

NEW ERA



Its new, its better, its a Newera...

Why is marketing important?

A List of all our services and our unbeatable prices

Our tailor made packages to suit every budget!

How we help you save more and add value to your business

Scan QR Code



Our unique marketing strategies

Marketing

Why is marketing important?

Marketing is one of the most important things a business can do. Not only does marketing build brand awareness but it can also increase sales, grow businesses and engage customers. There are so many core business functions that stem from a good marketing plan that any SMB would be silly not to give it a shot.



Let's take a look at 6 key reasons why marketing is so important for any modern business.

- **It informs:**

On a base level, marketing is useful for customer education. Sure, you know the ins-and-outs of your product but do your consumers? In order to buy into a product, your audience needs to have a solid understanding of what it does and how it works. According to Creativs, marketing is the most effective way to communicate your value proposition to your customers in a fun and interesting way. If consumer education is on your priority list then marketing should be too.

- **It equalizes:**

Modern marketing is a less expensive game than ever before. Social media platforms and email campaigns have made reaching out to consumers a much more finance-friendly possibility. For SMBs, smart marketing can help even the playing field when it comes to competing against big name competitors, explained Business 2 Community contributor La Mancha Sims. In fact, marketing may even give SMBs a leg up. Due to the smaller nature of their businesses, SMB leaders often have much more time to pay attention to every client individually via the various marketing platforms. Modern consumers value experience over pricing, so this kind of one-on-one interaction could push customers in your direction over bigger brands.

- **It sustains:**

According to Forty, marketing is more like food than it is medicine. Essentially, marketing is meant to sustain a company's presence – not remedy a lack of engagement. In this sense, marketing is something that businesses need to create and manage every day to maintain a healthy relationship with their consumers. Marketing is important because it allows businesses to maintain long-lasting and ever-present relationships with their audience. It is not a one-time fix, it is an ongoing strategy that helps businesses flourish.

- **It engages:**

Customer engagement is the heart of any successful business – this is especially true for SMBs. Marketing solves the question of how to keep a conversation going once your customer has walked out the door. In the past, face-to-face interactions made up much of B2C engagement. You walk in the pizza shop, talk to the hostess, laugh with the waiter, wave hello to the owner etc. While that in-person engagement is still alive and well, it's no longer enough. Consumers want to be engaged outside the store. This is where marketing comes in, and whatever the



medium, you can send your customers content to keep them engaged beyond store hours. Your audience wants to form a relationship with your brand, and marketing can be used to do just that.

- **It sells:**

Marketing is important because it helps you sell your products or services. The bottom line of any business is to make money and marketing is an essential channel to reach that end goal. Creativs explained that without marketing many businesses wouldn't exist because marketing is ultimately what drives sales. Sure, you need to have a good product but if people don't know about your offerings to begin with then how can you generate sales? Put simply: You can't. SMBs need to create fresh and inviting content to draw customers in and lead them to a purchase. Marketing helps sales and sales help your business – what more could you ask for?

- **It grows:**

Marketing is an important strategy to ensure the growth of your business. While your current customers should always be your main priority, marketing efforts can help you expand this base. Little efforts like social media posts and email campaigns can not only engage existing consumers but spread the word to new potential customers. In essence, marketing secures your business's future through new and old customer engagement.



So Who Are We?



What do we do?

Newera marketing is a division of Newera Investments (Pty) Ltd, which is a registered South African company based in Durban of Kwa Zulu Natal. Newera Investments (Pty) Ltd, is a level 1 BBEEE contributor.

Newera Marketing's main focus is digital marketing and advertising, we have a team of professional marketers, web developers,

