Pricing Guide

Digital Design | 2023

"Plug & Play Solutions"

NINE YARDS
COUNSEL

"

The future belongs to those who believe in the **beauty** of their dreams.

~ **Eleanor Roosevelt**

Content

Click on any items below to hyper-link directly to the page.

Nine Yards

Warm Welcome

∧

James Lamble
Founder

PLUG & PLAY
SOLUTIONS

" *At Nine Yards Counsel, we're passionate about building digital assets, that truly reflect the essence of the brand.*

Our mission is to empower your digital journey with authenticity and memorability. We understand the significance of forging enduring partnerships with our clients, serving as your steadfast design companion as your digital presence flourishes.

Our expertise lies in the realm of purpose-driven and heart-centered digital solutions, and we wholeheartedly embrace the opportunity to tackle unique challenges.

Whether your digital brand occupies a niche or resides in entirely uncharted territory, we are your dedicated partners, committed to igniting passion and adoration for your brand among your audience.

OROCK EBOT
EXECUTIVE | COUNSELOR

< > **ENGLISH** **FRENCH**
Native   Professionale

9+ years
Information Technology

15+ years
Experience

DLA | CAMEROON

I am delivering daily as facing the technical fi Systems Architecture techniques to best m business o

SKILLS
Endorsements

HELP DESK SYSTEMS
LEADERSHIP
TEAMWORK
PROJECT MANAGEMENT
CRM
K-12 SYSTEMS

SYSTEMS

BUSINESS DEV. 143
Google Suite
Project Management
Communication
⭐⭐⭐⭐⭐

BRAND DEV. 77
Adobe Suite
Digital Media
⭐⭐⭐⭐⭐

MERCY NQANDEKA
COUNSELOR | SPECIALIST

< > **XHOSA** **ENGLISH** **FRENCH**
Native   Native   Professionale

9+ years
E-Commerce

17+ years
Experience

ECT | SOUTH AFRICA

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MANAGEMENT
LEADERSHIP
CUSTOMER SERVICE
PROJECT MANAGEMENT
TRAINING
STRATEGIC PLANNING

SY

BUSINESS DEV. 125
Google Suite
Project Management
Communication

BRAND DEV. 78
Adobe Suite
Digital Media
CRM

E-COMMERCE 38
User Testing
Wordpress
Shopify

BI & REPORTING 35
Data Analysis
Dashboarding

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JAMES LAMBLE
FOUNDER | COUNSELOR

< > **ENGLISH** **FRENCH**
Native   Professionale

38 Countries Travelled

19+ years
Experience

JHB | SOUTH AFRICA

I draw from diverse professional experiences- across Africa & Europe- offering IT & Leading Business Expansion Counsel.

My expertise in dynamic modelling and digital transformation through systems integration, is at the forefront of my development toolbox.

SKILLS
Endorsements

LEADERSHIP	26	/////////
STRATERGY	19	////////
ENTREPRENEUR	37	/////////
PROJECT MANAGEMENT	19	////////
CRM	20	////////
MARKETING	22	/////////

SYSTEMS
Years Usage

BUSINESS DEV. 164
Google Suite 55
Project Management 15
Communication 26
⭐⭐⭐⭐⭐

BRAND DEV. 99
Adobe Suite 54
Digital Media 45
CRM 22
⭐⭐⭐⭐⭐

E-COMMERCE 57
Website 20
Wireframing 14
Web Application 20
⭐⭐⭐⭐⭐

BI & REPORTING 66
Data Analysis 48
Dashboarding 34
⭐⭐⭐⭐⭐

HOBBIES
🌍 📷 🎵 📱

Brand Development

starts at
R2 000

Custom
Brand Building

1-2 week process

Our daily passion is fuelled by the creation of stunning and thriving brands. We strive to breathe life into artistic brand identities that symbolize your mission, illuminate your vision and extend beyond it.

Increased recognition and awareness
Establish a unique identity that is recognizable to customers

Differentiation from competitors
Highlighting its unique selling proposition, values, and personality.

Improved customer loyalty
A strong brand identity helps build trust and loyalty with customers

Increased perceived value
A well crafted brand can evoke trust and be perceived as high-quality.

