



IDenteco Marketing & Communications

Service	Scope	Fee (euro)
Communications audit	Review the existing website, social media, communication messaging tone. Identify communications gap and giving recommendations on adjusting the messages for target audiences (especially for Russian-speaking and English-speaking)	200
Media audit	Check current media presence and suggest additional or better channels for reaching expats (websites, media outlets, influencers, etc)	150
Sustainable event/project promotion plan	Reviewing and understanding the info about the event, identifying target audience and main promotional channels	From 220
Communications strategy light	After the completed communications audit, creating a short strategy memo with target audience, key messages, and channels to reach expats in Cyprus	350
Private outreach to the selected representatives from the target group	Identifying the target group and assistance with reaching out to the decision-makers to introduce the client	From 200

Additional services

Service	Scope	Fee (euro)
Article/Interview in English language	Conducting an interview, writing an article in English language to be published on www.natureallydone.com + share on social media channels of NatureallyDone (FB, Instagram)	200
Focus Group	In English or in Russian depending which expat community is targeted): conducting the focus group, gathering data, analyzing and presenting to the client the results in a summary report	650
Sustainability Launch Support	<ul style="list-style-type: none"> • Full media communication strategy for new service/product to the expat communities of Cyprus • 3–5 platform PR coordination • Connection to local events and sustainable networks • Exploring collaboration opportunities with other brands • Assistance in drafting content for media outlets and social media 	To be discussed
Monthly retainers		From 450

For more information and a free 15-min consulting session please contact identecomarketing@gmail.com or call at 357 99153859

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**The above-mentioned prices do not include VAT and do not include the budget for media outlets*