ComBox

The communication essentials for start-ups

Position your brand quickly, with leaders' communication tools

Start-ups, SMEs, new companies, you wish to pursue your growth by extending your visibility and attractiveness to your priority targets.

You want to be identified and recognised for your differences and added value.

The ComBox has been designed for you!

ComBox :
6 essential tools
for your
communication

▶ **Brand identity package**
▶ **Website**
▶ **Company brochure**
▶ **Social media package**
▶ **Press package**
▶ **Web marketing package**

BRAND IDENTITY PACKAGE

From €1.100

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Analysis of brand competitive positioning: €1.100

- *Analysis of your positioning and USP*
- *Benchmarking of competitors (three names provided by the client)*
- *Creation of a moodboard with different graphic trends*

Logo design: €1.300

- *Logo design (three proposals, three fine-tuning/refining included)*
- *Colour and black & white logo versions*
- *Delivery of HD files in the required formats for Print and Web use*
- *Full copyright ownership*

Creation of the graphic identity: €1.100

- *Development of the graphic identity: two proposals depending on the number of competitors*
- *Staging on 3 media (brochures, Web page, PPT)*
- *Print files: HD documents provided for printers' use and with full copyright ownership*

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SHOWCASE WEBSITE PACKAGE

From €4.000

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Website design:

▶ *Client brief analysis*

▶ *Advisory on content creation and editorial support*

▶ *Proposal of 2 designs (with 3 modifications included) based on existing graphic identity*

▶ *Wireframe proposal with overall website organisation and structure for each page (max. five pages)*

▶ *Ergonomics analysis (UX/UI) for intuitive navigation and optimal user experience*

Site administration:

▶ *Site easily administered by the client*

▶ *Complimentary web domain purchase*

▶ *Hosting: €200/year*

Maintenance services (annual contract):

▶ *€300/month including security and two minor content updates*

▶ *Phone and e-mail support (1-hour response time)*

Website development:

▶ *Site integration after mock-up validation*

▶ *Site build using state-of-the-art technology and web standards*

▶ *Web site built based on the content provided (one language French or English)*

▶ *Responsive design (Mobile)*

▶ *reCAPTCHA anti-spam system used to protect forms*

Add-ons:

▶ *Multilingual site*

▶ *Website optimisation for mobile version*

▶ *SEO optimisation - Google search positionning*

▶ *Optimisation of performance and page loading*

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E-COMMERCE SITE PACKAGE

From €5.000

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Website design:

▸ Client brief analysis

▸ Advisory on content creation and editorial support

▸ Proposal of 2 designs (with 3 modifications included) based on existing graphic identity

▸ Wireframe proposal with overall website organisation and structure for each page (max. five pages)

▸ Ergonomics analysis (UX/UI) for intuitive navigation and optimal user experience

Website development:

▸ Site integration after mock-up validation

▸ Site build using state-of-the-art technology and web standards

▸ Web site built based on the content provided (one language, French or English)

▸ Responsive design (Mobile)

▸ Optimisation of performance and page loading

▸ reCAPTCHA anti-spam system used to protect forms

Online shop/catalogue:

▸ Up to 50 products (detailed specifications and two photos per product; photos provided by the client).

▸ Contact and information request form

▸ Secure PayPal payment module

Site administration:

▸ Site easily administered by the client

▸ Complimentary web domain purchase

▸ Hosting: €200/year

Maintenance services (annual contract):

▸ €400/month including security and four minor content updates

▸ Phone and e-mail support (1-hour response time)

Add-ons:

▸ SEO optimisation - Google search positionning

▸ Multilingual site

▸ More advanced product displays: videos, 3D, multiple photos

▸ Booking/ordering module

▸ Delivery tracker

▸ Multi-carrier or multi-payment option per country

▸ Website optimisation for mobile version

▸ Automated online inventory management

▸ Legal information

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CORPORATE BROCHURE PACKAGE

From €1.700

Graphic design: €1.200

▸ *Graphic design (four A4/A5 pages)*

▸ *Proposal of 2 designs (with 3 modifications included) based on existing graphic identity*

▸ *Print files: HD documents provided for printers' use and with full copyright ownership*

