



# LaunchPad

Create. Connect. Convert.

We are truly passionate about helping small businesses thrive because they are the heart and soul of every community.

Small businesses are the ones who bring innovation, creativity, and a personal touch to everything they do, and we believe they deserve all the support they can get.

# About Us.



Getting started can feel overwhelming, especially if you're unsure where to begin.

From picking the right platforms to creating a website that truly represents your business, and developing a cohesive strategy, it's a lot to figure out on your own. But you don't have to do it alone. That's where we come in.

At **Launchpad**, we are deeply passionate about helping **small businesses** & **startups** thrive because we believe they are the heart of every community. There's nothing more fulfilling than taking your unique ideas and transforming them into something tangible.

We love the process of building connections, and we're driven by the opportunity to help you create **a presence that resonates with your audience**. Watching your business grow and seeing your vision come to life is what drives us every single day.

We're more than just a digital agency—we're a team of passionate digital strategists who care about your success. We know that every business is unique, and we believe that every brand deserves a custom approach that speaks to its specific needs and goals.

Our mission is simple: to craft innovative, digital solutions that not only grow your brand but also cultivate strong, lasting relationships with your audience.

We see your business as more than just a project; we see it as a partnership that's built on **trust**, **creativity**, and **collaboration**.

Whether you need a beautifully designed website, a strategic ad campaign that reaches the right audience, or expert social media management to keep you connected, we're here to help. From custom **web design** to targeted **Meta Ads**, **Google PPC** campaigns, and **social media** management, we offer a comprehensive suite of services tailored to help you succeed in today's competitive digital world.

But our work doesn't stop with the delivery of results. We are committed to fostering **long-term relationships** and continuously working alongside you to ensure your business continues to grow. We're not just here to complete a project; we're here to be your ongoing digital partner, providing support and guidance every step of the way.

Together, we'll bring your vision to life and ensure your business not only survives but thrives in the ever-evolving digital landscape.

# Our Values.



## Integrity

We believe in being honest, transparent, and ethical in everything we do, building trust with our clients and partners.



## Creativity

We embrace innovative solutions and think outside the box to help our clients stand out and succeed in their industries.



## Collaboration

We work closely with our clients, fostering a spirit of partnership to achieve shared goals and long-term success.



## Passion

We are deeply passionate about helping small businesses grow, bringing energy and enthusiasm to every project we take on.



## Excellence

We strive for the highest quality in everything we do, ensuring our work reflects the commitment to delivering outstanding results.



## Adaptability

We stay agile and flexible, adapting to the ever-changing digital landscape to meet the evolving needs of our clients.



# Client Onboarding Process.

# How we Work with You.

We believe that the foundation of a successful partnership begins with understanding your needs and goals. Our onboarding process is designed to ensure we align with your vision and deliver **results that matter to you.**

Here's what you can expect from the moment you sign up with us:

1

## Initial Consultation Call

After you reach out or book a call, we'll have a **FREE 30-minute consultation** to discuss your business goals, challenges, and objectives. We'll get to know your brand, your target audience, and the results you're hoping to achieve. During this call, we'll also answer any questions you have and go over the various packages and services that suit your business needs.

2

## Onboarding Questionnaire

Once we've had our call, you'll receive a **detailed onboarding questionnaire**. This will include questions about your business, target market, competitors, brand values, and any other information that will help us understand your unique needs. The questionnaire helps us craft a tailored strategy for your business.

3

## Agreement & Contract

After reviewing your responses, we'll send over the official **agreement** and **contract**, along with a **quote**, which outlines the scope of work, timelines, payment terms, and expectations. Once both parties have signed, and payment has been received, we're officially ready to begin.

**4**

## Project Kickoff

Once the contract is signed, we'll schedule a **project kickoff meeting**. During this call, we'll discuss the next steps, timeline, and set any expectations regarding deliverables. For web design projects, we will also go over design preferences, inspirations, and functionality requirements.

