

Basic Package: The Basic Package Travay Group provides is tailored to offer exceptional value to businesses looking to enhance their marketing efforts and elevate their brand presence. This package includes two services: a dedicated marketing team and a skilled graphic designer, both working collaboratively to fulfill your design requirements and help you achieve your business goals.

Marketing Team:

In the Basic Package, you'll have access to a marketing team that will act as an extension of your business. This team is comprised of experienced professionals who specialize in various aspects of marketing strategy and execution. They will work closely with you to understand your business objectives, target audience, and overall vision.

Services offered by the marketing team include:

- **Marketing Strategy:** The team will formulate a tailored marketing strategy based on your unique goals. This could involve defining your target audience, selecting the most effective marketing channels, and outlining the overall plan to achieve your objectives.
- **Campaign Management:** The team will oversee the implementation of marketing campaigns, ensuring that they are executed smoothly and effectively. This could encompass email marketing, social media campaigns, online advertising, and more.
- **Analytics and Reporting:** Our dedicated team will monitor the performance of your marketing efforts. They will track key metrics, analyze results, and provide you with regular reports that offer insights into the effectiveness of your campaigns.

Graphic Designer:

The Basic Package also includes the expertise of a skilled graphic designer who will bring your creative visions to life. This designer will collaborate closely with you and the marketing team to produce visually appealing and engaging design materials that align with your brand identity.

Services offered by the graphic designer include:

- **Branding and Visual Identity:** The designer will assist in establishing or refining your brand's visual identity. This could involve creating a logo, selecting color palettes, and defining consistent design elements that reflect your brand's personality.
- **Marketing Collateral:** The designer will create a wide range of marketing materials, such as brochures, flyers, banners, and posters. These materials will be designed to effectively communicate your brand message and captivate your target audience.
- **Digital Design:** From social media graphics to website visuals, the designer will ensure that your online presence is visually appealing and cohesive. This can contribute to a positive user experience and reinforce brand recognition.

With a dedicated marketing team and a talented graphic designer at your disposal, you can focus on your business's core activities while leaving the marketing and design aspects in capable hands. This package serves as a strong foundation for building a compelling brand and executing effective marketing campaigns.

Basic Package Services	Limitations	Notes
Marketing Strategy	1 strategy approved by the client	Contains an action plan horizon that spans over the remaining contract duration
Modified Marketing Strategy	1 modification approved by the client	Done on a case-by-case basis but cannot exceed one modification per month
Marketing Campaigns	Up to 2 campaigns approved by the client	Spans the duration of the corresponding marketing strategy
Branding Designs	Up to 5 designs approved by the client	Spans the duration of the corresponding marketing strategy
Social Media Posts	Up to 6 post designs approved by the client	Limitations are on a monthly basis

- The contract should require a minimum commitment period of **three months** for any chosen package, be it basic, standard, or premium, all of which are paid for on a monthly basis.
- For a nonrefundable fee, clients have the option to receive a sample marketing strategy, the cost of which would be deducted from the total price of the package they ultimately choose to purchase.
- For further clarification, clients may contact our dedicated phone line +90 505 680 46 03.

Standard Package: The Standard Package takes your business support to the next level by incorporating a comprehensive set of services on top of what the Basic Package already offers. This package is designed to provide businesses with a holistic approach to not only their marketing and design needs but also their strategic and legal aspects.

Assessments and Analysis:

In the Standard Package, businesses receive a thorough assessment of their marketing strategies, and overall business performance. The insights gained from these assessments will serve as a foundation for optimizing your strategies and making informed decisions moving forward.

Services under assessments and analysis include:

- **Marketing Performance Analysis:** An in-depth evaluation of your marketing campaigns, audience engagement, and ROI. This analysis helps pinpoint what's working and where improvements can be made.
- **SWOT Analysis:** Identifying your business's Strengths, Weaknesses, Opportunities, and Threats helps create a clear picture of your position in the market.

Legal Advice:

Legal advice is a crucial component of the Standard Package, ensuring that businesses operate within legal frameworks and make informed decisions that align with regulations.

Services under legal advice include:

- **Business Compliance:** Ensuring businesses adhere to relevant industry regulations and legal requirements.
- **Contract Review:** Reviewing contracts and safeguarding business's interests and mitigate legal risks.
- **General Legal Consultation:** Providing guidance on various legal matters that your business may encounter during its operations.

Language Assistance:

The inclusion of language assistance in three languages—English, Arabic, and Turkish—within the Standard Package adds a valuable layer of global reach and inclusivity. This enables businesses to connect with customers and partners from different linguistic backgrounds.

Services under language assistance include:

- **Translation Services:** Professional translation services for written content such as marketing materials, website content, product descriptions, and more.
- **Business Engagement:** Language assistance extends to business engagement support as well which involves facilitating effective communication and interaction with potential partners, clients, or stakeholders in diverse linguistic contexts.

This comprehensive approach empowers businesses to make well-informed decisions, refine their strategies, and maintain a strong foundation while ensuring legal compliance.

