

Digital Marketing Packages

By



Digital Marketing designed for

Driving Leads, Sales & Growth
for South African Businesses



Level-4
BBBEE



6 Umfomoti Lane, Glen Anil,
Durban North, KZN



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BosseEvent



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Overview

- ▶ The Opportunity For Your Company
- ▶ What Success Looks Like
- ▶ Our Strategy
- ▶ Visual Storyboard
- ▶ About Us & Meet The Team
- ▶ Our Services
- ▶ Digital Marketing Services
- ▶ Pricing Packages
- ▶ Assets Required



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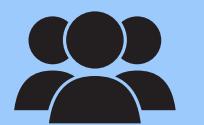


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The Opportunity For YOUR BRAND



Reach more potential customers actively searching for your services.



Build a consistent, professional presence on social media.



Educate and engage your audience with relevant, valuable content.



Position your brand as a trusted brand in its industry.



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What Success

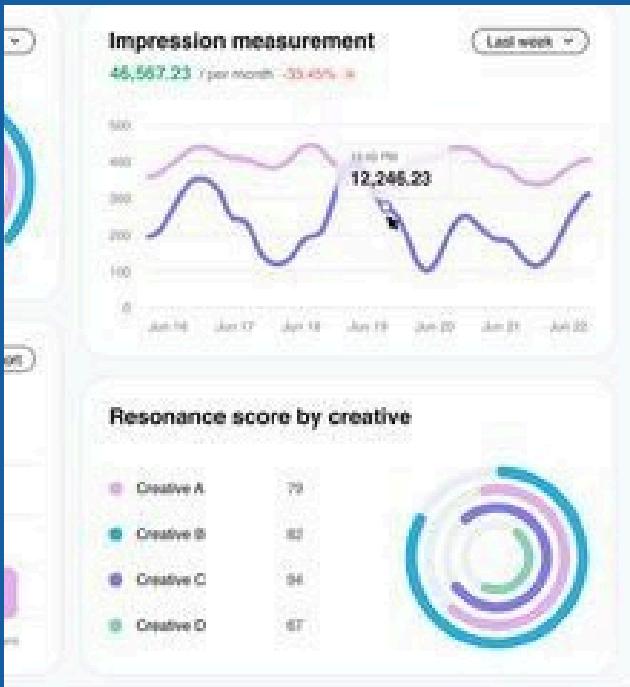
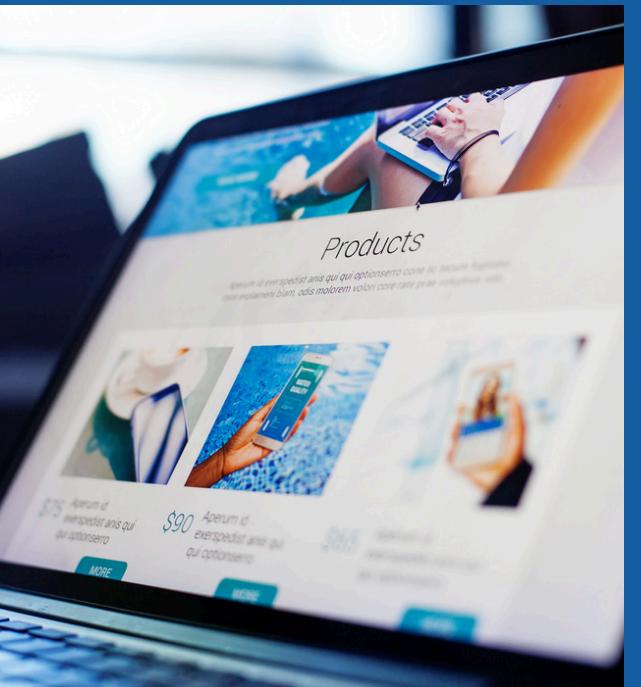
Imagine your social media as a digital storefront.
Open 24/7, showcasing your brand to the world.

