



Monthly: \$4,950

# BIG WAVE

*25% discount*

*1 year contract!*

Why should I get the Big Wave package for my company?

Because it's simple math...

Hiring OndaFlow as your Digital Marketing \*everything\*  
Yearly cost

Big Wave Package	
Per year (12 x \$4,950)	\$59,400
25% Discount!	<b>-\$14,850</b>
<b>Total (annual)</b>	<b>\$44,550</b>

Hiring a Digital Marketing Specialist  
Yearly cost (average)

Digital Marketing Specialist	
Base Salary	\$60,000
SS, Health Insurance, benefits, paid sick leave, 401K plan... (approx. 33% of salary)	\$20,000
<b>Total (annual)</b>	<b>\$80,000</b>

Save **\$35,450** annually by choosing our “Big Wave” package over a new Digital Marketing Coordinator hire.

---

## *Services included:*

---

1. Marketing Automation / CRM platform setup (cost included in our package).
2. Marketing automation platform integration with the website and other platforms / tools used by client (sliding pricing scale for over 3 tools).
3. Organize client's database of customers and prospects in marketing automation platform.
4. Build client's email marketing including one-off, drip-nurture, and follow-up email templates, as well as newsletter templates.
5. Website SEO On-page and Off-page optimization, as well as Keyword research
6. Creation and/or optimization of up to 8 lead gen landing pages (sliding pricing scale for over 8 lead gen landing pages).
7. Generation of blog posts in collaboration with client; depending on client, we can (1) research and generate, (2) edit content sent by client or (3) post content sent by client. We can always submit content for client's approval.
8. Creation of branded templates for all social media posts. (sliding pricing scale for over 25 branded templates across all social media platforms).
9. Audit social media subscribers and followers - at start and after each month period - and reports to client.
10. Create a branded YouTube channel, including intro and outro video sequences, playlists and SEO setup.
11. Create a chatbot on client's website.
12. If necessary, cookie set up to make site GDPR compliant; cookie tracking setup for retargeting and analytics.
13. Retargeting ads.
14. Paid ads, including social media paid ads. We do the setup and client pays the ad costs.
15. Set up content scheduling for blog posts, videos and other content.
16. Regular analytical reports of organic growth on social media and website visits / engagement.

---

## FAQS

---

### **Why do you have a 25% discount for a 1-year contract? (What a deal!)**

Besides the obvious reason – establishing a long-lasting relationship with our customers – there is an initial process of setup that is mitigated across time: creating the framework that allows us to continue the work month after month takes an enormous number of hours.

### **What do you mean by ‘sliding pricing scale’ under a couple of the services?**

Let’s take the example of the leading generation landing pages: our price mark includes up to 8 of these. You may need 1,2, 3 ... Any number up to 8 is included in our package. That gives you plenty of opportunities to capture your leads! But if you need 20 landing pages (wow...) we will need to charge you a little more for our extra work.

### **How does the copy work?... Do I create the content or does OndaFlow? Do we collaborate? Do I need to approve what OndaFlow writes?**

Our experience taught us that we should be flexible when it comes to content creation. Some clients prefer to have total control over it. This means that they want to write the copy, proofread it, choose photo(s) to go with it, and indicate categories, as well as tags and keywords for SEO. Others prefer to have us do everything, including creating copy from scratch. And between the two extremes, there are all possible options. It’s a simple conversation: we can discuss the pros and cons of delegating content control, and go from there! ☺

### **I am not sure of the possibilities and the opportunities? What do I gain by having multiple landing pages? Why do I need cookies on my website?**

We prepared a document that describes the advantages of some of the services we offered – and that may be less obvious to our clients. We will be happy to send it to you. Just let us know. Email us at [hello@onda-flow.com](mailto:hello@onda-flow.com)