

AUB SME PACKAGES FROM FATHOM - EXCLUSIVE RATES

This document will require a meeting and presentation via visual aids to ensure what we are offering is communicated clearly to AUB.

We will be preparing video and visual content to explain our services and their benefits.

Here is why?

- The services we offer and the value offered needs to be explained.
- We need to market it correctly to ensure benefits are communicated
- There are details that need to be explained in clear and simple terms as these are moderately sophisticated B2B Products
- Furthermore we want to create content that also mentions how they can apply via Tamkeen to get the most value working with us (Tamkeen Friendly Estimates)
- We will be marketing these via our social media channels and our existing client base commencing with marketing collateral (un-billed to AUB)

BRANDING

7% AUB SME Exclusive Rate

Branding Rates are standardized for all clients, however some have additional optional requirements (Additional options, additional scope)

- Full branding BHD 2,625 Inc. VAT
- Visual Identity BHD 1,995 Inc VAT

Seasonal Options -

- Free company profile template with branding project
- 10% reduction on website design with branding project
- Un-billed social media guidelines with branding project (photography, videography, tone)

CAMPAIGNS

20% AUB SME Exclusive Rate*

For Strategy & Marketing Plan valued at BHD 1,155 Inc VAT for Social Media and Marketing Campaigns.

This covers social media campaigns and marketing campaigns (encompassing all our integrated services).

- Following our tested and proven standard Marketing Campaign process below:
- Strategy and Advisory Document
- 3 Concept & Mood-boards and Activations - (Limited and reduced to the essentials)
- Monthly Marketing Advisory
- Content Calendar Management
- Content Creation
- Design and Media Content

Thank You.



- Photography/ Videography
- Print Collateral (Offline marketing collateral, limited to the essentials)

*We have a standard commitment rate which applies to retainers, of 15% reduction in the standard rate for 6-month contracts, a 20% reduction for 12-month contracts.

MEDIA PRODUCTION

7% AUB SME Exclusive Rate

Following our tested and proven standard Photography / Videography process

- Pre-Production
 - X2 Guideline and Storyboard
 - X3 Soundtrack Options
- Production
 - X1 Photography/ Videography Shoot
 - Post Production
 - Photo Editing
 - X1 Short Video
 - X1 Long Video
 - X3 Boomerang Style Videos

Video and Photography Projects with a value of 1000 BHD + 10% AUB SME Exclusive Rate

WEBSITES - eCommerce and Brochure Websites

7% AUB SME Exclusive Rate

Website Rates are standardized for all clients, however some have additional optional requirements (Additional options, additional scope such as customized booking systems and video hosting - Product photography and content writing)

- Websites starting from BHD 1,890 Inc. VAT

Website standard features -

- UX UI Design Options
- eCommerce and Payment Gateway Integration
- SEO Optimization

Full list will be featured in scope document.

Features change and improve year upon year due to our internal R&D process

Mobile and Web Apps

7% AUB SME Exclusive Rate

EVENT MANAGEMENT & MARKETING

10% AUB SME Exclusive Rate

Thank You.

+ 973 3773 3720 hello@fthm.me www.fthm.me