Easier marketing and advertising
Marketing messages can be tailored to the brand's target audience.

Brand Development

Detail & Process

01 COFFEE CONNECT

Let's set up an initial chat to get to know each other and what drives you. We will focus on your current brand style and positioning, its' ambitions - how you started - how to get you where you want to be. Through vision boarding together in Pintrest, completing a tailored brand personality questionnaire and setting project objectives.

02 WELCOME PACK

Keep your eyes out for a client packet! Included is general process information, a recap of brand brief and a business and brand deep dive pack. As well as inspiration boards, capturing your vision shared and developed via market research.

03 BRAND ROAD MAPPING

Your brand vision and project is milestoned and captured. You'll receive consolidated research boards to select preferences from. Based on feedback various additional Adaptations may will be provided for design inspiration board refinements.

04 COLOR PALLETIZING

In conjunction with the discovery of brand identity, there will be a color pallet Selection process, to embody brand messaging in your design look and feel.

05 LOGO CREATION

Various logo variations will be curated uniquely for your visual digestion through illustration. You'll be provided with a few diverging options, in line with the inspiration board, in terms of style, letting and layout.

06 BRAND ASSETS & CARD CREATION

Your brand identity is brought together in one sleek card that contains the multiple brand assets, such as fonts, icons, logos; that can be used to build your equity, across channels in both primary and secondary applications. This may include brand assets such as headers, email signatures, business cards - depending on service selected.

07 USING YOUR BRAND

You'll receive a brand card PDF and PNG, as well as all the individual files for each brand asset. These can be used to guide your brand extension and customer touch points at your growth discretion (fonts, sub marks, logo, print & screen formats etc.)

08 LAUNCH KIT

You get a custom tool kit that can be used on digital channels to share your new look!

Photographic Render

starts at
R1500 | Curated
Photographic Shoots

1-2 week process

Whether it's for personal or commercial purposes, our professional photography services and shoots can help capture and preserve memories or convey a deep rooted message or story through timeless sequencing and imagery.

Improved Brand Image
Professional photos improve positive perception of business and brand.

Competitive Advantage
Customers are more likely to trust a business that uses high-quality images.

Increased Sales
High-quality photos showcase products or services in the best possible way.

Increased Credibility
Establish credibility and trust with customers through professional images.

Better Engagement
People are more likely to engage with and share high-quality photos.

Detail & Process

01 COFFEE CONSULT

We'd love to have an initial chat and thoroughly explore the intended purpose of the photos, as well as your aspirations. Shot visualisations and boarding conducted in Pintrest, as well as a questionnaire will form the basis for project goals setting. Our discussion will center around how your event, location, or product catalogue can contribute to your brand ambitions and strategic plans.

02 WELCOME PACK

Keep your eyes out for a client packet. It will include a dynamic sheet to completely formulate the project plan, aligning understanding and goals. As well as gathered sources of inspiration for setting, style, apparel, site or product specificities.

03 SHOOT BOARDING

Your shared feedback and visions are milestoned and captured through a custom concept board development in Milanote. You'll receive a tailored shoot board with location, product, outcome, timings and specific shot-by-shot information to be modelled off. After revert and your final sign-off, a date for the shoot will be set.

04 SHOT CAPTURES

The shoot is planned and conducted, at the agreed location, ensuring the lighting is optimal to enhance the desired outcome of the series. This typically requires a preparation of the space and subjects matters before the scheduled start time.

05 ADOBE LIGHTROOM

Post production of photos entails rendering conducted in Adobe software to touch up any further lighting enhancements, watermarking, as well as formatting into the required design elements for business or private use.

06 IMAGE KIT

You'll receive a package with a complete series as well as pre-specified formatting that can now be shared digitally or printed for your chosen application.

Videography Render
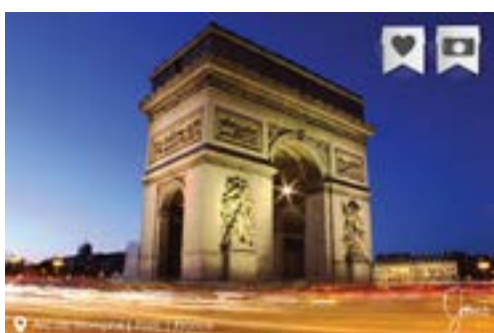
starts at
R2 500 | Crafted
Videography | Animation

1-2 week process

Our team crafts visually engaging animations and concise videos tailored to highlight a brand's identity in the digital marketing realm. These pieces are designed to narrate a compelling tale, establishing a link between the viewers and the brand's fundamental ideas, and can encompass a wide range of styles, including fictional and documentary approaches.