**5**

## Strategy Development

Depending on the services you've chosen, this stage could include the development of a social media strategy, a custom website, or a meta ads campaign. Our team will create a **tailored strategy** and outline the content, creative concepts, and budget allocation. You will be involved at every stage to ensure we're heading in the right direction.

**6**

## Content Creation / Design

Based on the strategy, we'll start working on your website, social media posts, ads, and other design assets. This includes writing copy, designing visuals, and setting up campaigns. For social media, this could involve creating templates, selecting images, and writing post captions. For websites, this could involve developing layouts, selecting functionalities, and building the user interface.

**7**

## Approval Process

Once we have your content or designs ready, we'll send them over for your **feedback and approval**. You will be able to request any revisions, and we will work together until you're 100% satisfied. For ongoing services like social media management, we will keep you in the loop with regular updates and adjustments.

**8**

## Implementation & Launch

After receiving your approval, we'll begin **executing the plan**. This could mean publishing your website, launching social media campaigns, setting up Google or Meta Ads, and more. We'll monitor everything closely to ensure everything is working seamlessly.

**9**

## Ongoing Management & Optimisation

Once your website is live or your campaigns are running, we'll continue to **manage and optimise** everything. For web design, this means handling maintenance and updates. For ads, this involves monitoring performance, adjusting targeting, and tweaking the copy. For social media, we'll continue posting, engaging with your audience, and growing your presence.

**10**

## Monthly Check-ins & Reporting

Every month, you'll receive detailed reports that include key performance metrics such as traffic, engagement, conversions, and ad performance. We'll schedule monthly calls (or as agreed) to discuss progress, review results, and adjust strategies based on performance.

## Ready to get Started?

Our client onboarding process is designed to be as smooth and transparent as possible, ensuring that you have a clear understanding of how we work together.

Our team is committed to helping your business grow, and we're excited to partner with you to achieve your goals. If you're ready to take the next step, feel free to reach out, and let's get started on creating something great!



# Our Pricing.

Please note that our pricing increases by roughly 12% on the 1st of January every year.



# Web Design.

At Launchpad, we primarily use **Wix**, a leading website-building platform that offers powerful tools for businesses of all sizes.

Wix provides a **user-friendly interface**, fully customisable designs, and robust functionality, making it the perfect choice for small businesses and startups looking to establish a professional online presence without the complexity of traditional web development.

With a range of design options and seamless integration with essential tools, Wix allows us to create beautiful, responsive websites that are easy to update and maintain. Additionally, Wix offers flexible plans to suit your specific needs, and the platform is **cost-effective** while providing everything you need to run a successful business.

Whether you need a simple brochure site or a more advanced e-commerce platform, Wix has the functionality to bring your vision to life.

## Starter Package

**R3500 once off fee**

**from R250 monthly platform & hosting fees**

- Tailored design that reflects your brand and business goals.
- Up to 5 web pages.
- Responsive Design optimised for mobile and tablet users, ensuring a seamless experience across all devices.
- Initial SEO setup to make sure your site is search engine-friendly.
- A simple contact form to help your visitors reach out.
- Link your social media accounts to your website for easy access.
- A simple-to-use editor that allows you to update and manage your content easily.

## Business Growth package

**R5500 once off fee**

**from R350 monthly platform & hosting fees**

- Tailored design that reflects your brand and business goals.
- Up to 10 web pages.
- Responsive Design optimised for mobile and tablet users.
- More comprehensive SEO setup.
- E-commerce Integration to showcase products with a shopping cart & payment gateway options.
- Added features to allow visitors to follow you on social media or subscribe to your newsletter.
- One round of free revisions and updates within the first month after the website is launched.

## Premium Growth package

**from R8500 once off fee**

**from R550 monthly platform & hosting fees**

- Completely bespoke design, incorporating your brand's personality and visual identity.
- Create as many pages as you need, whether they're for a portfolio, product pages, blog posts, or additional services.
- Fully integrated e-commerce functionality with advanced payment options, product categories, shipping setups, and inventory management.
- In-depth SEO setup, including keyword research & optimisation for search engines.
- Email Marketing Integration: Set up and integrate email marketing tools to engage your audience and increase conversions.
- Lead Generation Tools: Tools like pop-ups and calls-to-action designed to generate leads and improve conversions.
- Two rounds of free revisions and updates within the first month after the website is launched.
- Priority Support: Faster response times and premium customer support for all of your web-related needs.

