

!NTERR *BANG MARKETING

The logo consists of a central orange starburst with a white center, positioned between the words 'INTERR' and '*BANG'. Below the starburst is an orange outline of a hand with the index finger pointing upwards, which overlaps the 'BANG' and 'MARKETING' text.

SOCIAL MEDIA

Why it matters...

Social media isn't just nice-to-have anymore - it's how people discover, judge and connect with your brand.

It's the conversation starter and word of mouth promoting your business, your brand, your services and/or your products all rolled into one.

Ignore it, and you're invisible where your customers are spending hours of their day. But just showing up isn't enough. Posting for the sake of posting gets lost in the noise. The truth is, your competitors are already there. The question is: are you standing out, or are you letting them own the space?

What works is being intentional: creating content that cuts through that noise, builds trust and sparks conversations that actually lead somewhere.

Social media drives awareness, engagement and loyalty - and it keeps your brand at the forefront when your audience is ready to take action.

Investing in social media management isn't about vanity metrics - it's about turning attention into growth.

<https://interrobang.marketing/socials/>

SOCIAL MEDIA Management Packages

ENTRY PACKAGE

£250 PM

- Management and optimisation for up to 2 platforms
- 4 posts per month
- Quarterly performance tracking
- Basic engagement management

BASIC PACKAGE

£500 PM

- Management and optimisation of up to 4 platforms
- 8 posts per month with 1 boosted ad campaign
- Bi-monthly performance tracking
- General engagement management

PREMIUM PACKAGE

£1,000 PM

- Management and optimisation for up to 6 platforms
- 16 posts per month with targeted ad campaigns
- Monthly performance tracking
- Influencer/partnership collaboration and outreach
- Full engagement management

SOCIAL MEDIA Management Packages

BESPOKE PACKAGE £1,500 - £3000 PM

- Full social media management & optimisation
- 20+ posts per month (graphics and captions included)
- Monthly performance tracking
- Influencer/partnership collaboration and outreach
- Full engagement management
- Paid ad campaigns
- Growth experiments

SOCIAL MEDIA

Additional Options

COMPETITOR ANALYSIS **£100-£250**

- Choose between 2-5 competitors
- Align your social media strategy based on data
- One free pivot campaign included - if social media management option is also included

SOCIAL AUDIT **£200-£400**

- Review of 1-4 platforms
- Diagnostics of what is working & what is not
- Review, recommendations and SWOT analysis
- Competitor and content benchmarking

STRATEGY PLANNING **£200 - £350**

- Choose from 3, 6, 9 or a 12 month strategy
- Manage your own socials from analysis and data
- Monthly performance tracking
- Includes route to market and competitor analysis

SOCIAL MEDIA

Additional Options

TEMPLATE DESIGN

£150-£750

- Manage your own branding and social continuity
- Price based on social platform and requirements: post format, reel and/or story
- Choose between 3 or 20 formats

SOCIAL DESIGN

£100-£250

- Choose between 1-5+ social banners, profile image, description, contact info and links from existing assets
- Includes 3-5 variations
- Includes 2x edits

EMAIL MARKETING

Why it matters...

If you're not using email marketing properly, put simply, you're losing money. Simple as that.

Social algorithms change, ad costs climb, but your email list? That's exclusive to you. It's the most direct line you'll ever have to your customers to create loyalty for life.

Email isn't about spamming inboxes with offers and messages nobody asked for. Done right, it's about building real relationships. It's welcoming someone into your brand, guiding them through the journey and giving them a reason to come back again and again.

And here's the kicker: it works. Pound for pound, email marketing delivers one of the highest returns of any channel. Whether you're nurturing leads, re-engaging old customers, or driving sales during key campaigns; email done right can be the tool that keeps the wheels turning when everything else feels unpredictable.

That's why we don't treat email as an afterthought. We treat it as a growth engine. A mix of strategy, creativity and smart automation designed to move the cogs when and where it really matters.

<https://interrobang.marketing/email/>

EMAIL MARKETING

Functions...

