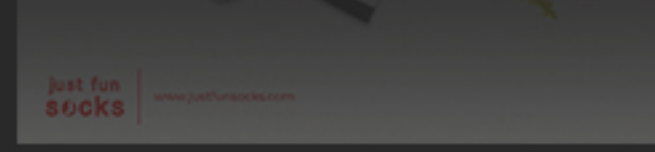
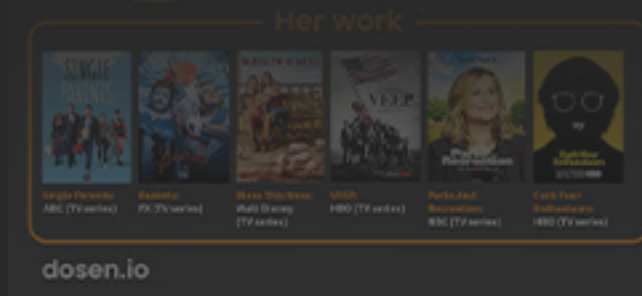


# BUSINESS PROPOSAL





When something is important enough, you do it even if the odds are not in your favor.

- Elon Musk

ipcdigitalmedia.com / IPC Digital Media

Digital signage reaches 135 Million people a week.

IPC Digital Media

Smart Data  
Smart Building Solutions

Protect Your Most Valuable Assets

www.tsmartdata.com

DESKTOP PC NOW PORTABLE

X R I G  
**X1**



Self Service Kiosk

IPC has created a self-service kiosk technology which provides the clients with management tools and technology to provide an enhanced customer experience.

IPC Digital Media

No-Show, No Problem!

Just Fun Socks' Hawaii Collection Now in Stealth Mode

Just fun socks

Smart Data

IT Comms / Server Rooms

Helping to secure your IT Infrastructure.

www.tsmartdata.com

"THERE IS NO **SALE** WITHOUT THE **STORY.**"

- Gary Vaynerchuk

Hot & Spicy Pizza

THIS WEEKEND ONLY

Free Home Delivery

50% OFF On all items

323-517-4946

Digital Transformation of your Pharmacy

€29/ per week

No Upfront Cost

Sign up Now!

We manage over 4,000 screens nationwide including over 150 pharmacies.

ipcdigitalmedia.com / IPC Digital Media

JOIN THE DARK SIDE

X R I G



BLACK PANTHER

X R I G



Comical Comfort

Swipe left →



## OVERVIEW

In the digital age, a robust online presence is non-negotiable. Digital marketing is the linchpin of visibility, engagement, and conversion in the virtual realm. It harnesses targeted strategies to reach audiences, drive traffic, and foster brand loyalty, vital for success in today's competitive landscape.

When it comes to elevating your digital footprint, "Meta Works Media" stands out as the ultimate choice. Our expertise in **"Digital presence management"** is unparalleled, encompassing a comprehensive approach to optimize every facet of your online identity. With a proven track record, we are committed to propelling your brand's online growth, ensuring you dominate your industry.

Choosing us means partnering with a team dedicated to maximizing your digital potential.



## GRAPHIC DESIGN

Graphic design is the visual language of modern communication, pivotal in conveying messages effectively. It bridges gaps, evokes emotions, and leaves a lasting impression.

In a visually-driven world, compelling design is essential for brand recognition and consumer engagement. When it comes to crafting a distinctive brand presence, "Meta Works Media" emerges as the ideal choice. Our expertise in designing and branding is unparalleled, offering a holistic approach to elevate your visual identity. With a keen understanding of market dynamics, Meta Works Media crafts designs that resonate with your audience, leaving an indelible mark.

Choosing us means aligning with a team devoted to shaping a powerful, memorable brand presence in today's competitive landscape.



## SEARCH ENGINE OPTIMISATION [ SEO ]

Search Engine Optimisation (SEO) is the cornerstone of online visibility. It ensures that your brand stands out in the digital cacophony. It's not just about rankings; it's about being found by the right audience.