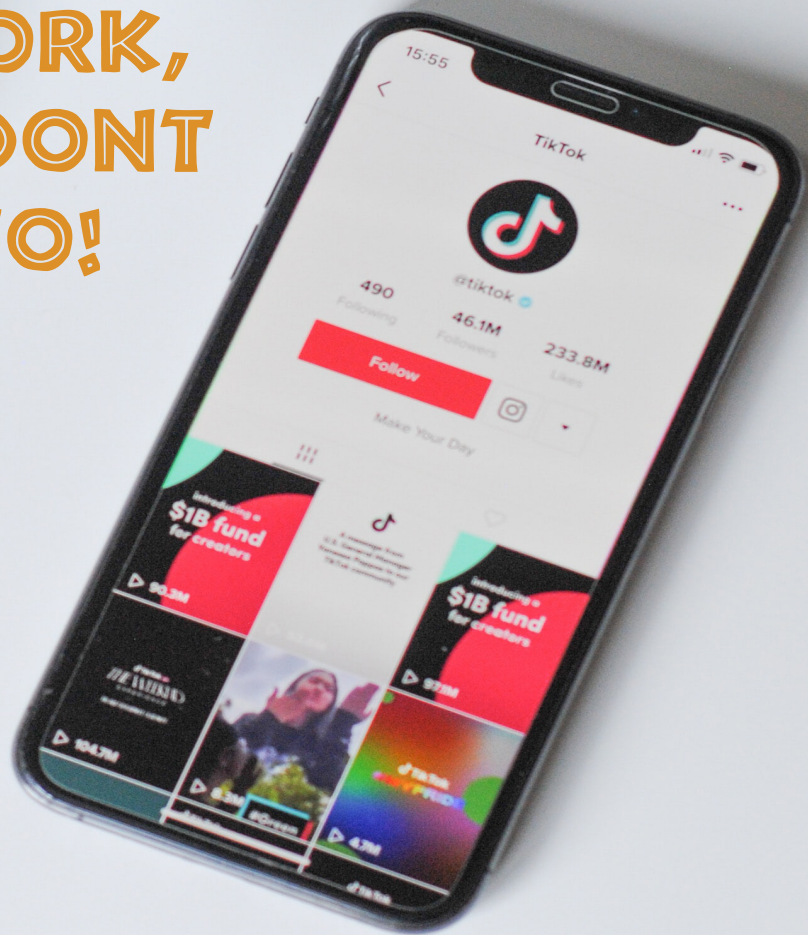
software developers and graphic designers. Our main objective is to help businesses improve on their revenue by gaining a lot more potential customers and clients, we use our skills to the best of our abilities to help improve clientele for every business that we represent. We have a wide range of services to offer each individual business, to ensure that they get the best and essential services that they require.



Unlike other marketing companies out there, Newera Marketing has a ton of different services to offer, designed to suit your every need and budget. From marketing services, graphic design services, to complete app and web development, we have the tools and skills to help get your business recognized by millions of new potential customers / clients.



WE DO THE
HARD WORK,
SO YOU DONT
HAVE TO!



Its New, Its Better, its a Newera...



Newera Marketing has a ton of different individual services and packages, so we have divided them into Three separate categories: Marketing Services, Graphic Design Services, Web Design Services, and our subsidiary: Newera Software. So below, we will first start of with our Marketing Services. We're going to list our individual Marketing Services and if you do not understand the services we offer, be sure to keep reading as we will explain what each service offers.

Google Ads

Our Marketing Services Include:

Google Ads Marketing	FaceBook Ads Marketing	TikTok Ads Marketing
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Our main marketing objective above focuses on social media marketing, whereby we will run and manage all your social media marketing campaigns. We will create Ads for all of your social media platforms and manage these campaigns, with these services we include FREE SEO, we have advanced SEO tools which allows us to do in depth keyword research pertaining to your business, to help us target the right audience for your business which in turn will drive more sales. We will also do our research to help ensure that we get the best PPC rates for your Ads.

Abbreviations used: [(SEO) Search Engine Optimization] & [(PPC) Pay Per Click]

To learn more about SEO and PPC continue reading...

What is search engine optimization?

Search engine optimization (SEO) is the art and science of getting pages to rank higher in search engines such as Google. Because search is one of the main ways in which people discover content online, ranking higher in search engines can lead to an increase in traffic to a website.

In Google and other search engines, the results page often features paid ads at the top of the page, followed by the regular results or what search marketers call the “organic search results”. Traffic that comes via SEO is often referred to as “organic search traffic” to differentiate it from

traffic that comes through paid search. Paid search is often referred to as search engine marketing (SEM) or pay-per-click (PPC).

The benefits of SEO

Search engine optimization is a key part of online marketing because search is one of the primary ways that users navigate the web.

Search results are presented in an ordered list, and the higher up on that list a site can get, the more traffic the site will tend to receive. For example, for a typical search query, the number one result will receive 40-60% of the total traffic for that query, with the number two and three results receiving significantly less traffic. Only 2-3% of searchers click beyond the first page of search results. Thus, even a small improvement in search engine rankings can result in a website receiving more traffic and potentially business.

Because of this, many businesses and website owners will try to manipulate the search results so that their site shows up higher on the search results page (SERP) than their competitors. This is where SEO comes in.

How SEO works

Search engines such as Google use an algorithm or set of rules to determine what pages to show for any given query. These algorithms have evolved to be extremely complex, and take into account hundreds or even thousands of different ranking factors to determine the rankings of their SERPs. However, there are three core metrics that search engines evaluate to determine the quality of a site and how it should rank:

Links - Links from other websites play a key role in determining the ranking of a site in Google and other search engines. The reason being, a link can be seen as a vote of quality from other websites, since website owners are unlikely to link to other sites that are of poor quality. Sites that acquire links from many other sites gain authority (called "PageRank" in Google) in the eyes of search engines, especially if the sites that are linking to them are themselves authoritative.

Content - In addition to looking at links, search engines also analyze the content of a webpage to determine if it would be relevant for any given search query. A large part of SEO is in creating content that is targeted towards the keywords that search engines' users are searching for.

Page structure - The third core component of SEO is page structure. Because webpages are written in HTML, how the HTML code is structured can impact a search engine's ability to evaluate a page. Including relevant keywords in the title, URL, and headers of the page and making sure that a site is crawlable are actions that site owners can take to improve the SEO of their site.

