Orca
MARKETING

BIGGER BRANDS.
BRIGHTER TOMORROWS.

STRATEGIC
CREATIVE
GROWTH

A Brighter Tomorrow Together

Marketing that moves your business forward.

Creative, strategic and digital marketing support for ambitious businesses.



BRANDING • DESIGN • SOCIAL MEDIA

PEOPLE. IDEAS. PROGRESS.

BIGGER BRANDS.
BRIGHTER TOMORROWS.

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ABOUT ORCA MARKETING

Practical marketing support for ambitious businesses.

Orca Marketing helps small and medium-sized businesses grow through clear, effective and results-driven marketing.

We provide a complete range of marketing support, from social media and advertising to email campaigns and professional brochures, giving you the tools and visibility to attract more customers and build a stronger brand.

Results Focused

We create marketing that drives real results, helping you increase visibility, attract new customers and grow your business.

Tailored Support

Every business is different. We take the time to understand your goals and provide marketing solutions that work for you.

Creative & Professional

From engaging social media content to polished brochures, we create professional marketing materials that reflect your business and make a lasting impression.

A Partner in Your Growth

We work as an extension of your business, providing ongoing support, advice and recommendations to help you get the most out of your marketing.

MORE THAN MARKETING.
A PARTNER IN YOUR GROWTH.



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HOW WE WORK

A simple process that keeps your marketing moving.

Orca Marketing works in a clear, structured and collaborative way, helping businesses stay consistent without the complexity of managing everything themselves.

01 **Discover**
We learn about your business, goals and audience.

02 **Plan**
We shape a focused monthly strategy and priorities.

03 **Create**
We produce branded content, campaigns and marketing assets.

04 **Optimise**
We review performance and refine activity over time.

Our process is designed to be practical, flexible and easy to manage, giving growing businesses the support they need to achieve real results, month after month.

CLEAR PROCESS.
CONSISTENT DELIVERY. MEASURABLE PROGRESS.

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STARTER PACKAGE

A professional foundation for your marketing.

The Starter Package is designed for smaller businesses looking to test online marketing with a professional, cost-effective approach. It gives you the essentials needed to build a stronger online presence, present your business more professionally and start attracting new customers at an affordable level.

With a focused monthly service, Starter helps you stay visible online while keeping your marketing simple, structured and manageable.

WHAT'S INCLUDED

Social Media Posts

6 branded social posts each month to keep your business active and visible online.

Managed Meta Campaign

1 managed Meta campaign with 10 individual adverts designed to support visibility and enquiries.

Targeted Email Campaigns

2 targeted email campaigns per month to engage your audience and promote your business.

Core Digital Sales Brochure

A professional digital brochure designed to present your business clearly and credibly.

BUILT FOR BUSINESSES READY TO START.

Starter is ideal if:

- You are a smaller business looking to test online marketing
- You want a more professional online image
- You want to attract customers at the lowest practical cost
- You need a simple, structured monthly marketing package
- You want an affordable starting point with consistent support

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GROWTH PACKAGE

Consistent marketing that drives growth.

The Growth Package is designed for businesses that want more consistent results from online marketing. It builds on the essentials with a stronger monthly presence across social media, Meta advertising, email marketing and brochure design.

With broader ongoing support than Starter, Growth helps your business increase visibility, improve engagement and stay active across multiple channels while benefiting from practical strategy and optimisation recommendations.

WHAT'S INCLUDED

Social Media Posts

8 branded social posts each month to keep your business active, visible and engaging online.

Managed Meta Campaigns

2 managed Meta campaigns with 10 individual managed adverts designed to support visibility, engagement and enquiries.

Targeted Email Campaigns

4 targeted email campaigns each month to help engage your audience and promote your business effectively.

Expanded Digital Sales Brochure

A more detailed digital sales brochure designed to present your business professionally and support stronger conversion.

Strategy & Optimisation Recommendations

Ongoing strategic guidance and optimisation recommendations to help improve performance over time.

BUILT FOR BUSINESSES READY TO GROW.

Growth is ideal if:

- You want more consistent results from online marketing
- You want to increase visibility and engagement
- You need support across multiple channels as your audience grows
- You want your business to look more established online
- You are ready for a more structured monthly marketing package

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COMPREHENSIVE PACKAGE

Comprehensive marketing that helps you scale.

The Comprehensive Package is designed for businesses and personal brands that want a complete, higher-level marketing solution. It combines consistent content, paid advertising, strategic planning and ongoing support so you can focus on what you do best while your marketing is handled professionally.

With a broader level of service than Growth, Comprehensive is built for scaling. It gives you structured execution across multiple channels, backed by strategy, diagnostics, monthly reporting and priority support.

WHAT'S INCLUDED

12 Social Posts
12 branded social posts each month to keep your business or personal brand active, visible and engaging.

Managed Meta Campaigns
2 managed Meta campaigns with 25 separate Meta adverts designed to support visibility, traffic and enquiries.