Grow Leads/ Sales

Increase Website Traffic

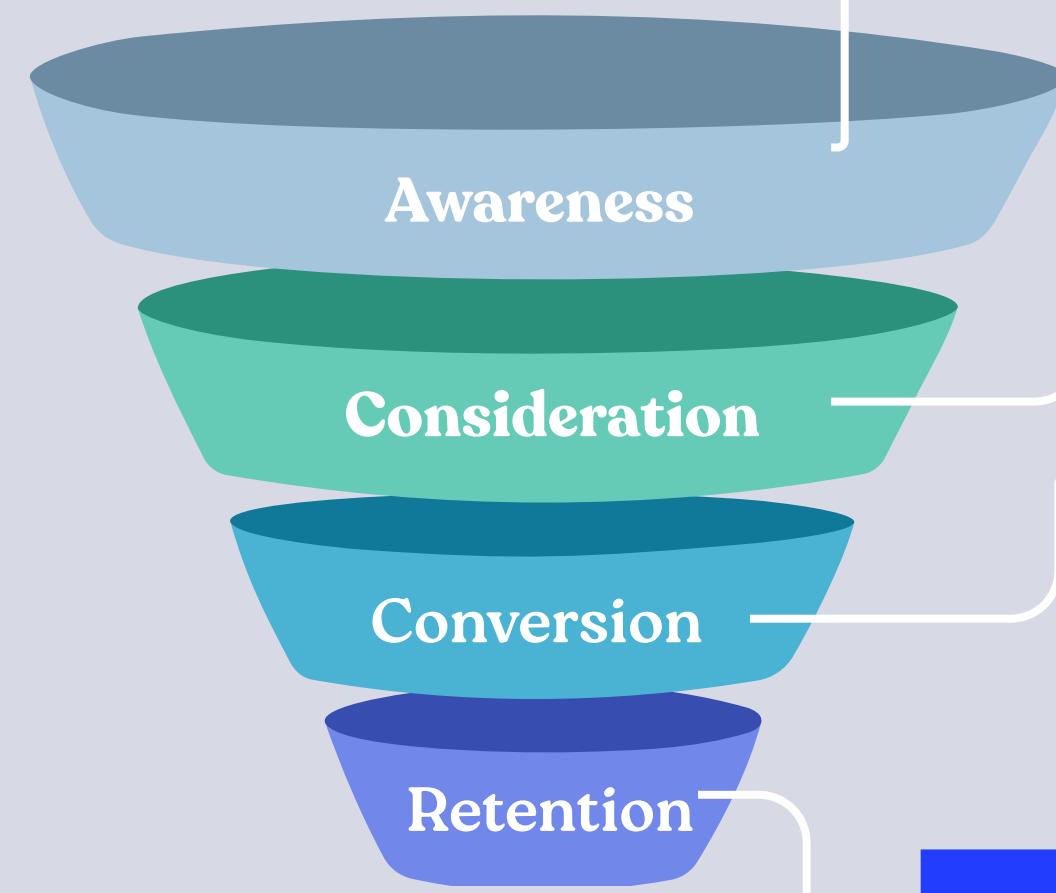
Improve Customer Lifetime Value

Our Clients typically see 3-5x ROAS on Meta Campaigns within 90 Days



Your social media presence becomes more than just a posting platform
It becomes a lead magnet.

Our Strategy



visual STORYBOARD

Static/Carousel Mock-Ups



Top 3 tips for
[your service]



Did you know?
[Fun fact about
your service]



Customer
testimonial



Hacks & tips about
[your service]



Tag a friend
who needs
[your product]



