



beyonddigital.eu

CHARITY PR, SOCIAL & WEBSITE PACKAGE



RECEIVE A FREE WEBSITE (BRAND NEW WEBSITE OR EXISTING WEBSITE REFRESH), WHEN YOU TAKE A 12 MONTH CHARITY/NOT FOR PROFIT PR AND SOCIAL PACKAGE FROM BEYONDDIGITAL



GET YOUR
FREE
WEBSITE!

WHAT'S INCLUDED?

- ✓ Up to 2 x **press releases** or news announcements per calendar month on average*
- ✓ Daily/weekly outbound and inbound **Social Media management** (up to 2 posts per day on average across your top 2 desired Social Channels)**
- ✓ Quarterly **Evaluation report** – PR & Social Media monitoring and alerts
- ✓ **Free website** (or website refresh) due to be made live no later than 6 months after the start of the Contract,*** **including:**

- Wordpress theme that can be used/changed/developed by you or your chosen partner/(s) in the future
- Content Management System
- Bespoke responsive, accessible, & secure website
- Reliable, secure dedicated hosting included if required
- Social media integration
- Training in use of CMS
- Website performance report – more than just SE
- Access to the 'keys' to your website – you own the site once the contract is fulfilled
- Site will be created on a demo site link and made live once approved by Client
- Mobile friendly and tested across all major browsers and devices
- Up to 7 pages included for a brand new site
- Unlimited pages for an existing site that needs refreshing
- Face to face Client meeting once contract signed (web feasibility and scoping)

*Client supplies content/ideas, or Agency agrees to telephone once a month for ideas/content

-Press release credits can be carried over for up to 3 months after the contract has been in place for at least 3 months (ie: in month 7 you could in theory have up to 8 press releases if required, then no press release activity for 3 months to re-balance average monthly outputs in lien with contract)

**Subject to agreed Social protocols. A Social calendar will be provided by the Agency every week by an agreed day/time each week. The client will have chance to make amendments/suggest additional items up to an agreed deadline. After the agreed deadline the Agency will have express Authority to pre-publish, whether the Client has responded or not. The Agency will make all reasonable efforts to contact the Client, however if the Client does not respond, the material will be published.

*** Content to be supplied by the Client. Website refresh offer is subject to current site audit and may not be feasible. An Open Source Content Management System will be used. The Agency's current CMS of choice is WordPress. Website design work will be based on existing branding and style guidelines. (Does not include e-commerce, web-shops, online catalogues or extensive image/other libraries and directories. Any extra development work will be identified and costed at the Client web scoping meeting (face to face if required/telephone if both parties agree not required).

New clients only. This is primarily a remote (electronic) minimum 12 month DD contract service with no face to face consultancy time included as standard (apart from the initial web scoping meeting, if required). The Agency will however try and offer some face to face time around other meetings and commitments, and if it is able to easily work some meeting time into its schedule there will be no additional charge for this time. If however the client demands a face to face meeting at a fixed time that cannot be moved, the Agency reserves the right to quote for this time and any additional travel and expenses, over and above the standard fee.

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PRICE £999
PER MONTH + VAT
12 MONTH MIN CONTRACT

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