



## SERVICE LIST 2024

SERVICE	DESCRIPTION
Website	
Website Development	Building your website from scratch with the expertise of website developers and marketing experts. Connecting the website and domain address. Going through our website launch checklist. Maximum 50 pages. Operational briefing, on demand technical support for 3 months.
	Add on: Blog integration
SEO	Search Engine Optimization, optimizing the website key words to organically list higher on the web search this can be increased with sponsored ads (Client Determines monthly budget) <b>(3 month minimum)</b>
Active Website Evaluation	Evaluating the current website on 50+ different aspects including technical, artistic and functionality.
Branding (Package)	Name, Logo, Slogan Target Audience, Brand Personality, Competitor Analysis, Brand Story.
Name	Creating alternatives for brand name, fonts.
Logo	Creating brand's logo, mockups, alternatives.
Slogan	Brand slogan in line with values, mockups.
Target Audience	Defining target audience, targeting strategy.
Brand Personality	Forming of brand personality and language.
Competitor Analysis	Detailed competitor analysis, strong & weak points.
Brand Story	Copywriting your brand story & history. Crucial for creating emotional connection with your target audience.
Social Media Manager (Package)	Content organization & scheduling, setting up sponsored ads. Social Media customer feedback report <b>(monthly)</b> .
Organization	Content organization & scheduling <b>(per social media, monthly)</b> .
Sponsored Ads	For Instagram, YouTube, TikTok. (Setup & adjustment fee included+ ad budget determined by client) <b>(minimum 3 months)</b>
Facebook Demographics	Initial Setup, Target Audience Research, Monitoring & optimization, Demographics KPI Analysis <b>(No setup fee, minimum 3 months+ ad budget)</b>

Newsletter	Newsletter to increase your engagement channels with your previous customer to increase returning customers.
Monthly	Once-a-month newsletter. Includes graphic design, copywriting, revisions.
Bi-weekly	Bi-weekly newsletter on 2 different topics. Increased engagement with customers
Weekly	Weekly Newsletter on 4 different topics of your choice. Maximum engagement with your customers
Media Creation	
Long Form Video Shooting	"A day in the life", "introduction" (maximum 25 minutes of finished, editing included)
Reels/ Shorts	1 min vertical videos with captions, 10 videos, editing included
Location Videography	Maximum 3-minute edited video, editing included.
Portrait Photography	per person, minimum 5 RAW/ edited picture delivery. <b>(10 person minimum).</b>
Location Photography	RAW/ edited photography of the ambiance (minimum 1 hour, min. 150 total photos)
Service/Event Videography	Videography of service/event.
Holiday Posts	Per holiday post, including revisions& alternatives, no further editing charge.
Content Edit	For any other video/photography edit. (min 1 hour)
Reporting(D)	Reporting on all services provided, analysis of increased engagement. (Digital Delivery)
Reporting(P)	Physical Delivery& briefing on monthly reporting. (needs to be scheduled a week advance)

IF YOU HAVE ANY QUESTIONS CONCERNING THIS SERVICE LIST, PLEASE REACH OUT TO KAA BY AT (415) 463-0799 OR [KAAN@TAENTECHNOLOGY.COM](mailto:KAAN@TAENTECHNOLOGY.COM)  
Thank you for your business!

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