FULL COMMS MANAGEMENT

POA

- Email management and automation including web contact and sign up retargeting
- Newsletter implementation and segmented comms
- Full strategy/segmentation/workflows of audience/product/service where required

EMAIL MANAGEMENT

FROM £200PM

- Promotional emails and automated retargeting and/or workflows (where required)
- Regularity of emails & sequences TBC
- Quarterly analytics included as standard
- Set up & monthly newsletter platform costs excluded

NEWSLETTER MANAGEMENT

£100PM +

- Price based on template implementation, plus design, copy and build - based on 1 newsletter per month
- Segmented comms available on request
- Quarterly analytics included as standard
- Set up & monthly newsletter platform costs excluded

EMAIL MARKETING

Functions...

AUDIENCE SEGMENTATION

£350+

- Using your data and working with you to create a robust database and future strategy for targeted comms to all clients and potentials
- Funnel based analytics and workflows
- Driving comms from inception to conversion

TEMPLATE DESIGN

£250-£850

- Manage your own branding and comms continuity
- Price based on email shots and/or newsletter requirements: how many variations & segmentation
- Choose between 3 or 10 formats

CAMPAIGN SUPPORT

POA

- Supporting your marketing functions and stepping in where required based on the functionality you require

WEBSITES

Why it matters...

Your website isn't just a digital business card - it's the engine room of your brand - the digital shop front to your company.

It's often the first place people go to check you out and whether they stay or click away comes down to how that site makes them feel in the first few seconds.

A well-built website doesn't just look good; it works hard in the background to guide visitors, build trust and turn interest into action.

Your website is the one space online you actually own. It's where you set the rules, control the message and create a seamless journey that works around the clock, whether you're awake, busy, or on holiday.

The truth is, people don't give second chances online. If your website is slow, confusing, or out of date, your prospects will move on without hesitation. But get it right, and it becomes your most reliable salesperson: one that never takes a day off, never forgets a pitch, and always reflects the best version of your business.

<https://interrobang.marketing/websites/>

WEBSITES Services

DOMAIN SET-UP

£50

- URL set up and registration (included)
- Does not include the registrar domain charges
- WHOIS Privacy, DNS and SSL certification included (3rd party charges excluded)

WEBSITE DESIGN **FROM £1,000 (POA)**

- Meeting to discuss your requirements
- Template examples to choose from
- Site framework, page build out, readily available content and assets added to site

WEBSITE MANAGEMENT **FROM £150**

- Security monitoring
- Theme/Plugin updates and bug fixes
- Off-site stored web back-ups
- Minimal content and design updates

WEBSITES Services

ADDITIONAL CONTENT

FROM £100

- Includes written main content and visual content
- Rewriting of new main content and editing of existing
- Price based on complexity of needs, word count and/or amount of pages required
- Blog posts and optimised infographics
- Ongoing content creation: POA

SEO IMPLEMENTATION

FROM £300

- Set up of SEO software (includes 1 year free - £99 ex VAT thereafter)
- Initial SEO implementation of current pages
- Readability, keyword analysis, META titles & descriptions, internal site structure, search engine crawls, Schema Markups optimisation
- Cornerstone content and redirect management
- Monthly SEO support available on request

BRANDING/DESIGN

Why it matters...

Your Branding isn't just a logo or a colour scheme - it's how people feel about you before they've even spoken to you.

It's the reaction when someone lands on your site, sees your socials, or walks past your packaging. Get it right, and people don't just notice you, they remember you, trust you and choose you over everyone else.

The reality is, without a strong brand, even the best products and services struggle to cut through the noise.

A clever ad might get you attention for a day, but a clear, consistent brand is what keeps customers coming back for years. It's the difference between being "another option" and being the only option that makes sense.

Investing in branding is investing in clarity and consistency. It means you know exactly who you are, what you stand for, and how to communicate it in a way that sticks. It gives your team a common language, your customers a reason to connect and your business the foundation it needs to grow.