## Monthly Subscription Fee

In addition to the one-time website design fees, all Wix plans require a monthly subscription fee that starts from R250, depending on the functionality of the website you choose. The subscription covers hosting, security, and access to Wix's tools and features.



# Social Media Management.

At Launchpad, we offer **tailored** social media management packages to fit your unique needs and goals. Whether you're starting out or looking to grow, our solutions help you engage your audience, elevate your brand, and drive results.

## Platform Setup (if required)

**R900 per platform once off fee**

- Full account setup on your chosen social media platform (Facebook, Instagram, LinkedIn, Twitter, etc.). This includes profile optimisation, bio creation, and aligning visuals with your branding.
- Profile Customisation: We'll help ensure your social media profile is consistent with your brand's aesthetic, providing a cohesive and professional look.
- Ensure that all your account details are optimised for search engine visibility on social platforms.
- A 30 minute consultation to determine the best platforms for your business and audience, as well as to outline how the platform will serve your overall marketing goals.

## Basic Package

**R1500 per platform per month**

- We'll create a content strategy tailored to your audience, goals, and business values.
- Up to 12 posts per month (3 posts per week), including text, image, and basic graphic design. We'll ensure your content is relevant and engaging.
- Research and implement effective hashtags to increase your visibility and reach.
- Basic summary of your account's monthly performance, including key insights on engagement, growth, and reach.
- 1 check-in call per month (30 minutes) to discuss progress, performance & any adjustments needed.

## Growth Package

**R3500 per platform per month**

- A more advanced content strategy tailored to your audience's behavior, industry trends, and business objectives.
- Up to 20 posts per month (5 posts per week), including images, videos, and graphics.
- Thorough research of hashtags to enhance reach and visibility.
- Detailed analysis of performance metrics, audience insights, and growth patterns.
- 2 check-in calls per month (30 minutes) to discuss progress, performance & any adjustments needed.
- 1 strategy call every second month (1 hour) to discuss long-term objectives & refine strategies for growth.

## Premium Package

**R8800 per month for 2 platforms**

- Comprehensive strategy development, including seasonal, promotional, and evergreen content tailored to your business.
- Up to 30 posts per month (6-7 posts per week), including a mix of text, images, videos, animations, and custom graphics.
- In-depth hashtag research, implemented across posts to maximize reach and discoverability.
- One Meta Ads campaign per month including ad creation, targeting, budgeting, and optimization.
- Comprehensive reporting with KPIs, performance insights, audience demographics, and growth analysis. We also provide monthly recommendations to improve strategy and engagement.
- 3 check-in calls per month (30 minutes) to discuss progress, performance, and any adjustments needed.
- 1 strategy call every second month (1 hour) to discuss long-term objectives and refine strategies for growth.
- Access to priority support via email or messaging for quick resolutions to any questions or concerns.



# META Ads.

## Facebook & Instagram Paid Advertising

Meta advertising refers to running ads across **Facebook**, **Instagram** & other platforms within the Meta ecosystem. With powerful targeting tools, it allows businesses to reach their ideal audience based on demographics, interests, and behaviors.

Whether you're looking to build brand awareness, drive traffic, or increase sales, Meta ads offer a highly effective way to connect with customers.

### Ad Account Setup (if required)

**R1100 once off fee**

- Full setup of your Meta Business Manager account, including linking your Facebook and Instagram pages for seamless ad management.
- Establishment of a Meta Ads Manager account for running and tracking campaigns.
- Implementation of the Facebook Pixel on your website to track conversions, optimize ad delivery, and retarget website visitors.
- Basic setup of custom audiences for better targeting and retargeting.
- A 30-minute call to discuss your ad strategy and how best to set up your campaigns for success.