Google Adverts
Google adverts included to strengthen reach and capture intent-led traffic.

2 Social Accounts Managed
Ongoing post management across 2 social accounts to keep your channels active and consistent.

Full Digital Sales Brochure
A full digital sales brochure designed to present your offer clearly, professionally and persuasively.

Priority Strategic Support
Priority support with faster guidance and hands-on input when you need it.

Marketing Strategy & Diagnostics
Full marketing strategy and diagnostics to assess performance and guide better decisions.

Monthly Report
A monthly report showing performance, activity and key areas of focus.

BUILT FOR BUSINESSES READY TO SCALE.

Comprehensive is ideal if:

- You want to scale your business or personal brand
- You want comprehensive support across content, strategy and paid advertising
- You want to stay visible while focusing on what you do best
- You want a stronger, more established presence across multiple channels
- You value priority support, diagnostics and clear monthly reporting

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PACKAGE COMPARISON

Compare Our Packages

Choose the level of support that best fits your business goals.

Service	Starter	Growth	Comprehensive
Social posts	6	8	12
Meta campaigns	1	2	2
Meta adverts	10	20	25
Email campaigns	2	4	4
Google Ads	—	—	✓
Social account management	—	—	2
Digital brochure	Core	Expanded	Full
Strategy support	Basic	Ongoing	Priority
Diagnostics	—	—	✓
Monthly reporting	✓	✓	✓

Packages can be tailored to suit your business.

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ADDITIONAL SERVICES

Individual Service Pricing.

Flexible, standalone creative services for business clients.

Alongside our packages, we offer a range of individual services to support your marketing. These can be added to any package or purchased separately.

Service	Price
Campaign concept & messaging	£35
Primary promotional graphic	£50
Social media graphic	£25 each
Social caption + CTA copy	£15
Instagram/Facebook Story graphic	£20 each
Email campaign copy	£30
Email campaign design	£35
Email copy + design	£55
Website banner	£25
Flyer / one-page PDF	£45
Price list design	£65
2-page sales PDF	£75
4-page brochure	£125
6-page brochure	£175
Additional asset size/adaptation	£15 each
Testimonial/review graphic	£25
Product/service launch graphic	£50
Promotional poster	£45
Presentation slide design	£20 per slide
Campaign planning session	£35

Pricing Notes

- All prices exclude VAT where applicable.
- Packages are priced at a 20% discount compared with purchasing the included services individually.
- Minimum project invoice: £50 + VAT.
- Prices can be amended directly in this document.



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FREQUENTLY ASKED QUESTIONS

Your questions answered.

Everything you need to know about working with Orca Marketing.

Is advertising spend included?
No. Ad spend (e.g. Meta or Google Ads) is paid directly by you to the relevant platform. We manage the setup, targeting, creative and ongoing optimisation.

Do I need to provide photos and videos?
Yes. We work with content you provide, or that is reasonably accessible to us. We do not record, create or render original content.

Do I need an existing mailing list?
A mailing list is required for email campaigns. If you don't have one, we can advise on setup and best practices.

How quickly can campaigns launch?
Typical turnaround is 3–7 days, depending on the scope and the content provided. Priority work can be arranged if needed.

Can I change package?
Yes. Packages are monthly rolling, so you can upgrade, downgrade or pause your package with prior notice.

Who owns the finished content?
You own the final content created for your business and are free to use it across your own channels.

Can I request additional work?
Yes. Additional work can be requested at our standard individual service rates, or as a priority request (see terms for details).

Are packages monthly rolling?
Yes. All packages run on a monthly rolling basis, giving you flexibility.

What if I need work urgently?
Any work requested after Wednesday 5pm for the following week may be subject to a priority surcharge (50% of the standard job price).

Will I receive reports?
Monthly reporting is included in the Comprehensive package. For Starter and Growth, basic performance updates can be provided on request.

Still have a question?

We're here to help. Get in touch and we'll be happy to chat.

enquiries@orcamarketing.co.uk 01234 567890 www.orcamarketing.co.uk

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WHY ORCA?

More than marketing.

A partner in your growth.

We combine creative content, strategic thinking and practical support to help ambitious businesses attract more customers, build their brand and achieve lasting results.

Results Focused

We create marketing that drives real results — more visibility, more enquiries and real business growth.

Multi-Channel Expertise

From social media and advertising to email campaigns and brochures, we provide joined-up marketing support across the platforms that matter.

Creative & Professional

High-quality, on-brand content that makes a lasting impression across all your channels.

Flexible & Reliable

Monthly rolling packages and additional services give you the flexibility to scale support up or down as your business needs change.

Tailored Support

We take the time to understand your business, your goals and your audience to create a plan that works for you.

A Long-Term Partner

We're here to support your growth — with ongoing advice, optimisation and ideas to help you get the most from your marketing.

Ready to grow?

Get in touch today to discuss your marketing needs or request a free consultation.

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