The search engine optimization process involves optimizing each of these core components of search engine algorithms in order to rank higher in the search results.

Search engine optimization techniques we use:

Understanding how search engines work is only the first step of the process in improving a site's search rankings. Actually improving a site's rank involves leveraging various SEO techniques to optimize the site for search:

Keyword research - Keyword research is often the starting point for SEO and involves looking at what keywords a site is already ranking for, what keywords competitors rank for, and what other keywords potential customers are searching for. Identifying the terms that searchers use in Google search and other search engines provide direction on what existing content can be optimized and what new content can be created.

Content marketing - Once potential keywords are identified, content marketing comes into play. This can be updating existing content or creating brand new pieces of content. Because Google and other search engines place a premium on high-quality content, it's important to research what content is already out there and create a compelling piece of content that provides a positive user experience and has a chance of ranking higher in the search engine results. Good content also has a greater chance of being shared on social media and attracting links.

Link building - Because links from external websites (called "backlinks" in SEO parlance) are one of the core ranking factors in Google and other major search engines, obtaining high-quality backlinks is one of the main levers that SEO has. This can involve promoting good content, reaching out to other websites and building relationships with webmasters, submitting websites to relevant web directories, and getting press to attract links from other websites.

On-page optimization - In addition to off-page factors such as links, improving the actual structure of the page can have tremendous benefits for SEO, and is a factor that is entirely in the control of the webmaster. Common on-page optimization techniques include optimizing the URL of the page to incorporate keywords, updating the title tag of the page to use relevant search terms, and using the alt attribute to describe images. Updating a page's meta tags (such as the meta description tag) can also be beneficial-- these tags don't have a direct impact on search rankings, but can increase click-through rate from the SERPs.

Site architecture optimization - External links are not the only thing that matters for SEO, internal links (the links within one's own website) play a large role in SEO as well. Thus a search engine optimizer can improve a site's SEO by making sure key pages are being linked to and that relevant anchor text is being used in those links to help improve a page's relevance for specific terms. Creating an XML sitemap can also be a good way for larger pages to help search engines discover and crawl all of the site's pages.

Semantic markup - Another SEO strategy that SEO experts utilize is optimizing a website's se-

semantic markup. Semantic markup (such as Schema.org) is used to describe the meaning behind the content on a page, such as helping to identify who the author of a piece of content is or the topic and type of content on a page. Using semantic markup can help with getting rich snippets displayed in the search results page, such as extra text, review stars and even images. Rich snippets in the SERPs doesn't have an impact on search rankings, but can improve CTR from search, resulting in an increase in organic traffic.

What is PPC?

PPC advertising is a method of online marketing where you can place ads in strategic places online, and pay a fee only when the ad is clicked by a visitor. It's a way to buy visits to your site rather than attracting them organically.

When a user clicks on the ad, your business will pay a specified fee. This fee is called the cost per click (CPC). The CPC can vary dramatically — the average fee is between \$1 and \$2. Some clicks be as cheap as a few pennies while others can cost more than \$50.

Another key term is CPM, which stands for cost per 1,000 impressions and applies to display and video ads only. Unlike CPC, where you pay based on how many times your ad was clicked, CPM is based on impressions alone. You're paying for the right to show your ad 1,000 times — regardless of how many times it is clicked.

One of the most popular forms of PPC is search engine advertising, which allows advertisers to pay for ad placement in a search engine's sponsored links. This works when someone searches for a keyword related to their business offering. For example, if we bid on the keyword 'Google Shopping Management' our ad might show up at the top of the Google results page.

Google Shopping, what we do best, is an example of how PPC advertising can be used to boost both visibility and profitability.

The benefits of using PPC

PPC has many advantages that will benefit your business, including the following:

- Optimised PPC is cost-effective
- Your ad will be displayed on the first results page when someone searches for a related term
- More exposure and brand visibility as targeted traffic is directed to your site
- You can run multiple ad campaigns for each keyword
- It results in higher click-through rates (CTR), more conversions, and increased sales revenue
- Provides instant traffic

