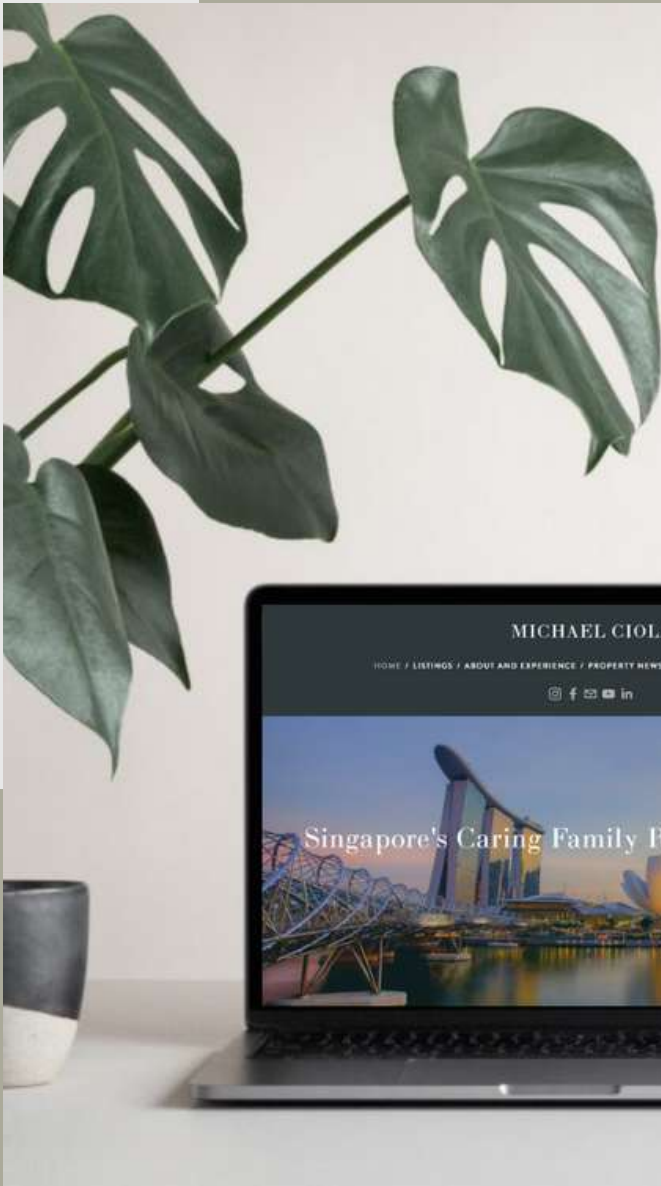




## WOLF BURGERS

Gourmet burgers across 7 outlets.

Scope: WIX redesign, online menu, SEO, copywriting, social media advertising.



## MICHAEL CIOLA REAL ESTATE AGENT

Real estate agent website in Singapore.

Scope: Squarespace design, listing features, copy and social media marketing.

WHAT OUR CLIENTS SAY

# Client Testimonials



*Business Director - Preparazzi*



*Jeremy said...*

Ekta understood just what I needed and provided it quickly. She is easy to communicate with, has helpful ideas, and answered all my questions promptly. I'm delighted to have finally found the right marketing guru for my clients, with data-driven results.



*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