



# DIGITAL SOLUTIONS

Digital Marketing Experts

We **Think**, We **Measure**, We **Generate**

Business Results







# OUR VISION ★

At Smoke Studios, we craft **exceptional digital experiences** that help businesses **stand out**, **connect**, and **grow** in today's fast-paced online world.

From striking, user-friendly websites to powerful eCommerce platforms, and tailored digital marketing strategies, we design **solutions** that are **visually impactful**, strategically driven, and built with best-in-class SEO and user experience practices.

Our approach is **personal** and **collaborative** — we take the time to understand your brand, your goals, and your audience, creating digital assets that not only **look amazing** but also deliver real results. With Smoke Studios as your creative and technical partner, **you'll have the tools, strategy**, and **support** you need to thrive in an ever-evolving digital landscape.





# ABOUT US

- ★ Smoke Studios is your **strategic partner** for navigating the evolving digital landscape and **achieving sustainable growth**. With over 25 years of experience in **digital marketing** and **web solutions**, we've successfully collaborated with brands of all sizes.
- ★ As **WordPress specialists**, we **design** and develop **high-performing, user-friendly websites** that are as **powerful** behind the scenes as they are **beautiful upfront** — tailored to your **brand, goals**, and **audience**.





# WHAT MAKES US UNIQUE?

- ★ We are **data and results driven**, and our sole focus is on generating business results for our clients.
- ★ We don't sell products but rather ensure we **understand your business** and create the ideal solution for your unique requirements.
- ★ We **do not take** a percentage of your **media budget**, it all goes directly to your spend. This allows us to invest more in your success and ensures that we are always working in your best interest.





# HOW WE WORK

We take the time to **understand** your business and goals, then put our WordPress expertise to work.

With your permission, we'll review your website's performance — from visitor traffic and search engine visibility to how well your content matches what your audience is searching for.

You'll receive a clear, actionable report, and we can walk you through the findings. You can handle the updates in-house, or let us implement them for you.

We also offer ongoing WordPress maintenance, analytics, and marketing services to keep your site secure, optimised, and delivering results month after month.





BRINGING YOUR  
IDEAS TO LIFE  
**DIGITAL SERVICES**







# OUR SERVICES

## ♥ Brand Strategy

Elevate your **brand's identity** with our specialised brand strategy service. Let's create a **comprehensive plan** defining your unique brand, values, and positioning.

## ♥ Google Ads

**Maximise** your business's growth potential with Google Ads! Reach your target audience precisely when they're **actively searching** for businesses like yours.

## ♥ Content Strategy

Unlock the **power of content** with our strategic content strategies. Every piece of content has a **meaningful purpose**, enhances your online presence and delivers lasting value to your audience.

## ♥ SEO

Improve your Google ranking, **drive traffic** to your site and **connect with customers** when they are looking for you!

## ♥ Analytics

Let us **unlock** the **hidden insights** in your website analytics data so you can **stay ahead** of the competition.

## ♥ Digital Strategy

We **partner** with you to create the ultimate digital strategy that helps you **reach your goals**





# OUR SERVICES

## Social Media

Our expert Social Media team works with you to create a **formidable social media presence** for your brand that delivers new customers and sales.

## Content Marketing

Our content marketing strategy speaks the language of search engines and the hearts of humans – **SEO meets the art of storytelling.**

## Website Design & Development

We design and develop **high quality responsive** web and mobile sites. Focusing on user centered design, content, usability, and simplicity.

## UX Design

We take the **human-centered approach** of UX design to help understand how people think, and what motivates them.





# BRAND STRATEGY

Elevate your **brand's identity** with our specialised brand strategy service.

We will create and refine a **comprehensive plan** that defines your brand's essence, values, and unique positioning in the market.

We ensure that every element of your brand strategy serves to **authentically represent** your business and connect with your **target audience**.

Let us guide your brand to achieve a **lasting impact** and **success** in your competitive landscape.





# DIGITAL STRATEGY

An **integrated digital strategy** provides a solid **foundation** for all of your key online marketing activities.

Our digital strategy covers the following areas:

- Evaluation of target market
- Competitor benchmarking
- Growth opportunities
- Value matrix and messaging
- Channel strategy for Social
- Content marketing approach
- Working with data | Optimisation







# CONTENT STRATEGY

Unlock the **power of content** with our strategic content strategies.