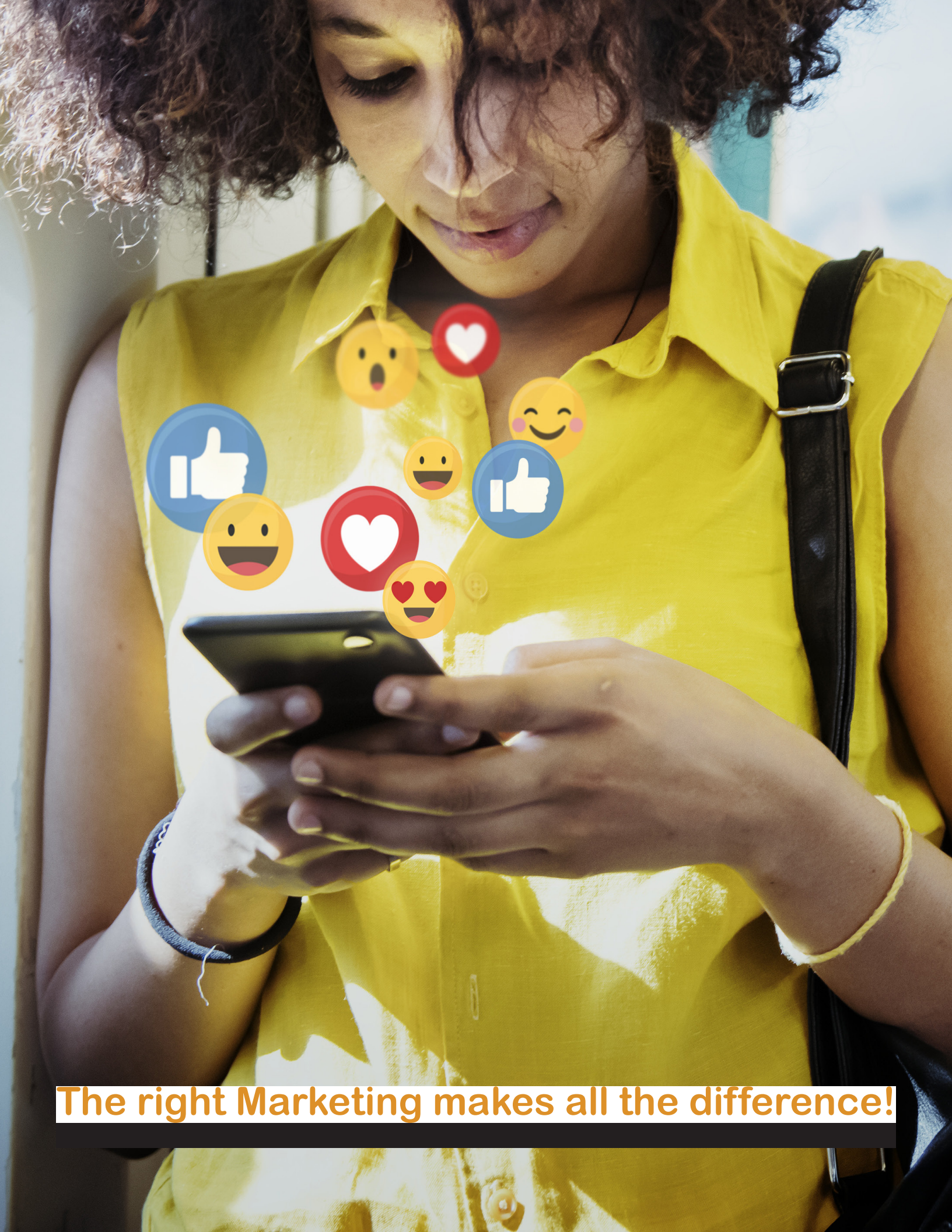
Our other marketing services include:

- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Local SEO
- E-Commerce SEO
- Video SEO
- Social
- Social Media Marketing
- Paid Social Media
- Influencer Marketing
- Community Management
- Methods & Techniques
- Video Marketing
- E-Commerce Marketing
- Email Marketing
- Guest Posting
- Affiliate Marketing
- Display Advertising
- Public Relations
- Text Message Marketing
- Analytics & Strategy



- Marketing Strategy
- Marketing Advice
- Web Analytics
- Industry & Purpose-Specific
- Music Promotion
- Podcast Marketing
- Book & eBook Marketing
- Mobile App Marketing
- Miscellaneous
- Crowdfunding
- Other





The right Marketing makes all the difference!

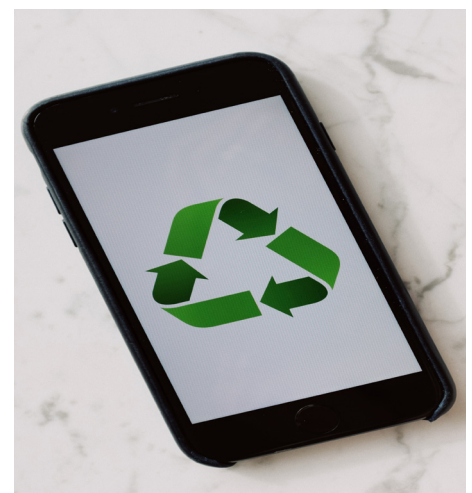
Our Marketing Service Pricing:

Facebook Ads Campaign	Google Ads Campaign	TikTok Ads Campaign
From... R250.00	From... R250.00	From... R250.00