Improved Brand Image
Professional videos improve positive perception of business and brand.

Better Story Telling
One can tell your brand's story in a more engaging and emotional way.

Increased Sales
Videos showcase products or services in a more dynamic and engaging way.

Increased Brand Awareness
Video content is more likely to be shared on social media

Improved Engagement
Video content is more engaging than static images or text.

Videography Render

Detail & Process

01 VIRTUAL CONNECT

We'd like to start by engaging in a conversation and delve deeper into the objective of your video. Our main focus will be on how your brand's message is grounded and how we can effectively showcase it. While also outlining a roadmap for its' success, shot visualisations and boarding in Pintrest, and brand questionnaire.

02 WELCOME PACK

Be on the lookout for a client packet that will be sent your way soon. This will contain a dynamic sheet designed to assist in formulating the project plan,
ensuring that our understanding and goals are fully aligned. As well as gathered sources of inspiration for setting, style, apparel, site or product specificities.

03 STORY BOARDING

Documenting and highlighting your shared visions while outlining key milestones in Milanote. You can expect to receive a customized storyboard that provides detailed shot-by-shot information. We then welcome further feedback for revisions.

04 CAPTURES | CREATION

Our team collaborates to create visually captivating animations and concise videos, specifically tailored to showcase a brand's unique identity and increase target audience appeal, in the digital marketing landscape.

05 VIDEO RENDERING

The post-production process for the video involves taking the various source materials both audio and visual, still and dynamic; and recomposing them into a new, cohesive whole. During this process, the final product is formatted to meet the specific design requirements.

06 VIDEO KIT

Upon completion, you will receive a tool kit containing the completed video along with pre-specified formatting variations, that can be easily shared digitally or printed for your desired application!
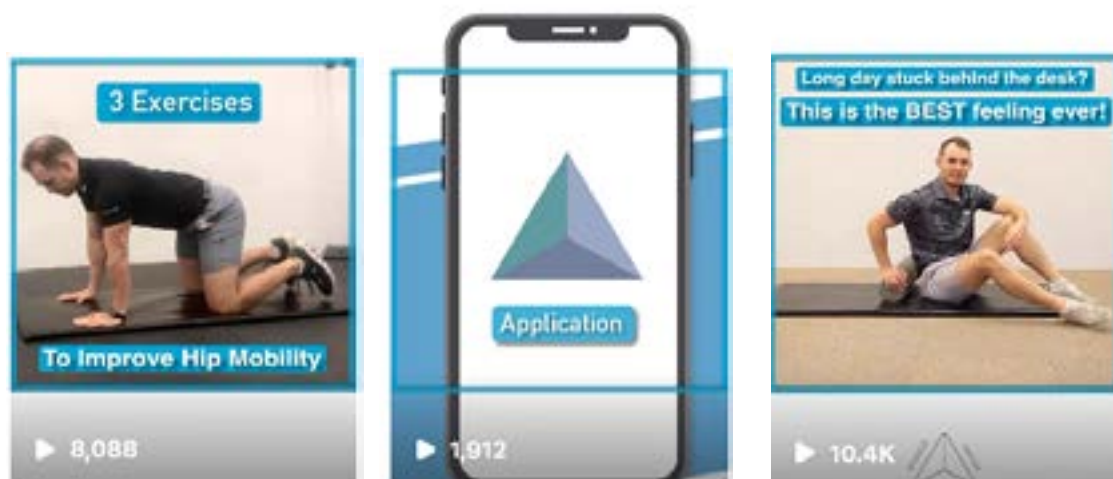
Social Media

starts at
R2800

Strategic
Social Media

3 month process

Our Strategic Social Media Management service is bolstered by a dynamic and customized calendar that enables us to review posts and track key metrics. We stay up-to-date with the latest best practices and utilize effective hash tags to drive engagement and enhance your brand's traction on social media.