Candid shots of
your products

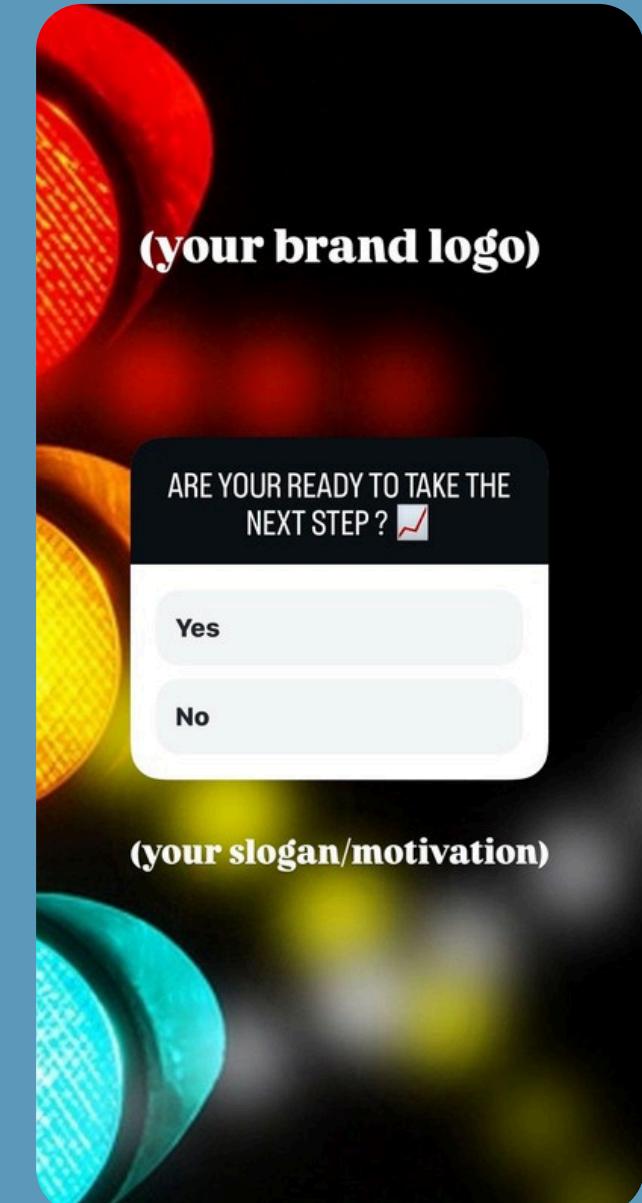
Reel Mock-up



Behind the scenes of
[your business]

WHERE STRATEGY MEETS ACTION

Story Mock-Ups



(your brand logo)

ARE YOU READY TO TAKE THE
NEXT STEP?

Yes

No

(your slogan/motivation)



What fuels your
motivation every day?

Type something...

About Us



Bosse Events runs your digital marketing end to end. We plan your strategy, build monthly content, and manage your social channels across Facebook, Instagram, LinkedIn, and TikTok. We run paid campaigns on Meta and Google that focus on leads and sales, then track performance with GA4, Tag Manager, and clear monthly reports. We also handle email and SMS on Klaviyo or Mailchimp, create landing pages, and produce creative that fits your brand. You get one team driving measurable results and fixing what is not working, fast.



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Meet Our Team



Catherine Bosse
Founder & Managing Director

The visionary behind Bosse Events, brings 10+ years of digital marketing expertise. She has scaled Meta Ads to 6x ROAS, built high-performing strategies, and led multi-platform campaigns that drive measurable growth.



Sachin Bhoojoo
Social Media Specialist

Creates content, manages socials and drives engagement to make every post count.



Priya Naidoo
Head Graphic Designer

Transforms ideas into impactful designs that elevates every project.



Vivek Karim
Digital Marketing Strategist

Executes data-driven digital campaigns across platforms to grow brand visibility, drive traffic, and deliver measurable results.

“



Phil de Jager

Working with Bosse Events completely transformed our digital presence. Their team took the time to understand our brand and created a strategy that actually delivered results. From engaging content to targeted ads, everything was handled with precision. We saw real growth in followers, engagement, and sales within weeks. I couldn't be happier with the partnership.