SEO	R100.00
SEM	R120.00
Local SEO	R100.00
E-Commerce SEO	R150.00
Video SEO	R150.00
Social Media Marketing	R250.00
Paid Social Media	R250.00
Influencer Marketing	R250.00
Community Management	R180.00
Methods & Techniques	R200.00
Video Marketing	R250.00
E-Commerce Marketing	R250.00
Email Marketing	R200.00
Guest Posting	R200.00
Affiliate Marketing	R250.00
Display Advertising	R250.00
Public Relations	R300.00
Text Message Marketing	R250.00
Analytics & Strategy	R300.00
Marketing Strategy	R300.00
Marketing Advice	R300.00
Web Analytics	R250.00
Industry & Purpose	R200.00
Music Promotion	R250.00
Podcast Marketing	R250.00
Book & Ebook Marketing	R250.00
Mobile App Marketing	R250.00
Miscellaneous	R100.00
Crowdfunding	R250.00

The Prices quoted here are subjected to change depending on each individual requirement, however these prices are base prices for each individual service offered- should you wish to choose just one service from the list above. Should you require more than one service, feel free to contact us for a free quote and discounted prices.

We also offer complete marketing packages, which contains a combination of marketing services, please view the next page to find out more with regards to our complete marketing packages...



Please view below a list of our complete marketing packages to suit your needs:



We Can also design you a tailor made package to suit your every need, contact us now!

NEWERA PLATINUM:

20 x Google Ads Campaigns
10 x Facebook Ads Campaigns
10 x TikTok Ads Campaigns
FREE SEO
Email Marketing
FREE Text Ads Creation
Website Maintenance + Management

JUST
R1199.00PM



NEWERA GOLD:

10 x Google Ads Campaigns
5 x Facebook Ads Campaigns
2 x Tiktok Ads Campaigns
FREE SEO
Email Marketing
FREE Text Ads Creation

JUST
R799.00PM



NEWERA SILVER:

5 x Google Ads Campaigns
2 x Facebook Ads Campaigns
FREE SEO
FREE Text Ads Creation

JUST
R499.00PM



Our Graphic Design Services

Newera Marketing has a wide range of different Graphic Design services, these don't just include static graphic design creations but also animation and video creation, Newera Marketing has its own graphic designers, web designers, animation designers and video designers but why limit ourselves to just a handful of individual talent? That's why



Newera Marketing has teamed up with thousands of freelance designers from around the world to bring you only the best of talent and skill that your business deserves, whether you're looking to create a simple static promotional banner or an in depth mind boggling video advert for your brand, we've got you covered with only the best talent from around the world.

Newera Marketing has a ton of different design services for you and that's why we have divided these into two separate subcategories: Graphic Design Services / Video & Animation Services...

Our Graphic Design Services include:

- Logo & Brand Identity
- Logo Design
- Brand Style Guides
- Fonts & Typography
- Business Cards & Stationery
- Gaming Design
- Game Art
- Graphics for Streamers
- Twitch Store
- Art & Illustration
- Illustration
- AI Artists
- NFT Art
- Pattern Design
- Portraits & Caricatures
- Cartoons & Comics
- Tattoo Design
- Storyboards
- Web & App Design
- Website Design
- App Design
- UX Design
- Landing Page Design
- Icon Design
- Marketing Design
- Social Media Design
- Email Design
- Web Banners
- Signage Design
- Packaging & Covers
- Packaging & Label Design
- Book Design
- Album Cover Design
- Podcast Cover Art
- Car Wraps
- Visual Design
- Image Editing
- Presentation Design
- Infographic Design
- Vector Tracing

- ☐ Resume Design
- ☐ Architecture & Building Design
- ☐ Architecture & Interior Design
- ☐ Landscape Design
- ☐ Building Engineering
- ☐ Building Information Modeling
- ☐ Fashion & Merchandise
- ☐ Fashion Design
- ☐ T-Shirts & Merchandise
- ☐ Jewelry Design
- ☐ Print Design
- ☐ Flyer Design

- ☐ Brochure Design
- ☐ Poster Design
- ☐ Catalog Design
- ☐ Menu Design
- ☐ Invitation Design
- ☐ Product & Characters Design
- ☐ Industrial & Product Design
- ☐ Character Modeling
- ☐ Trade Booth Design
- ☐ Miscellaneous
- ☐ Design Advice

Our Video & Animation Services include:

- ☐ Video Editing
- ☐ Video Ads & Commercials
- ☐ Animated Explainers
- ☐ Character Animation
- ☐ Music Videos
- ☐ Logo Animation
- ☐ Lottie & Web Animation
- ☐ Intro & Outro Videos
- ☐ Visual Effects
- ☐ Rigging
- ☐ Subtitles & Captions
- ☐ App & Website Previews
- ☐ 3D Product Animation
- ☐ Social Media Videos
- ☐ E-Commerce Product Videos
- ☐ Spokesperson Videos
- ☐ Animated GIFs
- ☐ Unboxing Videos
- ☐ Corporate Videos
- ☐ Slideshow Videos
- ☐ Crowdfunding Videos
- ☐ Meditation Videos
- ☐ Videographers
- ☐ Filmed Video Production
- ☐ Live Action Explainers
- ☐ Game Trailers