Organic visibility is crucial for sustainable growth, and that's where "Meta Works Media" excels. Our expertise in SEO is unparalleled, focusing on ethical strategies that propel brands to the forefront of search results. With a proven track record, Meta Works Media understands the nuances of optimizing content and technical aspects for maximum impact. Choosing Meta Works Media means entrusting your brand's visibility to a team dedicated to genuine, long-lasting success in the competitive online space.



## SOCIAL MEDIA MARKETING

A robust social media presence is imperative in today's interconnected world. It's where conversations happen, trends emerge, and brands connect with their audience on a personal level. Social media marketing amplifies your voice, expanding reach and engagement.

"Meta Works Media" excels in this realm, standing as the preeminent choice for elevating social media presence. Their expertise lies in crafting compelling content, understanding audience behavior, and leveraging platform algorithms. With a proven track record, we ensures that every post, campaign, and interaction is strategically calibrated for maximum impact.

Choosing Meta Works Media means partnering with a team devoted to propelling your brand's social media success in a dynamic digital landscape.



# SOCIAL MEDIA STRATEGY

Crafting a solid social media strategy is imperative for any brand aiming to thrive in the digital age. It provides a roadmap to navigate the dynamic landscape, ensuring meaningful engagement and brand resonance.

"Meta Works Media" stands out as the ultimate choice for this task. Our expertise lies in designing bespoke strategies, meticulously tailored to meet the unique needs of each brand. With a keen understanding of market trends and audience behavior, Meta Works Media ensures that every post, campaign, and interaction is strategically aligned.

Choosing us means entrusting your brand's social media success to a team dedicated to driving results in the ever-evolving digital sphere.

Business objective	Social media goal	Metric(s)
Grow the brand	<b>Awareness</b> <i>(these metrics illuminate your current and potential audience)</i>	Followers, shares, etc.
Turn customers into advocates	<b>Engagement</b> <i>(these metrics show how audiences are interacting with your content)</i>	Comments, likes, @mentions, etc.
Drive leads and sales	<b>Conversions</b> <i>(these metrics demonstrate the effectiveness of your social engagement)</i>	Website clicks, email signups, etc.
Improve customer retention	<b>Consumer</b> <i>(these metrics reflect how active customers think and feel about your brand)</i>	Testimonials, social media sentiment, average response time (for social customer service/support) etc.



## SOCIAL MEDIA MANAGEMENT

No matter your marketing budget, social media is a cost-effective initiative. It's free to join social media networks, post content, respond to user comments, and more. Even social media advertising offers a profitable channel for reaching your audience and building an online following. Therefore we help you manage everything, while you focus on your mission.



### Sceduling

As all marketing professionals know, it's important to stay 'on top of the game' and social media is no exception. With the rise of social media, staying 'on top of the game' is becoming increasingly important. **79% of Internet users now use social networking sites and of those users 59% access social networking sites daily.**

Scheduling content in advance gets us more time to focus on building strategies and create better content for you. With social media scheduling we don't need the internet to post. It prevents us from getting distracted and allows us to finish your work in peace. With social media scheduling, we can schedule your posts to upload outside of business hours and on weekends. Rather than posting all your content at once, social media scheduling allows us to space out your posts, ensuring that you get the highest return on your content. We can post to all of your social media accounts in one place. In addition to this if you're a marketing professional managing multiple different businesses at a time, we can post for all of those different businesses from one place.



### Managing

The time you spend managing your social media accounts can make or break the success of your business. We'll help manage it for you and watch as that engagement skyrockets, bringing more visibility across all your social media platforms than ever before! We understand how all of this works so we know what needs to be done on a daily basis.



### Publishing

Knowing the right amount of posts to publish at the best time of day gives a brand the greatest reach on social media. We understand these problems and we have the answers, our team of experts will keep you consistent.



## AD MARKETING

Ads are pivotal in digital marketing, acting as the compass that guides your message to the right audience amidst the vast online landscape. They enable precision in targeting, ensuring your brand connects with those who matter most.

