Cresari
DIGITAL MARKETING AGENCY

GOOGLE SEARCH PAID MARKETING

(SEM) Benefits and ROI

Google alone sees over 1 billion visits from Aussies each month, and Search Engine Marketing gives you the ability to get your business directly in front of people searching for your products and services.

Whether Google Ads (previously AdWords) or Bing Ads, SEM activity covers a number of areas including text ads in search results, image & video ads on other websites, and shopping ads linking directly to products. SEM is generally run on a Pay-Per-Click basis, where you only pay for actual traffic that has been directed to your site. Whether aiming to sell products via e-commerce, generate leads, or promote your location through local search marketing, SEM is a very flexible and capable way of getting results.

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SEM PACKAGES

Search Engine Marketing (SEM) /Google Ads

Local Starter

KES 20,000 /month*

- On-page optimization (5 pages)
- Google Business profile setup
- Keyword research
- Monthly reporting

Growth

KES 40,000 /month

- Full website SEO audit and optimization
- 10 target keywords
- 2 monthly blog posts
- Link building (basic strategy)
- Google Ads setup + KES 5,000 ad spend
- Monthly analytics & consultation

Pro (CUSTOM QUOTE)

KES 70,000 /month

- Aggressive SEO strategy
- 20+ target keywords
- High-authority backlink outreach
- Technical SEO fixes
- Conversion & call tracking
- Weekly blog posts
- Competitor analysis
- Google Ads management + KES 10,000 ad spend
- Weekly reports and strategic meetings

NOTES: We recommend having an ad spend (paid directly to Google/Facebook) of at least 3X your management costs. We can help you calculate an ideal spend based on your business goals and the competition running paid ad campaigns.

WEBSITE DESIGN

How It Works (Illustration)

At Cresari, we begin your web design journey with a consultation to understand your goals, brand, and target audience. Next, we move to wireframing and design, where your site's layout and aesthetics are created. After approval, our developers build your site using modern technologies, ensuring it is responsive, fast, and secure.
Finally, we test, launch, and train you on how to manage the site—or we can handle that for you too!

A professionally designed website is your 24/7 digital salesperson. It builds credibility, improves brand perception, and can significantly increase conversions. In Kenya, most consumers now research online before buying—your site determines whether you win or lose a customer.

WEBSITE PACKAGES

Website Design & Development

Local Starter

KES 25,000

- 4-page responsive website
- Mobile & tablet compatibility
- Contact form + Google Map
- Basic SEO setup
- 1 revision round
- Delivery: 5–7 working days
- Bronze Hosting Plan

Business

KES 35,000

- Up to 10 custom-designed pages
- Blog or news section
- Social media integration
- Advanced SEO setup
- WhatsApp chat integration
- 2 revision rounds
- Delivery: 7–10 working days
- Silver Hosting Plan

Enterprise (CUSTOM QUOTE)

KES 70,000

- Unlimited pages
- Custom animations, forms, and dashboards
- Ecommerce capability (WooCommerce or Shopify)
- CRM/API integration
- Conversion tracking setup
- Ongoing maintenance for 1 month
- 3 revision rounds
- Delivery: 10–20 working days
- Platinum Hosting Plan

NOTES: All hosting plans and SSL certificates are fully included in the package cost. Hosting is renewable annually.

SOCIAL MEDIA MANAGEMENT

& Marketing

Cresari handles your full social media presence—creating branded content, scheduling posts, engaging your audience, and monitoring results. We start by understanding your goals (brand awareness, sales, community engagement) and identifying the right platforms for your business (e.g. Facebook, Instagram, LinkedIn, TikTok).
We then craft a monthly content calendar, run ad campaigns, and track performance with detailed reports.

Over 80% of Kenyans use social media, and platforms like Facebook and Instagram are major decision-making hubs. If your business isn't active online, you're missing out on leads and customer engagement. Social media builds brand awareness, trust, and loyal communities, and drives real sales when done right.

SOCIAL MEDIA PACKAGES

Social Media Management & Marketing

Starter

KES 15,000 /month*

- Management of 1 platform
- 3 branded posts per week
- Captions, hashtags, and graphics
- Monthly performance report
- Content calendar
- Basic page optimization
- Community management (comments & DMs)

Standard

KES 30,000 /month

- Management of 2 platforms
- 5 branded posts per week
- Captions + graphics + light video (Reels/Stories)
- Facebook & Instagram ad campaign setup
- (KES 5,000 ad spend included)
- Monthly strategy report
- Content calendar with scheduling
- Engagement monitoring & inbox support
- Page optimization

Premium (CUSTOM QUOTE)

KES 50,000 /month

- Management of up to 4 platforms
- Daily content (posts, carousels, Reels, Stories)
- Advanced content strategy + brand storytelling
- Custom video content creation (short-form)
- Ads management (KES 10,000 ad spend included)
- Influencer outreach (micro-influencer optional)
- Weekly reporting & performance analysis
- Dedicated community manager
- Full inbox management

NOTES: All ad budgets stated in the packages (KES 5,000 for Standard, KES 10,000 for Premium) are already included in the total package cost.
You may increase the ad spend for better reach—just let us know during setup.

