

**RDMD Consulting**

# **Company Portfolio**



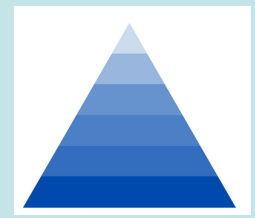
**2022-2023**

**RDMD Consulting**

**079 896 8647**

**[www.rdmdconsulting.co.za](http://www.rdmdconsulting.co.za)**

**Find us on: LinkedIn, Facebook, Twitter & Instagram**



RDMD Consulting

# Table Of Content

01

About Us

02

Our Services

04

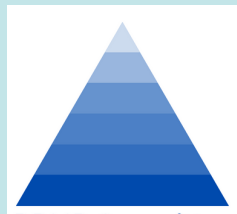
Pricing

06

Terms &  
Conditions

07

Clients



RDMD Consulting is a one-man company, established January 2021.  
Company Registration  
**2021/332213/07**

## Company Owner/Director:

Rudi van Heerden

### **Qualifications:**

#### **Udemy Online Learning**

- Digital Marketing 101
- Digital Marketing Fundamentals
- Digital Marketing Research
- SEO Training for Beginners
- Social Media Content Creation: Canva Beginner to Advanced
- Social Media Marketing
- Social Media Marketing MASTERY
- Start Your Own SEO Agency from Home – The Complete Blueprint

#### **Alison Online Learning**

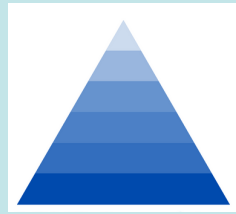
- The Complete Social Media Marketing course
- LinkedIn Marketing
- The Complete Online Marketing & Advertising Course
- Content Creation : Introduction 101
- Digital & Cyber Security Awareness



***I honestly believe in the power of knowledge, and I am constantly looking for new ways to improve and better my skills and knowledge through online learning.***



# Our Services



RDMD Consulting



## Social Media Management

- Please Note: The client should have a Business-profile/Company-account, as per each platforms' regulation. \* **Should you need to create a "Business-profile", we will be able to assist.**
- Daily, Weekly, Monthly posting of company/customer-related content on all Social Media-platforms.  
This may include videos, images, plain text (depending on customer needs).
- Assistance with changes, i.e. Profile Picture, Description, Minor adjustments, etc.

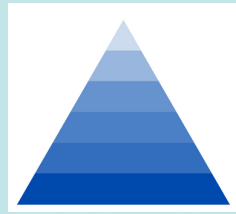
## How it works

### Facebook, LinkedIn, Instagram & Twitter

- Depending on the clients needs, 'Page Access' needs to be given to RDMD Consulting, in order to allow us to create, manage or delete posts, stories & more as the Page.  
\* We can assist in this by scheduling a Zoom-meeting.
- Once we have the required access, we need to discuss specifics, i.e. "What, When & How" the client would like content to be posted. For Company-specific ads/posts, the client provides us with specific images, as well as any text that needs to accompany said image/s.
- Once the design is ready, we communicate with the client for approval/changes, and when the client is satisfied with the final product, we post o.b.o. client on the platforms that we have access to.

*A full breakdown of costing can be seen on pages 4&5.*

# Our Services



RDMD Consulting

## Website Management & Optimization

### -Online-Presence Analysis

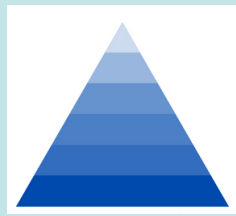
End-of-month analysis done on your company website to ensure that your website is optimized for Search Engines. A comprehensive report is sent to the client, from where the client can choose to personally attend to any issues, or we can assist in solving said issues. Building your company website from scratch, doing a "Facelift", or just managing changes and ensuring your SEO (Search Engine Optimization) is 100%.



## How it works

- Depending on your Domain Provider, access needs to be given to RDMD Consulting to enable us to work on your website.  
*\*a Zoom-meeting can be scheduled in order for us to assist.*
- A full edit of your website is done once (1x) monthly, and a report sent to you (the client). Any minor issues, if any, will be attended to, where as major issues will first be discussed with the client.
- Any 'add-ons', changes, etc. must be communicated, via email, between the client and RDMD Consulting.

***A full breakdown of costing can be seen on pages 4&5.***



- **Website- and Social Media Management**

**Monthly retainer fee: R1200**

-Website Optimization, Search Engine Optimization, Online Presence Analysis.

-Social Media Management:

-1x Post p/week on all platforms where client has a profile.

(If the client does not have any specific content in mind, we can create a post consisting of a "Daily Quote" with a fitting image, in order to keep the 'SEO' and Facebook-'algorithms', as well as your followers, happy.