"Meta Works Media" excels in devising ad strategies that excel across platforms like Facebook, Instagram, Google and LinkedIn. Our expertise spans these diverse channels, tailoring campaigns to resonate with each platform's unique audience.

With us, you're not just investing in ads; you're investing in a strategic partner dedicated to maximizing your brand's impact and reach on every platform, ensuring your message hits home with precision and effectiveness.



## OUR PRICING

We intend to offer our clients the best combination of services according to their needs at competitive pricing that is both affordable and flexible.

### Graphic Design

#### Bronze

- 10 Creative Ads
- Instagram Marketing
- Facebook Marketing
- Publishing Post
- Social Media Account Managing
- 2 Videos

**\$1,499**  
per month

#### Silver

- 15 Creative Ads
- Instagram Marketing
- Facebook Marketing
- Publishing Post
- Social Media Account Managing
- 4 Videos

**\$1,999**  
per month

#### Gold

- 20 Creative Ads
- Instagram Marketing
- Facebook Marketing
- Publishing Post
- Social Media Account Managing
- 6 Videos

**\$2,499**  
per month

### SEO

#### Full Time SEO

- Website Analysis
- Keyword Research
- Competitor Analysis
- On Page SEO
- Off Page SEO
- Technical SEO
- 5 to 6 Keyword Ranking
- Monthly Report
- SEO Consulting
- White Hat SEO
- 100% Targeted and Relevant Traffic
- Assured Organic Ranking

**Expected time to reflect results:  
1 year**

Starting  
**\$2,000**  
Monthly

#### One Time SEO

- Keyword Research and Analysis
- On-Page Optimization
- Technical SEO Audit

Starting  
**\$1,000**  
One Time

### Social Media Strategy

- Social Media Audit and Analysis
- Competitor Analysis
- Customized Social Media Strategy Plan

Starting  
**\$1,500**  
Monthly

### Ads Marketing

- Ad Campaign Strategy and Planning
- Ad Creative Development
- Ad Campaign Setup and Launch

Starting  
**\$1,500**  
Monthly

# COST TO REACH YOUR AUDIENCE

## TRADITIONAL MARKETING COST

Traditional marketing is **expensive and untargeted**. The ROI is hard to measure. Below is the list of popular channels for traditional marketing and their **approximate cost**.

### Handouts

8.5 x 11 Trifold: 1000 prints cost **\$266.45**

11 x 17 Double Parallel: 1000 prints cost **\$506.76**

11 x 25.5 Trifold: 1000 prints cost **\$846.04**

Person to distribute: **\$10.50** Minimum hourly rate.

### Billboards

The classic billboards: **\$245 - \$13,662 per month** or more

Digital billboards: **\$1,171 - \$14,637 per month** or more.

### Print ads

The Irish Times Magazine

Full Page Run of Magazine (mono): **\$8,790**

Half Page Horizontal (colour): **\$6,450**

Half Page Horizontal (mono): **\$5,680**

Half Page Vertical (colour): **\$6,450**

### Radio Ads

Advertising costs: **\$196 - \$4,879 per week**

Producing costs: **\$976 - \$2,440**

## DIGITAL MARKETING COST

Digital Marketing is **affordable and measurable**. Digital ads can be targeted to a **customised audience base**. Below are the top three platforms and their approximate cost of advertising.

### LinkedIn Advertising:

The costs depend on several factors, including target audience, campaign objective, and bid. On average, though, the cost of LinkedIn ads is **\$5.13 per click**, **\$6.43 per 1000 impressions**, and **\$0.78 per send**.

