



# CMA digital starter package

## More Leads. More Business. Less Costs.

Our digital starter package is created specifically to get you up and running on-line, quickly, effectively and without breaking the bank.

Incorporating a fully responsive website, integrated social media solutions and SEO (Search Engine Optimisation) and social media support, our cost-effective package provides everything you need to either start, or re-fresh, your on-line presence.

Get everything you need to generate business from the web without any of the usual large upfront costs with the CMA digital starter package.



## Cutting edge websites...

With our digital starter package you can rest assured that your new, fully responsive website will be built using the very latest technologies and will connect you to your customers in a way that makes it easy to get your message across.

We believe that your website should make you money as well as look great. The digital starter package offers flexibility to cater for all businesses, whether you are after a website only package or the full works of SEO and marketing.

## ...combined with effective SEO

Having an attractive and good looking website is only part of what is needed to gain more business online. Coupling a great design with effective SEO and marketing services will make sure your prospective customers are visiting your website.

Our SEO team are experts in the field and work continually to drive traffic to your website, as well as increasing brand visibility through social media, all to ultimately drive conversions.

Generating leads is what is needed to improve sales; the CMA digital starter package is designed to do just this.

## Choose the solution that fits your needs:

Package	Bronze	Silver	Gold
Minimum Contract	12 months	12 months	12 months
<b>Website</b>			
Responsive Design	✓	✓	✓
No. of Pages	4	6	10
CMS (via Wordpress)	✓	✓	✓
Optimised Content	X	✓	✓
Hosting	✓	✓	✓
Domain	x1	x1	x1
Email Address	x2	x4	x6
Minor amends (monthly)	1	2	4
<b>Social Media Integration</b>			
Facebook	£25 (pm)	✓	✓
Twitter	£25 (pm)	✓	✓
Google+	£25 (pm)	✓	✓
CMAil*	£50 (pm)	✓	✓
<b>Business Intelligence</b>			
Analytics	Monthly	Monthly	Monthly
Business Review	Quarterly	Quarterly	Quarterly
Dedicated Consultant	X	✓	✓
<b>Social Media</b>			
Blog	X	x1 (pm)	x2 (pm)
Facebook	X	x1 daily	x2 daily
Twitter	X	x1 daily	x2 daily
CMAil Newsletter	X	x1 (pm)	x2 (pm)
<b>Search Marketing</b>			
SEO	X	x2 local keywords	x4 local keywords
Adwords Setup	X	✓	✓
£100 Adwords Credit	X	✓	✓
Adwords Management	X	✓	✓
Keyword ranking report	X	Monthly	Monthly
Price per month**	<b>£75</b>	<b>£250</b>	<b>£400</b>

(pm) = per month

\* a one-off set up fee of £200 applies. E-mail sending is £0.02 per e-mail address.

\*\* All prices are exclusive of VAT

**For further details  
contact Pim van Baarsen**

**CMA Marketing**  
Silverstone Innovation Centre  
Silverstone Circuit  
Northamptonshire  
NN12 8GX

Tel: +44 (0)1327 856 121  
Email: [pim@cma-marketing.net](mailto:pim@cma-marketing.net)

**[www.cma-marketing.net](http://www.cma-marketing.net)**