- Fixing of **Minor** issues on either Website or social media-platforms.

-Any Major problems/Changes will first be discussed with client, and may incur additional costs.

- **Social Media Management only**

**Monthly retainer fee: R500**

-1x Post p/week on all platforms where client has a profile.

(If the client does not have any specific content in mind, we will create a post consisting of a "Daily Quote" with a fitting image, in order to keep the 'SEO' and Facebook-'algorithms' happy.

-Fixing of **Minor** issues on social media-platforms.

-Any Major problems/Changes will first be discussed with client, and may incur additional costs.

- **Website Construction (New website)**

**Once-off fee: R2,000**

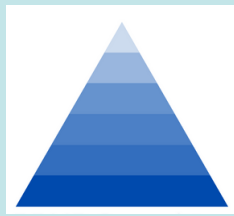
This will be for a company that does not have a website as yet.

A basic website can be constructed, using Wix Website Builder, and usually takes 3-5 working days to complete, which includes time spent on liaising with the client with regards to the look&feel of the website.

**Important to note:**

***The fee of R2000 does not include the purchase of the domain.***

***Domain fees will be discussed with the client.***



- **Website "Make-over" (Existing website)**

***Once-off fee: R1,500***

This will be for a company that already has a website, but would like to make some changes to the site.

Depending on which Domain Provider you (the client) is with, you will have to give access to RDMD to be able to make changes to your website.

Time spent on completion of the work required, will also be dependent on whether the client has major or minor changes in mind.

Usually, 4-5 working days should be adequate, which includes time spent on liaising with the client with regards to the look&feel of the website.

- **Important to note:**

***If our client is not using Wix as Domain Provider, we strongly suggest considering the options, as Wix is way more User-friendly, which will save the client time, an essentially, money, by being able to do more in future, without having to use an IT-specialist.***

- **Additional fees**

**Social Media posts:**

***R150 per post***

Any additional post/content creation, which is not included in the *Monthly Retainer fee*.

- **Major issues, where additional time will be required:**

***R200 p/hour***

(client will be billed separately if on a Monthly Retainer).

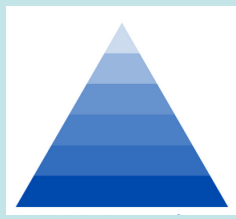
**This fee is applicable to both Website- and Social Media Management.**

- **Online Presence Analysis**

**R250**

A comprehensive analysis done on a company's Online presence, i.e. Website score, Social Media activity, Search-rankings, and more.

A detailed report is sent to the client, and the client can decide whether to fix the issues themselves, or we can assist, where a quotation will be given to the client before work commences.



# Terms & Conditions

## -Payment:

Payment for "Services" are requested to be paid at the client's soonest convenience, but no later than the last day of the month in which the service/s are rendered.

## -Billing/Invoicing:

Clients will receive an official **Quotation**, and/or **Invoice**, where applicable, as soon as consultation has been done between the client and RDMD.

## -"Banked Hours":

In the rare event where it should happen that RDMD Consulting did not work the agreed number of hours in one calendar month, the outstanding hours will roll over to the next month, where after the extra hours will expire.

*\*This only applies to clients on a Monthly Retainer-agreement.*

## -E-mail Communication

Although communication between the client and RDMD will be done via Cellphone, WhatsApp, Zoom-meetings, and other portals, we do request that all changes, alterations and any relevant discussions be confirmed via email. This is done strictly to avoid any misunderstandings between the client and RDMD.

## -VAT Registration:

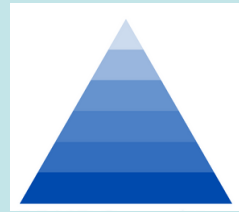
As we are still a small company, we do not meet the requirements, as per SARS, which states: ***"where the value of taxable supplies made in any consecutive 12 month period exceeded or is likely to exceed R1 million"***.





# Our Clients

---



**RDMD Consulting**

## Company

## What we do/have done for them

---



**Gen2SA Software & Services**

- Website Optimization
  - Social Media Management
  - SEO
  - Competitor Analysis
  - Market Research
- 



**StratNovation**

- Complete Website Make-over
  - Website Optimization
  - Social Media Management
  - SEO
- 



**Custodian Group SA**

- Complete Website Make-over
  - Website Optimization
  - Social Media Management
  - SEO
- 



**Skylit Reptiles**

- Complete Website Construct
  - Website Optimization
  - Social Media Management
  - SEO
- 

**See the full list of our amazing clients on our website  
[www.rdmdconsulting.co.za/clients](http://www.rdmdconsulting.co.za/clients)**