

SourceIN
Business

Website Design

Marketing

Public Relations

Graphic Design

**GROW YOUR
ONLINE PRESENCE
WITH US!**

GET IN TOUCH

www.sourcein.business



Marketing

At SourceIn Analytics, we create bespoke marketing and communications plans for some of the most influential brands in Lagos . We execute result-driven campaigns using a combination of marketing tools tailored to each client and the target audience they are looking to reach . We base our marketing and communications

plans on extensive business and economic research relevant to each client we work with.

SourceIn Analytics Marketing team is made up of creative and analytical thinkers that collaborate to produce engaging and insightful marketing and communications plans that tangible results and exceed our client's expectations.

DELIVERABLES	PACKAGE 1	PACKAGE 2	PACKAGE 3
STRATEGY	✓	✓	✓
MARKETING CONTENT PLAN	✓	✓	✓
SOCIAL MEDIA CONTENT DESIGN	12 POSTS PER MONTH	18 POSTS PER MONTH	26 POSTS PER MONTH
ONLINE ADVERTISING BANNER DESIGN	✗	✓	✓
GOOGLE REMARKETING MANAGEMENT	✗	✗	✓
GOOGLE MARKETING MANAGEMENT	✗	✓	✓
MONTHLY COST	1,120 USD	2,200 USD	3,400 USD
6 MONTHS OR MORE (BUNDLE)	560 USD	1,100 USD	1,700 USD



Public Relations

Startups and established brands alike depend on Public Relations as one of the key pillars of their success, as it provides the tools to gain and maintain control of their brand image and make a great and everlasting first impression .

We excel in creating captivating content to persuade your audience utilizing our storytelling abilities, to spark conversations and build communities across online and offline channels .

What's special about Sourcein Analytics Public Relations is that our services merge expertise in branding, creative writing, media relations, and modern propaganda strategies with precise analytics and measurable results to meet the needs of corporations, government , and non-profits .

DELIVERABLES	PACKAGE 1	PACKAGE 2	PACKAGE 3
STRATEGY	✗	✓	✓
PRESS RELEASE	1	2	4
MEDIA MONITORING REPORT	✓	✓	✓
COST PER PACKAGE	2,500 USD	5,550 USD	8,550 USD



Our team of in-house graphic and 3D designers are a talented and creative bunch. What's special about the SourceIn Analytics design team is their passion to research and understand our client's thoughts and visions for their brands in order to bring ideas to life.

Whether it's a social media post, comprehensive brochure or 3D renditions of your ideas and products, we have all the resources you need right here!

Design



DELIVERABLES	PACKAGE 1	PACKAGE 2	PACKAGE 3
BROCHURE	✗	✓	✓
ONLINE ADVERTISING BANNERS	✗	✓	✓
FACEBOOK POSTS	8	12	24
FACEBOOK PROFILE	✓	✓	✓
INSTAGRAM POSTS	8	12	24
INSTAGRAM PROFILE	✓	✓	✓
COST	500 USD	1,200 USD	2,000 USD

Websites

Having a strong digital presence has never been as important as it is right now and the SourceIn Analytics team are fully equipped with the expertise you need.

Whether you have an existing website or e-commerce platform that needs revamping or you're a business that needs to get setup online, the team will be able to work closely with you to understand your businesses requirements to ensure you have a website to be proud of.

DELIVERABLES	E-COMMERCE	WEBSITES
DOMAIN PURCHASE	✓	✓
HOSTING	✓	✓
WEBSITE TEMPLATE PURCHASE	✓	✓
COST	1,650 USD	800 USD





Deliverables Explained

MARKETING DELIVERABLES	DESCRIPTION
STRATEGY	Inclusive of research, competitor research and market analysis
MARKETING CONTENT PLAN	Comprehensive timeline mapping out all marketing activity by week for the duration of the project
SOCIAL MEDIA CONTENT DESIGN	Social media posts designed by SA design team and posted by the client
ONLINE ADVERTISING BANNER DESIGN	Digital advertising banner design and resize for all required sizes (One design per package, additional designs at additional cost)
GOOGLE REMARKETING MANAGEMENT	Inclusive of banner artwork creation, budget and campaign management. Cost is paid by the client
GOOGLE MARKETING MANAGEMENT	Inclusive of budget and campaign management Cost is paid by the client

PUBLIC RELATIONS DELIVERABLES	DESCRIPTION
STRATEGY	Inclusive of market research and market analysis. A comprehensive plan will be formed for all PR activities
PRESS RELEASE	Press content to be written and sent to all media channels . Number is total of releases for the duration of campaign
MEDIA MONITORING REPORT	Comprehensive report provided to the client 2 weeks after press releases are disseminated