BUSINESS SOFTWARE SOLUTIONS

How It Works

Cresari helps you automate and streamline core business operations by implementing the right software tools. We assess your business needs, recommend or develop the right solution, configure it, and train your team. Whether it's accounting, HR, logistics, or CRM, we ensure a smooth and secure deployment that improves productivity and decision-making.

Software solutions reduce manual work, eliminate errors, improve tracking, and give you real-time visibility into your business performance. With the right system in place, your team becomes more efficient, more informed, and more responsive to customers. In a competitive environment like Kenya's, automation gives your business the edge it needs to scale.

(Accounting, HR, Logistics, CRM, POS)

Business Software Solutions

Essential Tools

KES 40,000

Choose one system:

- Basic Accounting, HR Lite, Basic CRM
- POS system for 1 branch

Standard configuration

Up to 5 users

1 custom report

Training session (1 Day)

30 days support

Business Suite

KES 80,000

Choose up to 3 systems:

- Accounting + HR, CRM + POS, Logistics + POS

POS for up to 2 branches

Full setup and interconnectivity

Custom workflow automation

Up to 20 users

2 training sessions

Custom dashboards

60 days of technical support

Enterprise Solutions

FROM KES 150,000

Fully customized system suite:

- POS system with real-time branch
- CRM with email/SMS automation
- HRM (recruitment, performance, payroll)
- Accounting + logistics (fleet, dispatch, delivery)

POS setup for 3+ branches or outlets

Multi-user role access (Cashier, Supervisor, Admin, etc.)

Offline and online POS capability

API integrations (Mpesa, ERP, accounting tools)

Up to 3 in-depth training sessions

90 days post-deployment support

NOTES: We offer both cloud-based and local-server POS systems. POS licensing or subscription costs (where applicable) are billed separately based on your selected provider. Hardware is not included but can be sourced upon request.

Cresari DIGITAL MARKETING AGENCY

ADVERTISING & PPC CAMPAIGNS

(Meta, Google, YouTube)

Cresari designs and manages high-converting ad campaigns across top-performing platforms—Meta (Facebook/Instagram), Google Search & Display, and YouTube. We handle everything: ad copy, creatives, targeting, tracking, A/B testing, and reporting. Our goal is to maximize your ROI (Return on Investment) and generate real leads or sales, not just views or likes.

Unlike organic marketing, PPC campaigns give you immediate visibility and targeted reach. Whether you're launching a product, boosting your brand, or capturing leads, digital ads offer precision targeting (age, location, interest, behavior) and measurable results. With ads, you don't just hope to be seen—you pay to be found by the right audience at the right time.

(Meta, Google, YouTube)

Advertising & PPC Campaigns

Starter Campaign

KES 20,000

Choose 1 Platform (Meta or Google Search)

Ad creative design (static image or carousel)

Campaign setup + targeting

1 campaign objective (traffic or awareness)

Basic A/B testing

Performance report

Ad Spend Included: KES 5,000

Growth Campaign

KES 40,000

Up to 2 platforms (Meta, Google Search/Display)

Multi-ad creatives (images & text variations)

Custom audience targeting

2 objectives (e.g. traffic + conversions)

Pixel & conversion tracking setup

Retargeting campaigns

In-depth reporting + recommendations

Ad Spend Included: KES 10,000

Pro Campaign

KES 70,000

All platforms included: Meta + Google + YouTube

Full-funnel ad strategy (awareness, conversion)

Video ad creation (for YouTube or Meta Reels)

Advanced audience segmentation

Dynamic & seasonal ad scheduling

Retargeting & remarketing integration

Landing page optimization (if needed)

Weekly reporting + strategy calls

Ad Spend Included: KES 20,000t

NOTES: Ad spend is included within each package and is allocated across the selected platforms. Clients may increase budgets for better reach and results—our team will advise on optimal scaling based on performance data..

BRANDING & CREATIVE SOLUTIONS

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(Logo Design, Brand Identity, Graphic Design, Marketing Assets)

Branding & Creative Solutions

Essential Identity

KES 15,000

Logo design (3 initial concepts + 1 final revision)

Basic brand style guide (colors, fonts, logo usage)

Horizontal + vertical logo formats

Web-ready & print-ready file formats

Delivery in 3–5 working days

Business Identity Kit

KES 30,000

Everything in Essential Package

Social media profile branding (DPs, banners)

Business card design

Letterhead & email signature template

Typography & color hierarchy

Branded mockups (e.g., T-shirt, signage)

Delivery in 5–7 working days

Creative Suite

KES 60,000

Brand discovery workshop or briefing

Logo suite: main, submark, icon, watermark

Comprehensive brand guideline PDF
(voice, colors, fonts, imagery, tone)

Marketing asset design (choose 4):
(Poster, flyer, company profile, email header, social post templates)

Product/packaging design (1 product line)

Launch kit (brand reveal graphics or animation)

Editable source files (AI, PSD, etc.)

Delivery in 7–10 working days

NOTES: All branding packages include print-ready and digital-friendly formats. We can assist in printing, brand naming, or rebranding strategy as add-ons. Additional creative items (brochures, roll-up banners, signage, etc.) are available upon request.

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READY FOR A CHAT?

Book a Cresari date with our director Kimani Karenge:

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