- ☐ Book Trailers
- ☐ NFT Animation
- ☐ Animation for Streamers
- ☐ Animation for Kids
- ☐ Article to Video
- ☐ Real Estate Promos
- ☐ eLearning Video Production
- ☐ Video Templates Editing
- ☐ Screen casting Videos
- ☐ Video Advice



Our Graphic Design Price List:

Logo & Brand Identity	
Logo Design	Starting from... R584.00
Brand Style Guides	Starting from... R975.00
Fonts & Typography	Starting from... R582.00
Business Cards & Stationery	Starting from... R582.00
Gaming Design	
Game Art	Starting from... R978.00
Graphics for Streamers	Starting from... R487.00
Art & Illustration	
Illustration	Starting from... R965.00
AI Artists	Starting from... R1,456.00
NFT Art	Starting from... R978.00
Pattern Design	Starting from... R786.00
Portraits & Caricatures	Starting from... R687.00
Cartoons & Comics	Starting from... R1,097.00
Tattoo Design	Starting from... R1,164.00
Storyboards	Starting from... R679.00
Web & App Design	
Website Design	Starting from... R587.00
App Design	Starting from... R776.00
UX Design	Starting from... R997.00
Landing Page Design	Starting from... R997.00
Icon Design	Starting from... R687.00
Marketing Design	
Social Media Design	Starting from... R698.00
Email Design	Starting from... R776.00
Web Banners	Starting from... R687.00
Signage Design	Starting from... R776.00
Packaging & Covers	
Packaging & Label Design	Starting from... R990.00
Book Design	Starting from... R1,265.00
Album Cover Design	Starting from... R970.00
Podcast Cover Art	Starting from... R970.00
Car Wraps	Starting from... R873.00

Visual Design	
Image Editing	Starting from... R487.00
Presentation Design	Starting from... R997.00
Infographic Design	Starting from... R878.00
Vector Tracing	Starting from... R279.00
Resume Design	Starting from... R487.00
Architecture & Building Design	
Architecture & Interior Design	Starting from... R1,999.00
Landscape Design	Starting from... R1,999.00
Building Engineering	Starting from... R1,799.00
Building Information Modeling	Starting from... R7,998.00
Fashion & Merchandise	
Fashion Design	Starting from... R973.00
T-Shirts & Merchandise	Starting from... R1,847.00
Jewelry Design	Starting from... R989.00
Print Design	
Flyer Design	Starting from... R873.00
Brochure Design	Starting from... R970.00
Poster Design	Starting from... R1,163.00
Catalog Design	Starting from... R1,553.00
Menu Design	Starting from... R2,378.00
Invitation Design	Starting from... R679.00
Product & Characters Design	
Industrial & Product Design	Starting from... R2,425.00
Character Modeling	Starting from... R679.00
Trade Booth Design	Starting from... R582.00
Miscellaneous	
Design Advice	Starting from... R3,879.00

Prices quoted above are subjected to change depending on your requirements. The prices listed above are our starting from prices... For a free quote, please contact us directly with your requirements or send us an email with your request and we will get back to you as soon as possible.

Our Video & Animation Price List:

Video Editing	Starting from... R998.00
Video Ads & Commercials	Starting from... R5,999.00
Animated Explainers	Starting from... R999.00
Character Animation	Starting from... R2,328.00
Music Videos	Starting from... R7,757.00
Logo Animation	Starting from... R1,389.00
Lottie & Web Animation	Starting from... R2,909.00
Intro & Outro Videos	Starting from... R3,879.00
Visual Effects	Starting from... R1,940.00
Rigging	Starting from... R5,818.00
Subtitles & Captions	Starting from... R487.00
App & Website Previews	Starting from... R9,697.00
3D Product Animation	Starting from... R10,287.00
Social Media Videos	Starting from... R7,889.00
E-Commerce Product Videos	Starting from... R8,278.00
Spokesperson Videos	Starting from... R7,999.00
Animated GIFs	Starting from... R5,818.00
Unboxing Videos	Starting from... R4,878.00
Corporate Videos	Starting from... R8,799.00
Slideshow Videos	Starting from... R1,299.00
Crowdfunding Videos	Starting from... R8,145.00
Meditation Videos	Starting from... R1,022.00
Videographers	Starting from... R9,212.00
Filmed Video Production	Starting from... R71,268.00
Live Action Explainers	Starting from... R3,878.00
Game Trailers	Starting from... R9,697.00
Book Trailers	Starting from... R2,199.00
NFT Animation	Starting from... R2,798.00
Animation for Streamers	Starting from... R1,099.00
Animation for Kids	Starting from... R4,073.00
Article to Video	Starting from... R1,099.00
Real Estate Promos	Starting from... R1,199.00
eLearning Video Production	Starting from... R1,398.00
Video Templates Editing	Starting from... R990.00
Screen casting Videos	Starting from... R1,940.00
Video Advice	Starting from... R1,940.00

Our Web Services

Newera Marketing offers great competitive pricing when it comes to our Web Services, we offer tailor made packages to suit your budget, from web hosting to email hosting, we will design you the perfect plan but before we go any further, let us explain the 7 Reasons why your business should be online!