Consistent Brand Image
Professional social media management services help maintain a consistency.

Time Saving
Free up time for you to focus on other important aspects of your business.

Better Targeting
Social media management services help you target the ideal customers.

Improved Customer Service
Respond to inquiries and comments in a timely and professional manner.

Improved Engagement
Create more engaging content that resonates with your audience.

Social Media
Detail & Process

01 COFFEE CONNECT

Let's introduce ourselves on a meet up and delve into what drives you. During our conversation, we can discuss your current style and positioning, your channel aspirations, as well as your journey so far and how we can help you reach your goals.

02 WELCOME PACK

Expect to receive a client packet shortly after, which includes a dynamic worksheet to aid in developing the project plan and ensuring that we share a clear understanding of the project objectives and goals.

03 INSPIRATION SOURCING

We will document and emphasize your shared vision. You will receive a tailored storyboard with comprehensive layout mock-ups with further revisions included to meet your expectations. Inclusive of brand element breakdown analysis to represent your over design look and feel accurately across the various Social Media Channels.

04 CALENDAR CRAFTING

In conjunction with discovery around brand identity, there is an a discussion and mapping of posts across channels with; title, objectives, format, name, source and the strategy behind each post. Dynamically indicating status of posts and metrics.

05 CONTENT FUNNEL

In strategic planning the blueprint for weekly, monthly and cycle targets are captured. We further establish a buffer of quality funnel content for your social media channels as per calendar. Fully enabling tracking of posts across channels.

06 LET'S GO

On the agreed start date, content will be made available via digital sharing platforms like Dropbox and Google Drive for your ease of download and posting. Complete with guidance for copy and hash tag traffic generation recommendations.

07 LET'S REVIEW

On a weekly basis a touch base will be scheduled over thirty minute Zoom or Google Meets call, to review past weeks performance and align on further content buffer style and objective.

08 LET'S REFINE

Further, on a monthly basis, a separate session is set up to cover the overview of each channel's performance, vision boards, metric objectives and review milestones.

Website Development

starts at R2200	Tailored **Wordpress Website**

1-2 week process

At our core, we prioritize creating website addresses and digital presences that feel natural to users. Our design network focus is on being intuitive, user-friendly, and incorporating icons while being highly responsive. We take a comprehensive approach to both User Experience and User Interface considerations, ensuring a seamless experience for your customers. Each project is important to us and we treat it as if it were our own business, offering unique and creative developments. Creating brand presence that will set you apart.

Time Saving
Free up time for you to focus on other important aspects of your business.

Better User Experience
A professional site helps provide a better user experience for your visitors.

Increased Visibility
Increase your visibility online through SEO techniques & attract more traffic.

Improved Engagement
Establish more credibility and trust with potential customers.

Website Development

Detail & Process

01 VIRTUAL CONNECT

Let's chat and discuss your website needs. The number of pages, creative details, you name it. Once wrapped up, a personalised quote will be created together with a roadmap incorporating milestones and guidelines in ways of working.

02 PERSONAL VISION

Your wording and any images for the website is used for initial wire-framing. The landing page will be the initial build point for alignment and once its approved the remainder of the site will be built out to specification.

03 PROFESSIONAL TOUCH

User interface enhancements are placed at the forefront as well as features and functionalities specific to your site. Brand elements are included in the design layer, iconography, typography and imagery extensions. This is where you get to review the website and provide builds and final change requests.

04 RESPONSIVE DESIGN

The next phase will see the completion of responsive elements in site design. This will scale resources for tablet and phone and make the site responsive and contribute to Search Engine Optimization and ranking.

