

Services & Pricing Guide



Unleash your unique Viibe, where passion meets purpose. Tailored solutions for small and medium-sized businesses, transforming brand visions with creative prowess and strategic precision.

About Us

VIIBE BRANDS

Welcome to Viibe Brands, where innovation meets inspiration, and brands transcend to new heights. Our brand is more than just a service - it's a journey of transformation and growth.

With over a decade of experience in the dynamic realms of digital marketing and branding, Nicci Kruger is the driving force behind Viibe Brands. Nicci's expertise encompasses Brand Management, digital marketing, project management, and coaching. Her multifaceted background has endowed her with a holistic understanding of the intricate dance between creativity and strategy in the ever-evolving world of business.

At Viibe, we have an unwavering passion for empowering small businesses. Nicci's journey in marketing and coaching has instilled a deep commitment to making the path to success more accessible. We believe that every small business has the potential for greatness, and our mission is to unlock that potential through personalized coaching and innovative branding solutions.

Creativity is the heartbeat of Viibe Brands. We pride ourselves on infusing each project with fresh, inventive thinking. Nicci's solutions-driven mindset ensures that we not only meet your business needs but exceed your expectations. We thrive on challenges, turning them into opportunities for growth and expansion.

Viibe Brands is not just a service provider; it's a partner on your business journey, committed to elevating your brand to unprecedented heights. Join us in redefining success and crafting a brand story that resonates across all horizons. Welcome to a world where your brand's potential knows no limits.

Nicci Kruger

CEO & FOUNDER

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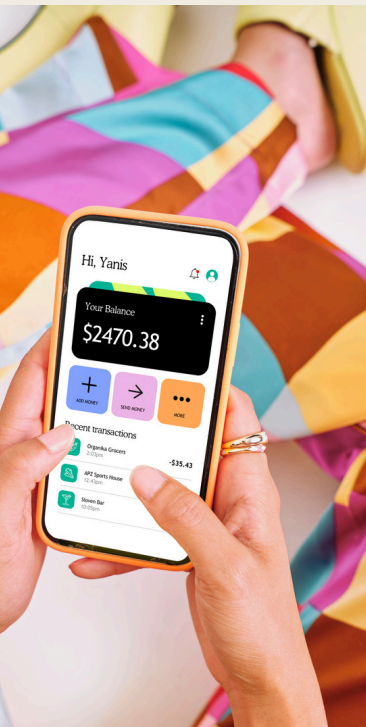
www.viibebrands.com

VIIBE
Brands

Our Mission

VIIBE BRANDS

Our mission at Viibe is to be the catalyst for small business brilliance, transcending traditional boundaries and unlocking the full potential of every brand we touch. Rooted in a commitment to excellence, innovation, and empathy, we strive to empower entrepreneurs with the tools and insights needed to navigate the ever-evolving business landscape.



Our Team

VIIBE BRANDS



Nicci Kruger

Founder

Our agency is led by Nicci, a highly experienced and accomplished strategist and marketer with 10 years of experience in the digital marketing, branding and project management space.



Milo Marcer

Creative

A highly skilled art director and famed tattoo artist, Milo Marcer heads up our creative division. With decades of experience in the creative fields Milo makes sure that the highest level of creativity is met.

Brands we have worked with:



Our Services

VIIBE BRANDS

Content Creation

Tell Your Story with Impact. Captivate your audience with compelling content tailored to your brand. Our content creation services encompass everything from engaging blog posts and social media content to captivating visuals. Elevate your online presence and leave a lasting impression.

Social Media Management

We also offer social media management services to help clients build their online presence. This can include creating and scheduling posts, responding to messages and comments, and analyzing social media performance.

Brand Development/ Brand Refresh

Whether you're establishing a new brand or giving your existing one a facelift, our brand development and refresh services ensure a distinctive and memorable identity. From logo design to messaging, we infuse creativity and strategy to make your brand stand out.

Design

On-Demand Creativity. Need design work on the fly? Our ad hoc design services offer a quick and efficient solution. From social media graphics to promotional materials, our creative team is ready to turn your ideas into visually stunning realities.

Websites

As a Wix partner, our preferred platform, we can get you on the www quickly. We also provide training on the platform so if you ever want to, you have control of your website.

Project Management

We manage and coordinate projects for clients, ensuring that everything is completed on time and within budget. This includes delegating tasks, setting timelines, and monitoring progress.

Brand Coaching

Navigate the complexities of branding with confidence through our brand coaching sessions. Benefit from Nicci Kruger's over 10 years of experience as she guides you to unlock your brand's full potential, providing insights and strategies for sustainable success.