1. Gain credibility

Having a website gives your business instant credibility as customers are more likely to

trust your business when they land on your professional website or social media pages. Being online also opens your business to a world of opportunities to further build on this trust, such as through online reviews and testimonials.

2. Reach your customers

Your business needs to be where your customers are – and that's online for at least some of their customer journey. Not only will it be easier for your customers to find you, you'll be able to reach them and communicate more effectively. Engaging with your customers builds trust and often this trust leads to more sales as they become loyal customers.

3. Beat the competition

It's highly likely that at least some, if not all, of your competitors have an online presence. Potential customers searching for your products or services could very well end up on your competitor's website. Ensure you're thinking about a Google strategy as well, so when customers search for specific products that you sell, your website comes out on top.



4. Be open 24/7

Whether you like to check what time the shops open early in the morning or prefer to search for the perfect gift in the evening, the internet allows us to shop outside normal operating hours. Having a website allows customers to visit your business 24/7.

5. Buy Search terms

Help customers and staff practice social distancing by providing signage about appropriate distance between shoppers (1,5 metres). This can be done by providing markings on the shop floor and is especially important in checkout queues.



6. Get more for your marketing buck

Having a website or a social media business page is your foot in the door to the world of digital marketing. From email marketing to utilising social media, having an online presence allows you to explore digital avenues that could help you spread brand awareness, reach customers and increase sales more cost effectively than traditional marketing methods.

7. Loyalty programmes and vouchers

Having an E-commerce store allows your customers to purchase vouchers for friends or family or even redeem rewards. Translating into more loyal, returning customers and increased



Our Web Services include:

FREE first year .co.za Domain Registration with every Web Development Plan

Web Development	Web Hosting	Email Hosting
Web Management	Web Maintenance	Domain Registration

Website Development

Up-to 4 Page Website	R 800.00 Once Off
Up-to 8 Page Website	R 1500.00 Once Off
E-Commerce Website	R 4800.00 Once Off

Email Hosting

3 Emails	R 100.00
6 Emails	R 150.00
10 Emails	R 200.00
Unlimited Emails	R 250.00

Website Hosting

4 Page Website	R 49.00 pm
8 Page website	R 99.00 pm
Multiple Websites	R 300.00 pm
E-Commerce Website	R 250.00 pm

Domain Registration:

Co.za Domain Annually	R 300.00
.com Domain Annually	R 500.00

Website Maintenance: R120.00 pm

Website Management

4 Page Website	R 249.00 pm
8 Page Website	R 369.00 pm
E-Commerce Website	R 549.00 pm
Multiple Websites x 10	R 999.00 pm
Solely Owned Websites x 1	R 289.00 pm

What is Website Management and what is website Maintenance? Their differences...

After building and getting your stunning looking website on the internet, the job doesn't end there. You will need to maintain your website, upload important plugins and themes, stay up to date with the latest versions, softwares etc. to prevent your website from crashing, this is what we call Website Maintenance and we will ensure to keep your website up and running even after the build is complete.

Website Management on the other hand, is managing the complete website, which includes the complete maintenance but also managing new content, images, styles, features, uploads, downloads, updating pages, adding and removing content and the list goes on... With Newera Marketing, we will manage and run your stunning website, ensuring that everything is always up to date!

NEWERA MARKETING NOW OFFERS VOIP SERVICES, CONTACT US DIRECTLY TO FIND OUT MORE REGARDING OUR VOIP PACKAGES!



Each Website Development Package includes the following:

- Domain Registration
- Monthly Maintenance
- Search Engine Optimization
- Fully Responsive
- Email Accounts
- SSL Certificate



SOFTWARE



Cause our future is Byte!

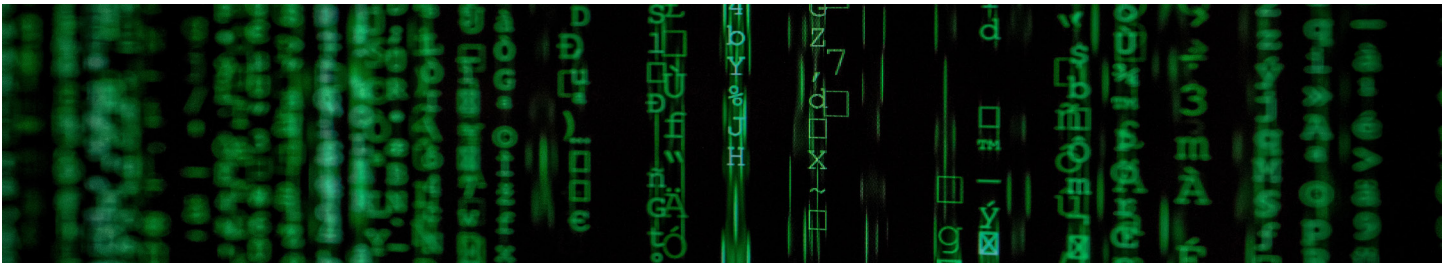


Newera Software

Newera software is a division of Newera Investments (Pty) Ltd, we provide software development for all types of businesses whether your looking to build a desktop application, mobile application, CRM System, POS System or just personal software, we've got you covered. We have teamed up with professionals from around the world to ensure that we deliver only the best results, with work experience of more than 20 years, you are guaranteed to get the best services from us.