05 LET'S LAUNCH

Congratulations, your website is ready to be seen by all. You'll receive a project tracking and access document as well as graphics, mock-ups and live links that can be used to share on social media. Additional tutorial time is available at hourly rate.
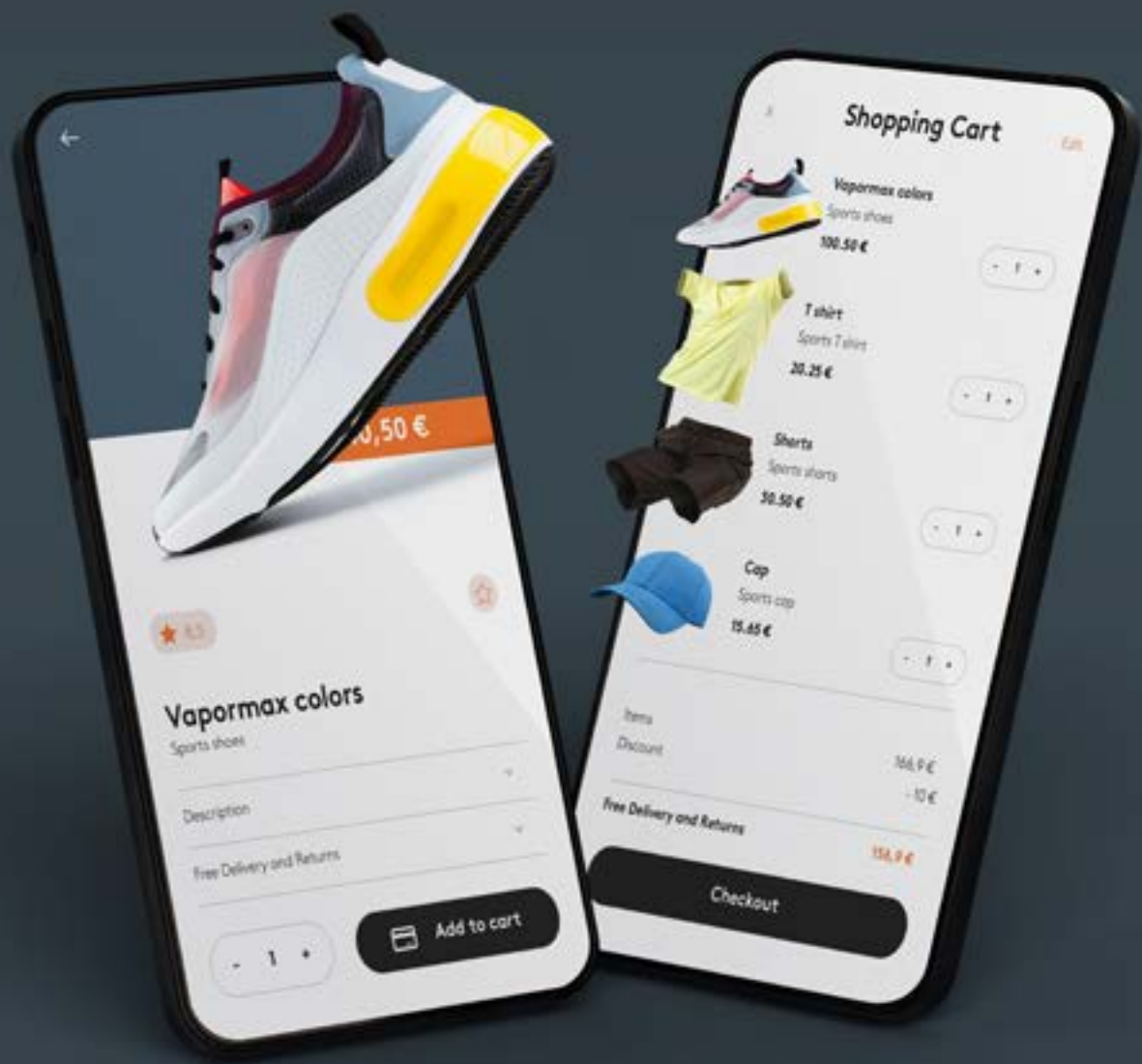
e-Commerce Store

starts at
R4 200

Tailored
Shopify Store

1-2 week process

Our e-commerce services prioritize creating a digital presence that seamlessly integrates with users' natural online behaviour. We design interfaces that are intuitive and user-friendly, incorporating iconography and responsiveness, while keeping both User Experience and User Interface in mind. We treat each project as if it were our own business, and offer counsel that results in truly unique and artistic online store fronts.

Better Data Analysis
An e-commerce website can provide valuable data and insights in customers.

Better User Experience
Offering features like; product reviews, recommendations etc. increasing UX.