Our Services

Content Creation/Social
Media Management

Graphic Design

Reels/Video Production

SEO / Website
Optimisation

Copywriting

Emailer Management

Paid Media Management

EMAIL CAMPAIGNS THAT GROW YOUR
DATABASE & DRIVE REPEAT SALES



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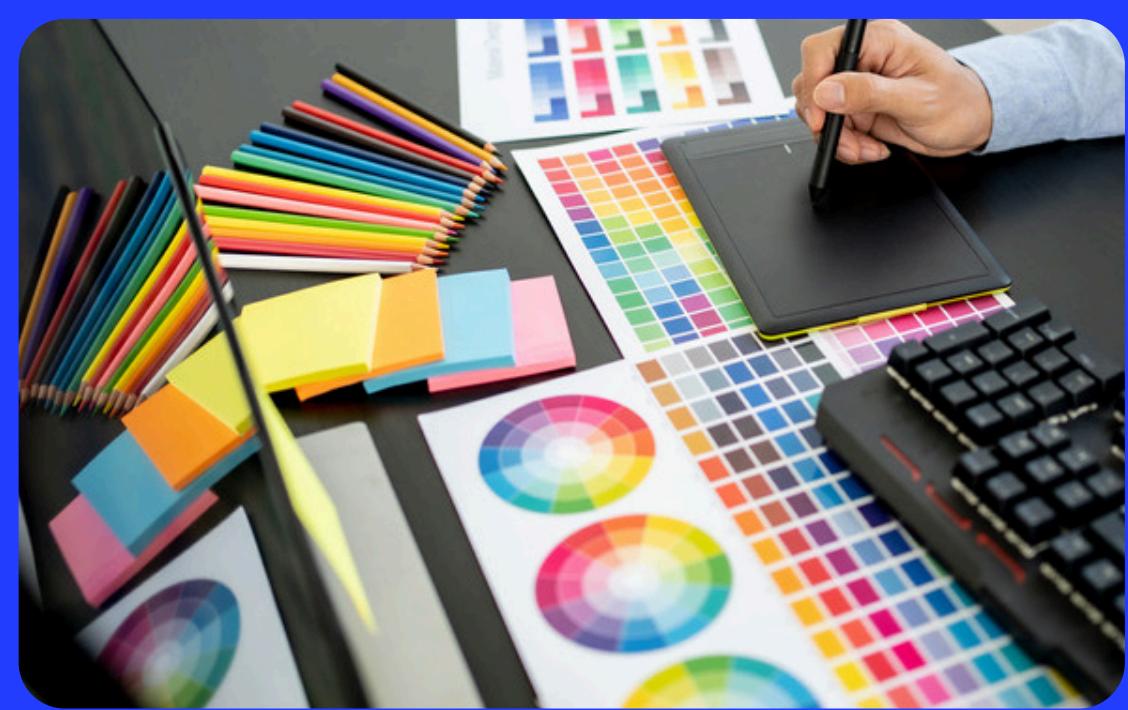
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Digital Marketing Services



Organic Social Media Management

Bosse Events' Organic Social Media Management creates tailored, on-brand content and strategic engagement that builds community, grows visibility, and fosters lasting audience connections.



Graphic Design & Content Planning

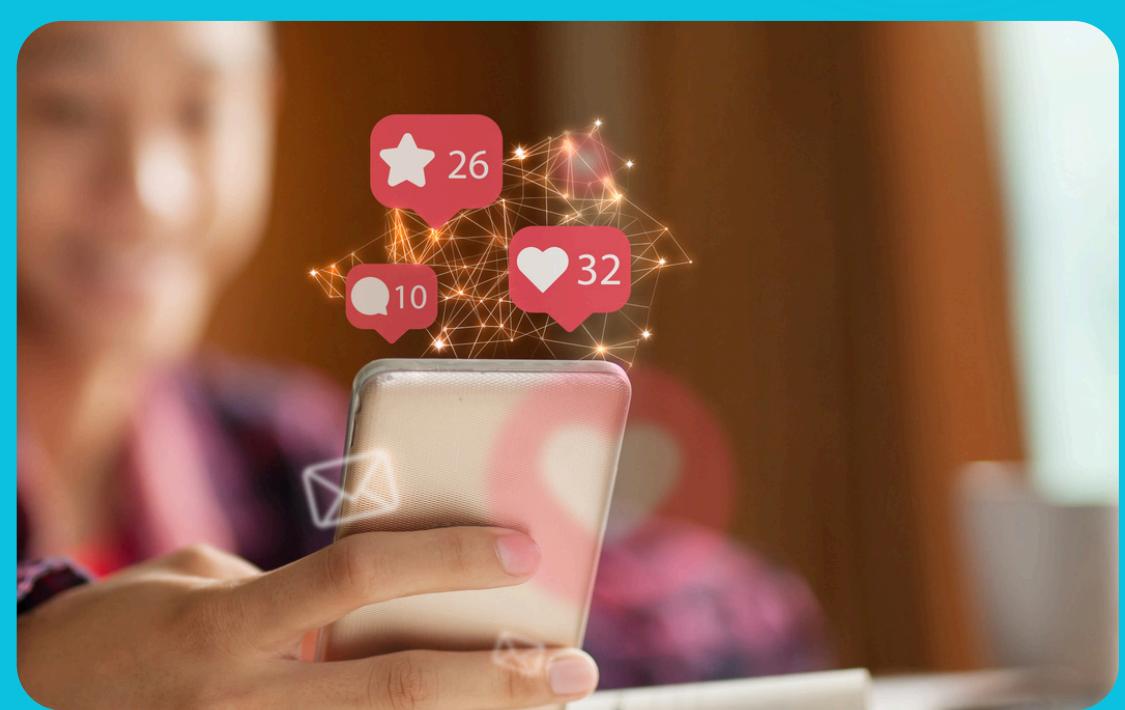
Bosse Events elevates your brand with compelling graphic design and strategic content planning that ensures a cohesive, professional, and visually impactful presence.