## Starter Package

**R2500 per month excluding ad spend**

- Creation of 2 ad campaigns on Facebook and Instagram, including copy, images, and design.
- Targeting your ideal audience based on demographics, interests, and behaviors.
- Efficient ad spend management to maximize results within your budget.
- Weekly performance monitoring and optimizations for improved results.
- Detailed report with key metrics and recommendations for improvements.
- 1 monthly 30-minute call to review performance, adjust strategies, and align with goals.

## Growth Package

**R4500 per month excluding ad spend**

- Creation of up to 4 ad campaigns on Facebook and Instagram, including multiple creatives (images, videos, carousels).
- Advanced audience research and segmentation to target multiple audience groups for optimal reach.
- Enhanced ad spend & budget management.
- Bi-weekly performance monitoring & optimisation.
- Comprehensive monthly report with detailed insights and recommendations.
- 1 monthly 30-minute call to review performance and refine strategies.
- 1 strategy call every second month (1 hour) to discuss long-term objectives & refine strategies for growth.

## Premium Package

**R9500 per month excluding ad spend**

- Creation of up to 6 ad campaigns on Facebook, Instagram, and Messenger, with a variety of creatives (images, videos & carousels).
- Detailed research and segmentation to target high-value audiences.
- Full management of your ad spend with advanced strategies for scaling and optimising ads for the best performance.
- Ongoing monitoring with daily optimisations to ensure your campaigns are performing at their peak, including real-time adjustments.
- In-depth performance analysis with KPIs, conversion tracking, insights on ad performance, and detailed recommendations for continued success.
- 2 check-in calls per month (30 minutes) to discuss progress, performance & any adjustments needed.
- 1 strategy call every second month (1 hour) to discuss long-term objectives & refine strategies for growth.



# Google PPC.

Google PPC Advertising is one of the most powerful ways to drive **targeted traffic** to your website, helping your business reach potential customers at the exact moment they're searching for your product or service. Whether you're looking to generate leads, increase sales, or grow brand awareness, our PPC packages are designed to deliver results that matter. At Launchpad, we provide tailored strategies to ensure your ads reach the right audience, maximize your budget, and help your business grow.

## Ad Account Setup & Optimisation (if required)

**R1500 once off fee**

- Setting up a new account or optimizing an existing one for better performance.
- We'll create your first ad campaign, targeting the right audience with effective keywords.
- Identification of relevant search terms to help your ads reach potential customers.
- Ensure your key actions—like form submissions, sales, or calls—are properly tracked for campaign success.
- Efficiently allocate your initial ad spend to get the most out of your budget.

## Starter Package

**R2500 per month excluding ad spend**

- 1 Campaign Setup: Focused on a single service or product.
- Identification of 10-20 highly relevant keywords.
- Up to 3 text ads with compelling copy and clear calls to action.
- Efficient allocation of your ad spend for optimal performance.
- Setup to monitor key actions like clicks and form submissions.
- Monthly Performance Report tracking key metrics including impressions, clicks, and cost-per-click, with improvement suggestions.

## Growth Package

**R4500 per month excluding ad spend**

- Up to 3 Campaigns Setup: Targeting multiple services/products with segmented ad groups.
- Identification of 30-50 relevant keywords.
- Up to 6 ads with varied messaging and formats (text, responsive, display).
- Full tracking of leads, sales, or other key conversions.
- Bi-weekly Performance Monitoring: Regular optimizations to ensure efficient use of ad spend.
- Detailed Monthly Report showcasing in-depth metrics including conversion rates, cost-per-conversion, and suggestions for scaling.
- 1 monthly 30-minute call to review performance and refine strategies.

## Premium Package

**R9500 per month excluding ad spend**

- Up to 5 Campaigns Setup: Covering a broad range of products/services with custom ad groups.
- 50+ keywords, including competitive analysis.
- Up to 10 ads (text, display, responsive) with strategic targeting.
- Setup for tracking detailed conversion data, including purchases and revenue.
- Daily Performance Monitoring: Regular optimizations to ensure efficient use of ad spend.
- Comprehensive Monthly Report: Detailed analysis of campaign success, recommendations, and KPIs like return on ad spend (ROAS).
- 2 monthly 30-minute check in calls to review performance and refine strategies.

