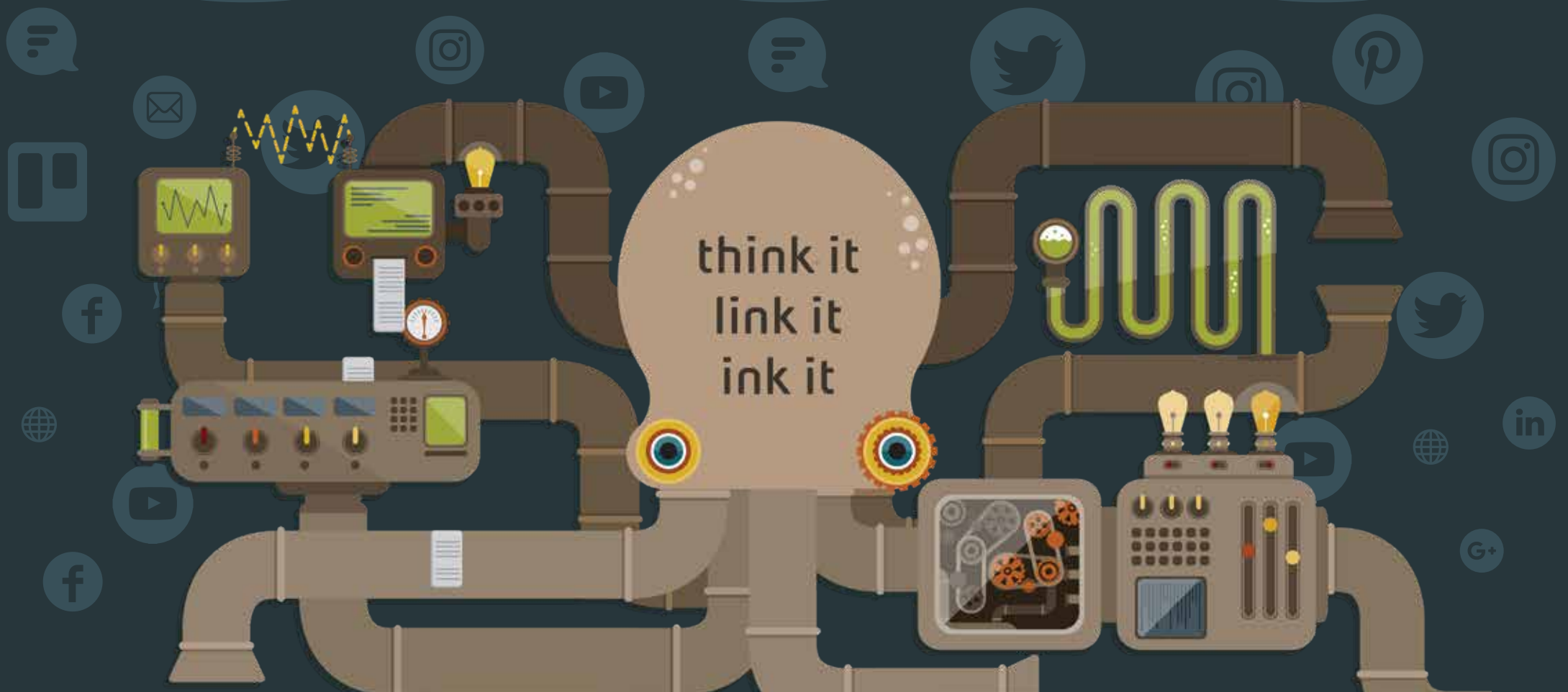


# INKFISH DIGITAL MARKETING



Experts in creating an consistent online presence and improving the digital reach of small businesses in English speaking countries.



# WHO AND WHERE IS INKFISH?



## THE INKFISH TEAM

Suzan McCreadie is the owner of INKFISH and currently based in Waterford, Ireland. INKFISH has team members in the greater Cape Town area, and Johannesburg area, South Africa. Part of our team is in The Phillipines.

# OUR AREAS OF EXPERTISE



**STRATEGY** is handled by the Marketing Consultant, recommending the best practice and return on investment for your retainer. Research and ideas are part of this portfolio too.

**WRITING** creates content for websites, blogs and social media, as well as performs keyword research to incorporate in the writing work.

**SEO** looks after the technical side of optimising websites and also handles Google and social media adword campaigns.

**WEB UX & DEV** is the development and trouble shooting of websites, after they have been optimised for the best user experiences.

**CONTENT** is the team that loads blogs, does minor web updates and creates email newsletters.

**DESIGN** is represented by our two talented and superfast graphic designers who make it all look so professional.

**SOCIAL MEDIA** ensures the opportunities out there to get your message to the world are best used.

**VIDEO** is a new department and we occasionally bring in outside experts if required.

**HOSTING** makes sure your website is safely kept, backed up and your email management is at your fingertips.



# BUILDING PHASES AND STEPS



# PACKAGES

retainer options



## TEAL



64 hours p/m  
marketing management

## GREEN



48 hours p/m  
marketing management

## YELLOW



32 hours p/m  
marketing management

## ORANGE



16 hours p/m  
marketing management



think it, link it, ink it