

STORY

MARKETING & SOCIAL MEDIA MANAGEMENT

Digital Advertising

Boost your brand with strategically planned, fully managed digital campaigns across Meta and Google. Story handles everything, from audience targeting and creative development to ongoing optimisation, ensuring your ads reach the right people, at the right time, for maximum results.

PACKAGE	DESCRIPTION	INCLUSIONS	EXCLUSIONS	COST P/M
Setup Package Compulsory Once Off	To ensure a strong start and effective results, all new clients undergo a comprehensive onboarding process before monthly campaign management begins. This includes understanding your goals, reviewing existing digital assets and setting up tracking and strategy, so every campaign is fully optimised from day one.	<ul style="list-style-type: none">• Full account audit (Meta & Google)• Pixel/Tag/Conversion tracking check• Tracking setup or repair• Competitor review• Initial strategy outline• Campaign structure• Media plan & budget recommendations	<ul style="list-style-type: none">• Creative production• Landing pages• Google Ads	R3500 (once off fee)

Continue to packages →

STORY

MARKETING & SOCIAL MEDIA MANAGEMENT

Digital Advertising

PACKAGES	DESCRIPTION	INCLUSIONS	EXCLUSIONS	COST P/M
Basic Ads Package	Perfect for small businesses with a limited marketing budget, this micro package gives you a professional presence on Meta and Google. Ideal for businesses looking to start advertising online and make an impact on a small scale.	<ul style="list-style-type: none">• Meta Ads (Facebook + Instagram) 1 campaign only• Light Google Ad support - brand search only• Standard Monthly report	<ul style="list-style-type: none">• Creative production• Landing pages• Optimisation• Strategy call monthly	R2500 p/m
Essential Ads Package	Designed for growing small to medium businesses, the Essentials Package offers a stronger presence across Meta and Google, with more strategic targeting and campaign optimisation.	<ul style="list-style-type: none">• Meta Ads (Facebook + Instagram)• Light Google Ad support (brand search or basic non-brand search)• Up to 2 campaigns• Optimisation (1 - 2× per week)• Standard Monthly report• 1× strategy call monthly	<ul style="list-style-type: none">• Creative production• Landing pages	R5000 p/m

STORY

MARKETING & SOCIAL MEDIA MANAGEMENT

Digital Advertising

PACKAGES	DESCRIPTION	INCLUSIONS	EXCLUSIONS	COST P/M
Growth Ads Package	Perfect for SMEs looking to achieve broader reach and stronger performance across both Meta and Google Search campaigns.	<ul style="list-style-type: none">• Meta Ads• Google Search Ads• Up to 4 total campaigns• Retargeting• Weekly optimisation• Standard Monthly report• 1-2 strategy call monthly	<ul style="list-style-type: none">• Creative production• Landing pages	R8000 p/m

Getting Started:

To make it easier to get started, we offer contractual discounts:

- 5% off for 3 months
- 10% off for 6 months
- 15% off for 12 months

Every package includes a standard monthly report with performance highlights and key insights and additional reporting can be added if you'd like more detail.

You can also expand your campaigns with optional add-ons for platforms like TikTok, LinkedIn and Pinterest to reach even more of your audience.

Ready to get started or explore which package suits you best? [Reach out to us today](#) and let's plan your campaigns for success!