White Labelling Services

Bosse Events' white labelling services provide seamless behind-the-scenes digital marketing support—content, campaigns, and reporting—delivered under your brand to elevate your agency's reputation and client satisfaction.

Digital Marketing Services



Paid Social Media Management

Bosse Events maximizes your ROI with targeted paid social media management, delivering precise audience targeting, compelling ad creatives, and data-driven campaigns that boost conversions and amplify brand reach.



LinkedIn Profile Optimisation & Lead Outreach

Bosse Events optimizes your LinkedIn profile and executes strategic outreach to position you as an industry leader, attract qualified leads, and expand your professional network.



Emailer Flows, Automation & Email Template Design

Bosse Events delivers tailored email marketing with personalized flows, smart automation, and impactful designs that nurture leads, boost conversions, and drive lasting engagement.

Pick Your Perfect Package

NEED SOMETHING
DIFFERENT?



#1 Brand Boost

R3 500

8 posts per month
(static graphics or
photos)

4 stories per month

Basic captions &
hashtags

Monthly content
calendar

#2 Growth

R5 500

12 posts per month
(graphics + photos
+ 1–2 reels)

8 stories per month

Copywriting for posts &
ads

Community management
(comments & DMs during
working hours)

Monthly content calendar
+ check-in call

#3 Premium

R10 000

16–20 posts per month
(graphics, reels, videos,
carousels, stories)

12–16 stories per month

Full copywriting support
(posts, ads, emailers)

Paid media management
(Google & social ads)

Monthly report with
insights & improvements

2 check-in calls per
month

Mix and match
services like video
production, email
campaigns, or ad
management to
build your own
package.



**Ad spend is separate
from management fees.**

**The following are not
included in packages:**

Photography & videography

Paid stock images/videos

Influencer/ambassador fees

Printing costs (if applicable)

Build Your Own Package

ONCE-OFF PLATFORM SET UPS

Service	Scope Summary	Total
Facebook Page Set Up	Business Manager, Page Builder, Profile & Bio, Brand Kit, Templates	R600
Instagram Set Up	Profile, Bio, Link-In Bio, Highlights, Brand Kit, Templates	R300
TikTok Business Set Up	Business Account, Profile, Bio, Brand Kit	R300
Total Bundle (All Three Platforms)	Shared Assets, Cross-Links, QA	R1500

ORGANIC & CONTENT MANAGEMENT

Service	What You Get	Monthly Total
Organic social management	Content Calendar, Scheduling, Basic Hygiene, Monthly Report	R1 500
Copywriting and content, 3 posts per week	12 Static Posts, Concepts, Copy, Layout, Scheduling, Monthly Wrap	R800
Video reels, 4-reel pack per month	As Above, Monthly Batch	R1 500
Community monitoring, Mon to Fri, 1 hour a day	Comment Replies, DMs, Spam Control, FAQ Escalation	R1 000
Total		R 4 800