# Combo Packages.

## Starter Growth Package

**R4800 per month excl. ad spend**

### Social Media Management (Facebook & Instagram)

- 8 posts per month (2 per week)
- Custom graphics, captions, and hashtag research.

### META Ads Intro Package

- Creation of 1 ad campaign on Facebook/Instagram
- Copywriting, ad design, and audience targeting.
- Includes ad spend management and weekly performance tracking.

### Monthly Performance Report

- Detailed report with social media metrics (engagement, reach) and ad performance metrics (impressions, clicks, conversions).

## Digital Kickstart Package

**R5800 per month excluding ad spend**

### Social Media Management (Facebook & Instagram)

- 12 posts per month (3 per week)
- Tailored content for each platform, custom graphics, captions, and engagement with your audience.

### META Ads Growth Package

- Creation of up to 2 ad campaigns with targeted audiences, ad copy, and visuals.
- Weekly optimisations & performance tracking.
- A monthly 30-minute strategy call.

### Monthly Performance Report

- Comprehensive report with metrics from social media, ad performance, and website analytics.

+ Add a three page website for only **R1100** once off.

## Brand Builder Package

**R6800 per month excluding ad spend**

### Social Media Management (Facebook & Instagram)

- 16 posts per month (4 per week)
- Custom content tailored to each platform, active engagement, and audience growth strategy.

### META Ads Premium Package

- 2 ad campaigns, advanced audience targeting, and weekly optimisation for maximum ROI.
- Two 30-minute check-in / strategy calls per month.

### Google PPC Intro Package

- Google Ads setup with 1 campaign.
- Basic keyword research.
- Ongoing optimisation & ad spend management.

### Monthly Performance Report

- A full report that combines insights from social media, Meta ads, Google PPC, and website traffic.

+ Add a three page website for only **R1100** once off.  
OR a five page website for only **R2500** once off.



# Combo Packages.

## Business Accelerator Package

**R8800 per month excl. ad spend**

### Social Media Management (Facebook & Instagram)

- 20 posts per month (5 per week).
- Dynamic content creation (videos, graphics).
- Audience growth strategy.

### META Ads Premium Package

- 2 ad campaigns, advanced audience targeting, and weekly optimisation for maximum ROI.
- Two 30-minute check-in / strategy calls per month.

### Google PPC Growth Package

- Up to 2 ad campaigns.
- Advanced keyword research.
- Bi-weekly optimisations to boost performance.

### Monthly Performance Report

- Complete overview of social media, ad performance, and website data with recommendations for the following month.

+ Add a three page website for only **R1100** once off.  
OR a five page website for only **R2500** once off.

## All-in-One Package

**R9800 per month excluding ad spend**

### Social Media Management (Facebook & Instagram)

- 24 posts per month (6 per week).
- Custom content, advanced engagement, and growth strategies

### META Ads Premium Package

- 2 ad campaigns, advanced audience targeting, and daily optimisation for maximum ROI.
- Weekly 30-minute check-in / strategy calls.

### Google PPC Growth Package

- Up to 3 ad campaigns.
- Advanced keyword research.
- Daily optimisations to boost performance.

### Monthly Performance Report

- Full report on all aspects—social media, Meta ads, Google PPC, and website traffic—with actionable insights for future growth.

+ Add a three page website for only **R1100** once off.  
OR a five page website for only **R2500** once off.  
OR an e-commerce website for only **R5500** once off.



# Additional Services.

## Content Writing & Blogging

**1x Blog Post: R850 per month**

**2x Blog Posts: R1400 per month**

**3x Blog Posts: R1900 per month**

**4x Blog Posts: R2500 per month**

- Monthly creation of 2 fully optimized blog posts for your website (500-800 words).
- SEO-friendly content to drive traffic and engage readers.
- Audience-focused writing to showcase your brand's expertise.