<https://interrobang.marketing/branding/>

<https://interrobang.marketing/design/>

BRANDING/DESIGN Options

FULL BRAND IDENTITY

FROM £800

- Brand kit presentation and master document
- Includes templates for all branding/design options plus additional extra's on request
- Includes brand values, DNA behaviours and tone of voice for brand continuity; including keyword research
- Defining your unique value proposition and competitor advantage
- Logo, slogan, typography, colour palette (full visual identity), business card and social banners as standard
- Packaging and promotional offering available on request

LOGO

FROM £100

- 3-5 variations of your vision
- 2x basic edits after completion - if required
- Additional options: typography and/or colour palette

BRANDING/DESIGN Options

SLOGAN

£35

- Research into your business and competitors
- 3-5 variations of your new “strap-line”
- Additional option to add secondary linked slogans - if required

BUSINESS CARDS

£30

- 3-5 variations using your current logo and assets
- Multiple business cards available at a discounted rate
- Printing excluded but available on request (additional charges apply)

PACKAGING

FROM £150

- Meeting to discuss your products, placement and requirements
- Optional, but recommended meeting with packaging manufacturer
- 3-5 variations using your current logo and assets

BRANDING/DESIGN Options

PROMOTIONAL

POA

- From leaflets to roller banners; offline marketing design and events/advertising boards; online and offline brochures and anything else you may need
- Price POA due to additional printing costs and requirements

ADDITIONAL SERVICES

Why it matters...

Your Marketing isn't just about big campaigns and shiny websites - it's about the day-to-day things that keep your business moving forward. The details. The behind-the-scenes work. The smart choices that give you the edge. That's where our additional services come in.

Whether it's marketing admin to take repetitive tasks off your plate, CSR projects that prove you walk the talk, or event management that makes sure your brand shows up in the real world as well as online — these extras aren't really "extras" at all. They're the things that make your marketing stick.

Add in paid advertising to reach the right people faster, partnerships to expand your influence and public relations to control the conversation, and suddenly you've got a complete marketing machine. Each piece feeds the others - events fuel PR, partnerships grow reach, advertising drives traffic, CSR builds trust. It's all connected, and when it's managed under one roof, it works harder.

The truth is, most businesses don't fail because they don't have marketing - they fail because it isn't joined up. These services are how you stop that happening. They make sure your brand isn't just present, but powerful.

ADDITIONAL SERVICES

POA...

ADMINISTRATION MANAGEMENT

- Focussed on marketing activities but not limited to: feeding data and information into informed decisions
- Managing emails and contact forms
- Collating and filing paperwork

CORPORATE SOCIAL RESPONSIBILITY

- Researching and creating robust CSR strategies that work with your brand your values
- CSR management and liaising
- CSR reporting and analytics

EVENT ORGANISATION/MANAGEMENT

- From sourcing events, to booking events; the planning, the design, the strategy - we do it all
- Pre-event, during the event and post-event 1-2-1 support
- Analytics and data- with improvement metric recommendations for subsequent events

ADDITIONAL SERVICES

POA...

PAID ADVERTISING

- While this feeds into websites, SERPs and social media - all paid advertising is an additional service
- Objectives, KPI's and budget will determine the Paid Ad marketing campaign

PARTNERSHIPS

- Partnerships Marketing can be launched in a number of ways including co-branding, cross promotion, collaborations, affiliations, influencer and ambassador programmes - dependent on your objectives

PR

- PR is about outreach and there are a plethora of ways to adopt it; from reputation management to community and media relations, press releases and thought leadership communications
- We can help you choose the right time and the right way to achieve this

PRICING

How it works...

The packages and prices outlined are guidelines, not absolutes.

Every business is different and so are its goals, audiences and challenges.

Marketing isn't one-size-fits-all. What works for a start-up or a local business will look very different from what's required by a national or global brand.

The prices here give you an idea of what to expect, but the final plan and price will always be tailored to you and your budget.

NEXT STEPS

The best way forward is a conversation. We'll sit down - online or in person - and talk through your objectives, your audience and what success looks like for you.

From there, we'll build a bespoke marketing plan that fits your business, your budget and your ambitions.

No jargon, no cookie-cutter solutions - just a strategy that helps you get where you want to go.

COMPLETE THIS FORM AND WE CAN GET STARTED:

<https://interrobang.marketing/client-marketing-questionnaire/>

<https://interrobang.marketing>



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