Build Your Own Package

PAID MEDIA MANAGEMENT SET UP

Service	Scope Summary	Total
GA4 & Tag Manager Set Up	GA4 Property, Data Streams, GTM Container, Key Events	R800
Google Business Profile Set Up & Optimise	Profile Build, Categories, Services, UTM Links	R1 200
Meta Ad Account Audit Or Build	BM Structure, Pixels, Events, Conversions, Catalog (If Needed)	R1 200
Google Ads Account Audit Or Build	Account Structure, Conversions, Brand & Core Search	R1 200
Total		R4 400

PAID MEDIA MONTHLY MANAGEMENT

Platform	Recommended Media Spend	Total
 Meta & Instagram	R5 000	R1 500
 Tiktok	R2 000	R800
 Google Ads	R3 000	R1 200
Total (All Platforms)	R10 000	R3 500

Build Your Own Package

PAID MARKETING ON GOOGLE

Service	What You Get	Monthly Total
Search	<p>Keyword research and optimization</p> <ul style="list-style-type: none">• 4–6 ad groups with 3 ads each• Monthly budget optimization• Monthly performance reporting	R 2 500
Display	<p>Banner creative setup</p> <ul style="list-style-type: none">• Audience targeting• Retargeting campaigns• A/B testing of visuals	R2 500
Total		R 5 000

Build Your Own Package

EMAIL MARKETING (Klaviyo/MailChimp)

Service	Scope Summary	Total
Newsletters	<ul style="list-style-type: none"> • 2 newsletters per month • Content writing and design • Subscriber segmentation • Open rate and CTR reporting 	R2 500
Campaigns	<ul style="list-style-type: none"> • 2–3 targeted campaigns per month • Custom designs and templates • Automated workflows for follow-ups • Performance tracking and reporting 	R3 000
Total		R 5 500

Minimum 3 months
(6 months ideal)

Ad spend separate,
paid by client

Custom packages
available on request

Client Assets Required

Organic Social Media

- Admin access to Meta Business Suite
- TikTok account admin access
- Brand palette & high-resolution logo
- Previous content & brochures
- Tone of content guidelines
- Backend website access

Paid Media Management

- Includes all from Organic Social Media
- Admin access to Meta Business for paid campaigns
- Campaign approval & budget confirmation

Google Access

- Google My Business admin access
- Google Analytics access
- Google Ads Manager access
- Google Tag Manager access

What our clients say

“  **Home Habitz**

Bosse Events completely transformed our online presence. Their digital marketing strategies increased our social media engagement by 60% in just two months, and we saw a noticeable boost in website traffic and leads. The team is professional, creative, and always on top of the latest trends. A true partner in growing our brand online.



“  **Invictus**

The team at Bosse Events took our digital campaigns to the next level. Their attention to analytics, content strategy, and ad management meant higher reach and better conversions. I'd recommend them to anyone serious about online growth.

“  **Kirsten Williams**

My social media presence was stagnant until Bosse Events stepped in. In three months, follower growth doubled, engagement soared, and class bookings increased. They know how to turn creative ideas into measurable results.



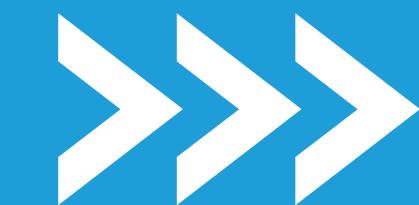
Lets Get Started

1

Sign The Agreement

Confirm your engagement by signing the contract.

Make your initial deposit to kick off the project.

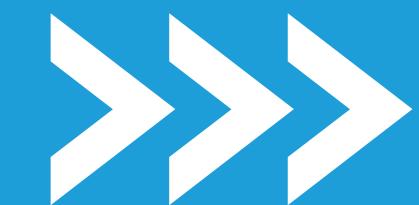


2

Provide Access

Share brand assets, logins, etc.

Upload content or materials to the agreed folder.



3

Strategy Kick-off

Receive your tailored content strategy & campaign plan.

Schedule a kick-off meeting to align goals, timelines & deliverables.

THANK YOU
FOR CHOOSING BOSSE EVENTS