## LinkedIn

**1x Post per Week: R1200 per month**

**2x Posts per Week: R2000 per month**

**3x Posts per Week: R2600 per month**

**4x Posts per Week: R3200 per month**

- Mix of promotional, educational, and engaging content.
- Caption writing with relevant hashtags and keywords.
- Custom-designed graphics for LinkedIn posts.
- Monthly performance report tracking engagement and growth.
- Monthly 30-minute strategy / check-in call.

## Google my Business Setup & Optimisation

**R1250 once off fee**

- Setup and optimization of Google My Business profile to boost local search visibility.
- Addition of services, contact details, images, and business description.
- 1 x 30 minute strategy call.
- Monthly updates and reviews management (additional R500/month for management).

## Influencer Marketing Coordination

**R1500 once off fee per influencer**

- Research and identification of influencers within your niche.
- Management of influencer outreach, negotiation, and campaign coordination.
- Tracking of influencer content performance and audience engagement.

## Logo Design / Redesign

**R1500 once off fee**

- 1 x 30 minute call
- 3 x Free Revisions (thereafter hourly rate charged)

## Ad-Hoc Design Fees

**R550 per hour**

- Social Media Posts
- Web Banners
- Promotional Materials
- Branded Social Media Templates (Canva)
- Custom Website Graphics
- Business Cards
- Brand Style Guides
- Brochures
- Flyers
- Presentations



# Frequently Asked Questions.

# The Stuff we always get Asked.

## 1 What is the first step in the process?

The first step is to schedule a welcome call or meeting where we'll discuss your goals, vision, and the details of the project. After that, we'll send over an onboarding questionnaire to gather all the information we need to get started.

## 2 How long will my project take?

The timeline varies depending on the scope of the project. For smaller projects, it typically takes 1-2 weeks, while larger, more complex projects may take longer. We will provide a detailed timeline after our initial consultation.

## 3 What do you need from me to get started?

We'll ask you to provide brand assets (like your logo, color scheme, and any other relevant design elements), details about your business, and any specific goals or ideas you have for the project. You'll also need to complete an onboarding questionnaire.

## 4 How do you determine the pricing for my project?

Pricing depends on the package or services you select, the complexity of your project, and any additional add-ons you may need. We'll provide you with a custom quote based on your needs after our initial consultation.

## 5 What happens if I need revisions or changes during the project?

Revisions are a normal part of the process. We will work closely with you to ensure that you're happy with the work at each stage. Each project has a set number of revisions included, and any additional revisions may incur extra fees, which we will discuss beforehand.



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## How will I be kept updated on progress?

We will keep you updated through regular check-ins (via email, calls, or project management tools) at key stages of the project. We will also send you progress updates and drafts for feedback as we go.

7

## Do I need to provide content for my website/social media?

Yes, we will need any content you'd like to include, such as text, images, videos, or blog posts. If you're unsure about content, we offer copywriting and design services to help fill in any gaps.

8

## What happens after my project is completed?

After the project is completed, we'll provide you with all the final assets and make sure you're happy with the result. We also offer ongoing support and maintenance options to ensure everything stays up-to-date and running smoothly.

9

## How do I make payments?

Payments can be made via bank transfer, credit card, or other available payment methods. We usually work with a 50% deposit upfront, with the remaining balance due upon project completion. Details will be provided in your contract.

10

## What if I'm not happy with the final product?

Your satisfaction is our priority. We will work with you closely to make sure the final result aligns with your vision. If there are any issues, we will offer revisions as necessary within the agreed-upon scope.

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## How do I contact you if I have questions during the project?

You can reach out to us via email, phone, or through our project management tools. We're available during business hours and will get back to you as quickly as possible.



# LaunchPad

Create. Connect. Convert.

We're excited to help you bring your business vision to life!

If you have any questions or need support, don't hesitate to reach out. We're here to help you every step of the way, and we can't wait to start this journey with you.

Let's make your business thrive in the digital world.

**Get in Touch**

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