Deliverables Explained

DESIGN DELIVERABLES	DESCRIPTION
BROCHURE	Inclusive of 8 revisions/additions . Additional updates will be charged per hour of designers time
ONLINE ADVERTISING BANNERS	Digital advertising banner design and resize for all required sizes (One design per package, additional designs at additional cost)
FACEBOOK POSTS	Templates created for social media updates/announcements
FACEBOOK PROFILE	Artwork created to populate social media channel
INSTAGRAM PROFILE	Templates created for social media updates/announcements
INSTAGRAM PROFILE	Artwork created to populate social media channel
WEBSITES DELIVERABLES	DESCRIPTION
DOMAIN PURCHASE	Cost of domain paid by client
HOSTING	Cost of hosting paid by client
WEBSITE TEMPLATE PURCHASE	Cost of template paid by client



SourceIn Analytics Marketing Process

STEP 1: KEYWORD ANALYSIS

The first step of our process involves analyzing the keywords you are interested in and the keywords your competitors are targeting. SourceIn SEO experts will aggregate this data and then use specific search optimization tools to generate further keyword options. The final result will be a list of potential keyword segments to choose from.

STEP 2: KEYWORD ASSIGNMENT

With a keyword analysis in hand, we now have the information needed to make decisions. A consultant at our SEO company will assign keywords to the pages on your website. This part of the strategy is critical, as it will be the road map for the entire campaign. Now that we know what we would like each page to rank for, we can begin on-site optimization. Onsite SEO is a process that SourceIn Analytics makes sure to expedite quickly so that quick results can be realized. SEO does take time.

STEP 3: ON-SITE SEO CODE OPTIMIZATION

It is near impossible to find search engine optimization that offers the same level of code optimization as SourceIn Analytics. Optimizing websites is one of our core specialties, so you'll know that your site is in good hands. Your code optimization will entail first fixing anything that is broken (this is an important part of the process, as it allows us to ensure nothing is technically wrong with the site). Following this, we will optimize your page titles, meta descriptions and meta keywords. We will also take a look to make sure the search engines can index your content, no pages are being blocked, all links are being followed, and everything on the backend is overall in top-notch condition for search engine indexing. We also look at advanced strategies such as Schema.org, images, videos, sitemaps, robots.txt and more. Finally, we ensure that the website abides by Google's Quality Guidelines.

STEP 4: ON-SITE CONTENT SEO

At SourceIn Analytics, we have made major changes to our SEO content marketing post Google Hummingbird Update. We currently deliver high-end inbound content marketing, which sends large levels of traffic, social shares and links to the website. Our content strategies set us apart from other SEO companies, as our editorial team delivers the highest quality content. We have 15 writers on staff, as well as a content manager, who ensures each piece of content is the highest quality. In addition, we have full translation abilities, allowing us to optimize your website in a language.

STEP 5: ON-SITE INTERNAL LINK OPTIMIZATION

For very large websites with millions and millions of pages, creating a search engine optimization friendly internal linking structure can be tough, especially if your strategy is fragmented. SourceIn Analytics experts have worked with sites reaching hundreds of millions of pages and can ensure your internal linking structure is architecturally correct. Likewise, if you are smaller site we can maximize the pages you have and assist you in creating a new page and internal linking development strategy. The Internal linking process consists of making sure each link points to a page with the correct keyword in the anchor text. In addition, there are a few expert strategies we implement in this phase that we only reveal to clients, making us one of the best SEO companies at onsite SEO.

STEP 6: ADVANCED SEO

Once we have ensured these critical items are covered, we move into advanced search engine optimization strategies. SourceIn Analytics has worked with thousands of websites and knows what is needed to drive big results through the best and most advanced strategy.



Why Should I Hire An Internet Marketing Company?

Some signs that you need experts include:

- You're unfamiliar with terms like long tail keywords.
- You're unfamiliar with Google Analytics.
- You don't know the difference between SEO, SEM, and PPC, and how they all relate.
- You're not up to date on social media trends.
- You're unfamiliar with technical SEO.
- You've never used AdWords and you are unfamiliar with PPC campaigns.
- You don't have a content marketing strategy.

What Are The Benefits Of Hiring SourceIn Analytics?

There are many reasons for hiring a digital marketing agency like us, but some of the most common include:

- Brings in necessary skills – A specialist is able to design a strategy that reaches your target market and determine the best channels to do so.
- Knowledge about the latest tools and trends – Any digital marketing company worth its salt should be up to date on the latest marketing technologies and trends.
- Generate new ideas – A little fresh blood is always good for creatives.

Stay competitive in your industry –It's likely that your competitors are using cutting-edge marketing tactics, so make sure you are too.





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