Increased Sales
Increase your sales by providing a convenient and easy-to-use platform.

Improved Engagement
Establish more credibility and trust with potential customers.

e-Commerce Store

Detail & Process

01 VIRTUAL CONNECT

Let's chat and discuss your omni-channel needs. Specifically looking at your online store; the number of products, pages, creative details, you name it. Once complete, a personalised quote will be created along with road-mapped milestones.

02 PERSONAL VISION

Your wording and any images for the website is used for initial wire-framing. The landing page will be the initial build point for alignment, as well as a collection and product illustrations.

03 PROFESSIONAL TOUCH

Once approved, the remainder of the site will be built out to specification including brand design elements. User interface enhancements are placed at the forefront as well as features and functionalities specific to your site. You review the website, products, collections and provide any change requests.

03 PAYGATE & RESPONSIVE DESIGN

The next phase will see the completion the payment gateways integrations and of the responsive elements in website device design. This will scale resources for tablet and phone and make the site responsive and contribute to Search Engine Optimization and higher ranking of your website.

04 LET'S LAUNCH

Congratulations, your e-Store is ready to be seen by all; via mock-ups and live links that can be used to shared on social media. You'll also receive a final project tracker as well as user guide and access documentation.

PRODUCT LINE

Wooden Coffee Table
MARK MONKEY
R 800.00

Wooden Polarised Glasses
MARK MONKEY
R 1,450.00
SOLD OUT

Leather High Tops
COSTA
R 1,250.00

WebApp Development ︿

starts at
R9 000 | C u s t o m
Knack App

1-3 month process

We recognize the importance of informed decision-making and scenario analysis in achieving business success. Therefore, our web apps are meticulously crafted to cater to the specific needs of different user groups, helping them to analyse scenarios and make informed decisions. Our sleek and intuitive interfaces make it easier to manage large volumes of data with ease, thereby increasing the efficiency of business operations. Providing real time valuable insights and analytics that can be leveraged to make better business decisions. An essential tool for any business looking to stay ahead of the curve and make data-driven decisions that result in long-term growth and profitability.

Enhanced Data Analysis
Use this information to make better data-driven decisions for your business.

Greater User Experience
A professional web application can provide a better customer experience.

Improved Efficiency
Help automate and streamline your business processes increasing efficiency.

Scalibility
Allowing you to add new features and functionalities as your business grows.

Detail & Process

01   PROCESS CONSULT

Let's connect and deep dive into the purpose of the process and your business and user ambitions. We will focus on how your current process and its strengths and points of development, to marker points along the road maps as well as user bases and decision tree sketching.

02   WELCOME PACK

Keep your eyes out for a client packet. It will include a dynamic sheet to completed formulating the project plan, process mapping - aligning understanding and goals.

03   WORK FLOW MAPPING

Your inputs will be used to draft and refine two unique guiding documents. One being the optimized process flow. The other being the data and build structure map, that will both form the blueprints of the tech build out. An adapted process flow and structure map are refined, shared and aligned.

04   BETA TESTING

A beta version of the web application will be shared with you and your chosen testing base, as well as our internal reviews, to verify the functional aspects and flow of the interface and data visualisations.

05   DESIGN & BUILD OFF

The aesthetic aspects of the design and brand elements are adapted and incorporated into the wire-framing Beta Version to provide a final Launch Version. The user Beta Testing feedback is reviewed, listed and actioned for improvement.

06   GO LIVE

The MVP and first Go Live Version of the web application is provided, to jump start facilitating the user needs all along the value chain and business process flow.

07   CONTINUOUS IMPROVEMENT

The ongoing improvement of products, services or processes through incremental and breakthrough sprints.

Contact Us

If you require any more information, please tick and select from the list below and then on the "Submit" button and we would be happy to assist you.

Brand Development & Design

Photographic Render | Product & Event

Videography | Brand & Promo Shorts

Social Media | Strategic Development

Website Development | Wordpress

e-Commerce Store | Shopify

Web Application| Knack

If you would like to book a face to face appointment, please click on the "Appointment" Link below.

To get in touch please email us on
info@nineyardscounsel.com or visit **www.nineyardscounsel.com**

THANK YOU