

# 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 €1.350

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## Analysis of brand competitive positioning: €1.350

- ▶ *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: €1.650

- ▶ *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: €1.350

- ▶ *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*



# SHOWCASE WEBSITE PACKAGE

From  
€4.500

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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):

- ▶ €350/month including security and four 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 positioning
- ▶ Optimisation of performance and page loading



# E-COMMERCE SITE PACKAGE

From €6.000

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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):

- ▶ €350/month including security and four minor content updates
- ▶ Phone and e-mail support (1-hour response time)

## Add-ons:

- ▶ SEO optimisation - Google search positioning
- ▶ 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

# CORPORATE BROCHURE PACKAGE

From €2.400

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## Graphic design: €1.500

- ▶ *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: €2.400

- ▶ *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)*



# SOCIAL MEDIA PACKAGE

From €950/month\*

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## Basic package:

€950/month

- ▶ *Content creation: Writing and design (ideas - writing - illustration - links - choice of #'s)*
- ▶ *2 posts per month (applied on 2 social networks)*
- ▶ *Creation and customization 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



# PRESS PACKAGE

From €2.000

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## Press release: €2.000

- ▶ 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: €800\*

- ▶ 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



# WEB MARKETING PACKAGE

From €600/month\*

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## SEO Preparation: €700

- ▶ 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 €600/month\*

- ▶ Content reviews
- ▶ Technical reviews
- ▶ Backlinks

## SEA: from €600/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...)
- ▶ 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)

\*variable upon media budget invested