Standard Package Services	Limitations	Notes
Marketing Strategy	1 strategy approved by the client	Contains an action plan horizon that spans over the remaining contract duration
Modified Marketing Strategy	Up to 2 modifications approved by the client	Done on a case-by-case basis but cannot exceed two modifications per month
Marketing Campaigns	Up to 2 campaigns approved by the client	Spans the duration of the corresponding marketing strategy
Branding Designs	Up to 10 designs approved by the client	Spans the duration of the corresponding marketing strategy
Social Media Posts	Up to 12 post designs approved by the client	Limitations are on a monthly basis
Contract Review	Up to 5 contract reviews	Limitations are on a monthly basis
Legal Consultation	Up to 10 consultations	Spans the duration of the corresponding marketing strategy
Content Translation	Up to 10 content-based translations	Spans the duration of the corresponding marketing strategy. (simple translations aren't included)
Business Engagement	Up to 5 engagements	Spans the duration of the corresponding marketing strategy.

- The contract should require a minimum commitment period of **three months** for any chosen package, be it basic, standard, or premium, all of which are paid for on a monthly basis.
- For a nonrefundable fee, clients have the option to receive a sample marketing strategy, the cost of which would be deducted from the total price of the package they ultimately choose to purchase.
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Premium Package: The Premium Package takes your comprehensive business support to an even higher level by incorporating advanced services on top of what the Basic and Standard Packages already provide. This premium-tier package is designed to cater to every aspect of your business's growth and success.

Recruitment Assistance:

Recruitment assistance in the Premium Package helps businesses find and onboard the right talent to support their growth. Whether you're expanding your team or seeking specialized professionals, this service streamlines the recruitment process.

Services under recruitment assistance include:

- **Job Description Creation:** Crafting accurate & compelling job descriptions that attract top-tier candidates.
- **Candidate Sourcing:** Identifying potential candidates through various channels, including job boards, networking, and industry connections.
- **Screening and Interviews:** Conducting initial candidate screening and interviews to ensure that you're presented with qualified candidates.

Financial and Managerial Accounting:

The Premium Package introduces financial and managerial accounting services, enabling businesses to manage their financial health and make decisions based on accurate financial data.

Services under financial and managerial accounting include:

- **Financial Statement Preparation:** Preparation of income statements, balance sheets, and cash flow statements, providing a clear view of your business's financial standing.
- **Budgeting & Forecasting:** Collaboratively develop budgets and forecasts to help you allocate resources strategically and plan for growth.
- **Cost Analysis:** Analyzing costs to identify areas for cost optimization and improve efficiency.

Business Matching:

Business matching is a powerful service that connects businesses with potential partners, clients, suppliers, and investors. It's a targeted approach to expanding your network and creating mutually beneficial collaborations.

Services under business matching include:

- **Partner Identification:** Identifying potential partners, suppliers, or investors that align with your business goals.
- **Negotiation Support:** Assisting in negotiations to ensure that collaborations are structured in a way that benefits all parties involved.

This package is ideal for businesses looking to strategically expand, optimize their financial performance, and build valuable connections within and beyond their industry. It's a comprehensive solution that encapsulates the full spectrum of support needed for long-term success and growth.

Premium Package Services	Limitations	Notes
Marketing Strategy	1 strategy approved by the client	Contains an action plan horizon that spans over the remaining contract duration
Modified Marketing Strategy	Up to 2 modifications approved by the client	Done on a case-by-case basis but cannot exceed two modifications per month
Marketing Campaigns	Up to 2 campaigns approved by the client	Spans the duration of the corresponding marketing strategy
Branding Designs	Up to 15 designs approved by the client	Spans the duration of the corresponding marketing strategy
Social Media Posts	Up to 18 post designs approved by the client	Limitations are on a monthly basis
Contract Review	Up to 10 contract reviews	Limitations are on a monthly basis
Legal Consultation	Up to 20 consultations	Spans the duration of the corresponding marketing strategy
Content Translation	Up to 20 content-based translations	Spans the duration of the corresponding marketing strategy (simple translations aren't included)
Business Engagement	Up to 10 engagements	Spans the duration of the corresponding marketing strategy
Recruitment Assistance	Up to 10 recruitments	Spans the duration of the corresponding marketing strategy
Financial Statement Preparation	On a monthly basis	Spans the duration of the contract

Budgeting & Forecasting	1 forecast	Done semiannually, assuming the contract is still active. First forecasting is done within the first three months
Cost Analysis	On a monthly basis	Spans the duration of the contract
Partner Identification	Up to a total of 5 concurrent business partners, suppliers, and/or investors	Spans the duration of the contract

- The contract should require a minimum commitment period of **three months** for any chosen package, be it basic, standard, or premium, all of which are paid for on a monthly basis.
- For a nonrefundable fee, clients have the option to receive a sample marketing strategy, the cost of which would be deducted from the total price of the package they ultimately choose to purchase.
- For further clarification, clients may contact our dedicated phone line +90 505 680 46 03.