Pricing & Packages

BRAND DEVELOPMENT/BRAND REFRESH

Jumpstart Essentials

R4250

Once off

Ideal for businesses looking to establish a basic brand identity or refresh.

- 2-hour brand workshop
- Basic Brand Guide, which includes:
 - Target market
 - Communication style
 - Brand Personality
 - Font
 - Colour palette
 - Logo & logo icon
- Implementation support

Add on:

| | |
|----------------------------|-------|
| -1 x Basic 1-page website. | R4200 |
| -Social Media Setup | R600 |

T's & C's apply

Brand Booster/Refresh

R10250

Once off

Perfect for businesses seeking a stronger online presence and brand consistency across various platforms.

- 2-hour brand workshop
- Brand Guide, which includes:
 - Target market
 - Competitors
 - Communication style
 - Brand Personality
 - Font
 - Colour palette
 - Logo and logo icon
- Website, including content Creation for Website (Home, About, Services, Blog)
- Social Media Starter Kit (Profile & Cover Images)
- Basic SEO Optimization
- Implementation support

Add on:

| | |
|----------------------------|-------|
| -1 x E-Commerce to website | R3500 |
| -Social Media Setup | R600 |

T's & C's apply

Pricing & Packages

SOCIAL MEDIA/CONTENT CREATION

Social Engagement Booster

Perfect for businesses seeking increased social media engagement and growth.

R8725

per month

Platform Optimization:

- Optimization of profiles on Facebook and Instagram.
- Customized profile and cover images for enhanced brand appeal.

Content Momentum:

- 12 x engaging and branded posts per month (6 x Reels + 6 x posts).
- 20 x stories.
- Tailored content calendar planning and scheduling.

Engagement Management:

- Active engagement with your audience through comments and messages.

Advanced Analytics Report:

- Detailed insights on post performance and audience engagement.

Includes content creation and post captions.

Ultimate Social Media Dominance

Ideal for businesses looking to establish a basic social media presence.

R15825

per month

Multi-Platform Presence:

- Optimization of profiles on two major social media platforms.
- Consistent and custom visuals across all platforms.

Strategic Content Plan:

- 20 x engaging and branded posts per month (10 reels + 10 posts).
- 1 x story per day.
- Comprehensive content calendar planning and scheduling.

Engagement Mastery:

- Proactive community engagement through comments, messages, and direct interactions.
- 3 x social media story polls/question stickers per week, or monthly contests.

In-Depth Analytics and Strategy Review:

- Detailed analytics report with actionable insights.
- Monthly strategy review session to adapt and optimize.

Includes content creation and post captions.



Pricing & Packages

SOCIAL MEDIA/CONTENT CREATION

Custom Package

Ideal for businesses who want to customize their experience

Social Media Content:

- Post creation, caption writing, posting
- Optimise profile bios
- Stories (incl creation & posting)

Cost:

- R420/post
- R350/bio
- R420/story

Content Planning & Reporting:

- Content calendar planning

Cost:

- R1200/month

Analytics Report:

- Detailed report and insights on post performance and audience engagement

Cost:

- R1200/month

Engagement Management:

- Active engagement with your audience through comments and messages.

Cost:

- R350 (1 hour/week)

Pricing & Packages

OTHER

Websites

Expand your presence online with a website. Website includes SEO & setting up or connecting your Google account and social media accounts.

Simple website (Home, About, Contact, Services)

R4200

Simple website + bookings or e-commerce ad on (max 10 products)

R6500

* Excluding Wix platform hosting and domain fees

Graphic Design

R350/hour

Ignite your brand's visual identity with on-demand design work, ensuring a consistent and compelling brand image.

- Social Media Graphics
- Posters
- Reels
- Corporate stationery (email signatures, letterheads etc)
- Business Cards
- Presentations
- Workbooks

Project Management

R850/hour

Streamline Your Vision to Reality. We take the reins, ensuring your initiatives are executed seamlessly. From conceptualisation to execution, we manage timelines, resources, and deliverables, providing you with the peace of mind to focus on what you do best - growing your business.

- Project Kickoff Meeting
- Timeline and Milestone Planning
- Task mapping and planning
- Weekly Check-In meetings
- Regular Progress Reports
- Resource Management
- Project Closeout Session

Brand Coaching

R750/hour

Empower Your Business Journey. Navigate the complexities of branding with confidence through our brand coaching sessions. Benefit from Nicci's more than a decade of experience as she guides you to unlock your brand's full potential, providing insights and strategies for sustainable success.