### Instagram Advertising:

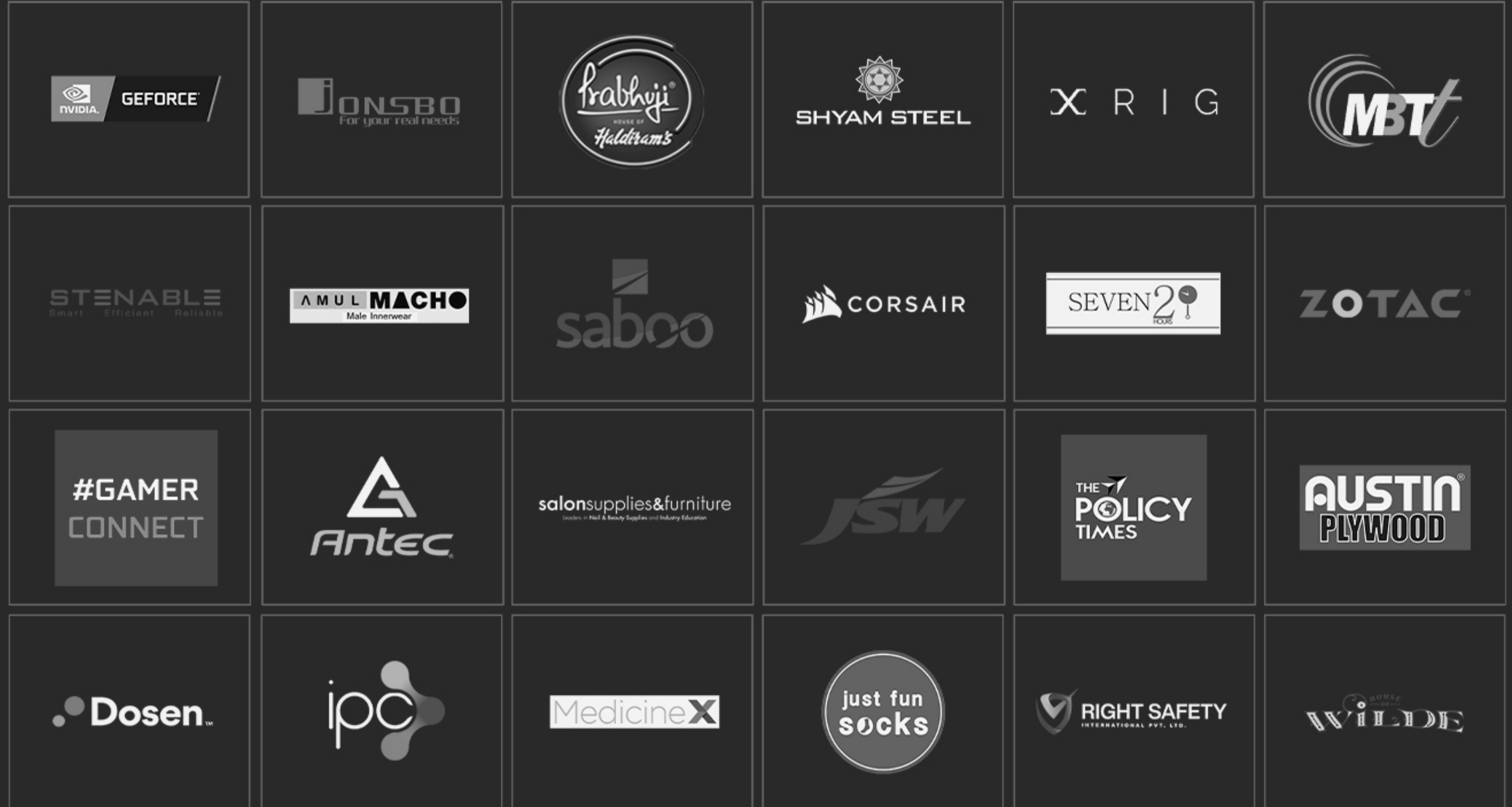
You only pay when your ad is clicked on which is ideal for those with correct messaging, powerful ad copy, and a quality CTA. Instagram CPC average costs are **\$2.93** or **\$2.44 per click**, if implanted correctly it can provide a quality ROI.

### Facebook Advertising:

Facebook bills advertisers based on two metrics: cost per click (CPC) and cost per mille (CPM). Advertisers should expect to pay: **\$0.92 per click** or **\$11.78 per 1,000 impressions**.

## OUR CLIENTS

Here is a list of brands, we had the opportunity to work with and provide our services.



**THANK  
YOU**