Our content strategy service focuses on the continuous planning, creation, and management of valuable, **user-friendly**, and **impactful** content, **tailored** to your specific subject matter.

We ensure that every piece of content has a **meaningful purpose**, enhancing your online presence and delivering lasting value to your audience.

Some of the areas covered include:

**Content Audit**  
**Content Calendar**  
**Content Creation**





# SEARCH ENGINE OPTIMISATION

Improve your Google ranking, drive traffic to your site and increase brand awareness.

SEO stands for Search Engine Optimisation and works on **optimising** your web page and **increasing** your business's organic position on Google.

We help you **improve** your overall **search engine visibility** and ranking, bringing **more traffic** to your web or mobile site. **Maximise** your business's online marketing to increase high quality visitors to your site.







# ANALYTICS

**Is your business performing online?**

Get a **complete view of your digital performance** with real-time dashboards. Immediately detect and analyse trends and behaviours of your customers.

People go on digital journeys every day, these human stories and experiences combine with others to form **patterns of behaviour**.

We analyse your data to capture these patterns and stories. Let's **unlock the hidden insights** in your website analytics data so you stay relevant to your audience and ahead of your competition.







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# GOOGLE ADS

**Maximise your business's growth potential with Google Ads!**

Reach your **target audience precisely** when they're actively searching for businesses like yours.

Compared to social ads, Google ads offer a **unique advantage with higher conversion rates**, thanks to the strong purchase intent of users. While social advertising is effective for brand awareness and promotions,

Google Ads leverage the power of **intent-driven searches** to drive results and boost your business.







# SOCIAL MEDIA MARKETING

Our expert Social Media Marketing team will work with you to create your **formidable brand presence** on Facebook, YouTube, Instagram, Twitter and LinkedIn that delivers new customers and sales.

A powerful Social Media Strategy helps you connect with your audience to **build your brand, increase sales, and drive website traffic**. Every post counts and is packed with punch!







# CONTENT MARKETING

We craft content strategies that are as **unique** as your brand. At SmokeStudios, there is no one size fits all strategy, which is why we work closely with you to develop a tailored **content strategy** that aligns perfectly with your **brand objectives, target audience**, and the ever-changing tides of industry trends.

Gone are the days of throwing random content into the digital abyss, hoping it sticks. We ensure that each piece of content we create packs a powerful punch. It is all about understanding **your vision, your goals**, and your audience's preferences.





# UX DESIGN

UX design includes design and user research, information architecture, interaction design, usability testing, and content strategy.

We take the **human-centered approach** of UX design to help understand how people think, and what motivates them.







# WEBSITE DESIGN & DEVELOPMENT

A **beautiful, easy-to-use website** is essential for your business.

At Smoke Studios, we **design** and **develop high-quality, responsive WordPress** sites with a focus on user experience, content, and simplicity.

We also provide **ongoing maintenance** to keep your site secure, updated, and performing at its best — boosting traffic, SEO, and Google rankings. Our packages include retainer hours, so your website stays healthy and your **business stays ahead.**





# RATE CARD

## ★ Digital Strategy

- Digital Marketing Strategy **R10 750**
- Website Audit **R3 500**
- Social media Audit 2 hours per platform @ **R750 p/hr**
- Digital Footprint Audit **R9 250**  
(Website, UX and Social Analysis. Includes 3 Competitors)

## ★ SEO

- SEO Strategy **R4 750**  
(5-8 web pages. Additional pages will be quoted on)
- SEO Implementation **R2 500**
- Monthly Maintenance **R1 500**

## ★ Analytics

- Setup Google Analytics **R2 500**
- Live dashboard setup **R7 250**
- Monthly reporting **R1 500**







# TEAM RATE CARD

- Website Developer **R750 per/hour**
- PR and communications specialist **R750 per/hour**
- Marketing and Social Media Specialist **R750 per/hour**
- Copywriter **R650 per/hour**
- Project Manager **R650 per/hour**
- Google Ads campaign Manager **R550 per/hour**
- Graphic Designer **R550 per/hour**







# ANY QUESTIONS?

WE LOVE TALKING ABOUT  
MARKETING, STRATEGY AND  
WEBSITES



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