▸ *Copyright and usage rights included*

Content creation: €1.700

▸ *Proposal of a brochure structure and content organisation: History, DNA, Know-how, Offering, Key figures*

▸ *Collecting commercial documents (commercial letter - RFPs - Pitch ...)*

▸ *Interview with the manager to identify key presentation elements*

▸ *Producing the brochure content*

▸ *One language (French or English)*

Add-ons:

▸ *Image purchase*

▸ *Printing costs*

▸ *Content translation costs*

▸ *Multilingual version*

▸ *Benchmarking of competitors (three names provided by the client)*

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SOCIAL MEDIA
PACKAGE

From €800/month *

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Basic package:
€800/month

▶ *Content creation: Writing and design (ideas - writing - illustration - links - choice of #'s)*

▶ *2 posts per week (1 network)*

▶ *Creation and customisation of page(s) on selected social media*

▶ *Definition of your editorial identity*

▶ *Determining your speaking territories: your preferred themes*

▶ *Impact measurement: monthly statistics*

Add-ons:

▶ *Social media strategy*

▶ *Benchmarking of competitors (three names provided by the client)*

▶ *Adapting and posting on additional social networks*

▶ *Moderation and animation of your community*

▶ *Image purchase*

▶ *Analysis of your targets and network of contacts*

* Variable according to the number of publications - 6 months minimum contract

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PRESS
PACKAGE
From €1.500

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Press release: €1.500

- ▶ *Writing of the document (in French or English), validation by the client*
- ▶ *Identification of priority media and journalists (press, radio, TV, digital)*
- ▶ *Distribution of the press release, including one email reminder (1 country)*

Interview follow-up: 500 €*

- ▶ *Individual follow-up on 15 priority media*
- ▶ *Media requests prepared by SKILLS and transmitted to the client*
- ▶ *Pre-interview client preparation (journalist profile, questions, reminder of the basic rules for a successful interview)*

  *This option is only available in addition to the press pack

Add-ons:

- ▶ *Distribution in additional country*
- ▶ *Translation (all languages)*
- ▶ *Press review of articles published on the PR topic*
- ▶ *Preparation for interviews*

Press conference: €2.000

- ▶ *Preparation of content and press invitation*
- ▶ *Priority media selected by the client*
- ▶ *Sending the invitations and press kit to journalists*
- ▶ *Individual follow-up on 15 priority journalists*

Add-ons:

- ▶ *Preparation of presentation materials*
- ▶ *Moderation of questions*
- ▶ *Media preparation for spokespersons*
- ▶ *Hybrid press conference (live & digital)*
- ▶ *Venue search and preparation*
- ▶ *Creation of a highlight video for social media*

Media Training: €2,500 (4 people for 3 hours)

- ▶ *Keys to understanding the media*
- ▶ *Preparation to speaking in public*
- ▶ *Preparing key messages*
- ▶ *Verbal and non-verbal communication techniques*
- ▶ *Practical training with mock interviews*

Add-ons:

- ▶ *Training with camera (+1h)*
- ▶ *Additional participant*
- ▶ *Extra hour*

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WEB MARKETING PACKAGE

From €400/month

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SEO Preparation: €500

▶ *Google keyword ranking analysis*

▶ *Technical audit of the website for SEO and conversion modes*

▶ *Creation and implementation of the SEO matrix*

▶ *Visibility optimisation strategy (titles and meta-descriptions)*

Monthly SEO Optimisation: from €400/month

▶ *Content reviews*
▶ *Technical reviews*
▶ *Backlinks*

SEA: from €400/month (excluding media buy)

▶ *Increasing the number of qualified leads received on the website*

▶ *Media planning (Google, Facebook, Instagram, Ads...)*

▶ *Creation of advertising campaigns for Google and social media*

▶ *Animation and monthly optimisation of campaigns (audience adjustment, auctions, geographies...): budget depending on the number of media*

▶ *Monthly reporting on campaigns' impact and client acquisition cost*

Add-ons :

▶ *Recommended media buying budget in addition*

▶ *Benchmarking your competitors' online presence*

▶ *Creation of optimised web & blog content*

▶ *Animation of social media and communities*

▶ *Programmed advertising in digital media (programmatic)*

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