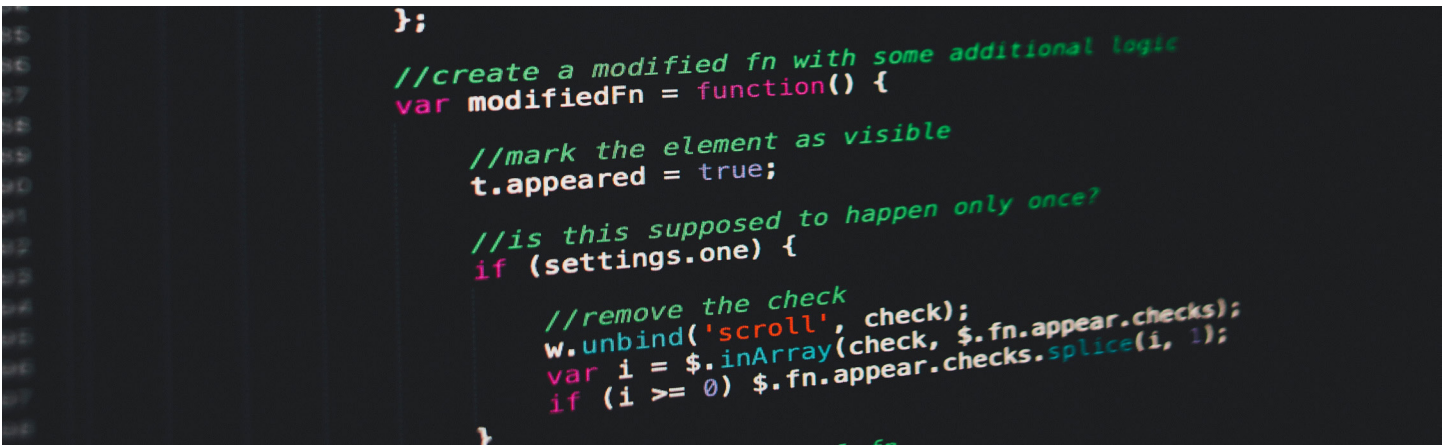
Below is a list of services that we provide:

- Database/Record Systems
- Personal Software
- Company Software
- Business Software
- Micro/Mini Desktop Tools & Applications
- CRM System
- ERP System
- Point of Sales (POS) and Inventory Management System
- Mobile applications



Programming Languages:

C#, C++, C, Java, Python, Javascript, R, Typescript, HTML, CSS, Kotlin, SQL



Other Software Services Include:

WEBSITES

- Website Development
- Website Maintenance
- Business Websites
- E-Commerce Development
- Landing Pages
- Blogs
- Website Platforms
- WordPress
- Shopify
- Wix
- Custom Websites
- Application Development

ELECTRONICS ENGINEERING

- QA & Review
- User Testing
- Online Coding Lessons
- Blockchain & Cryptocurrency
- NFT Development

MOBILE APPS

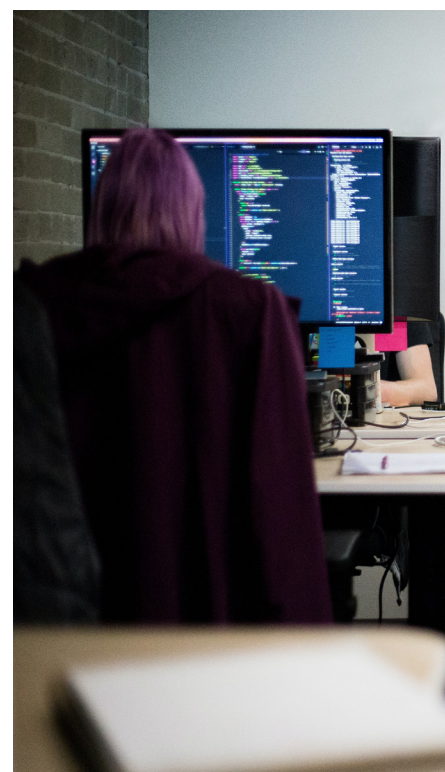
- Web Programming
- Desktop Applications
- Game Development
- AI Applications NEW
- Chatbots Development
- Support & Cybersecurity

DEVOPS & CLOUD

- Support & IT
- Cybersecurity
- Data
- Databases
- Data Processing
- Data Engineering
- Data Science & AI
- Miscellaneous

Software Price List:

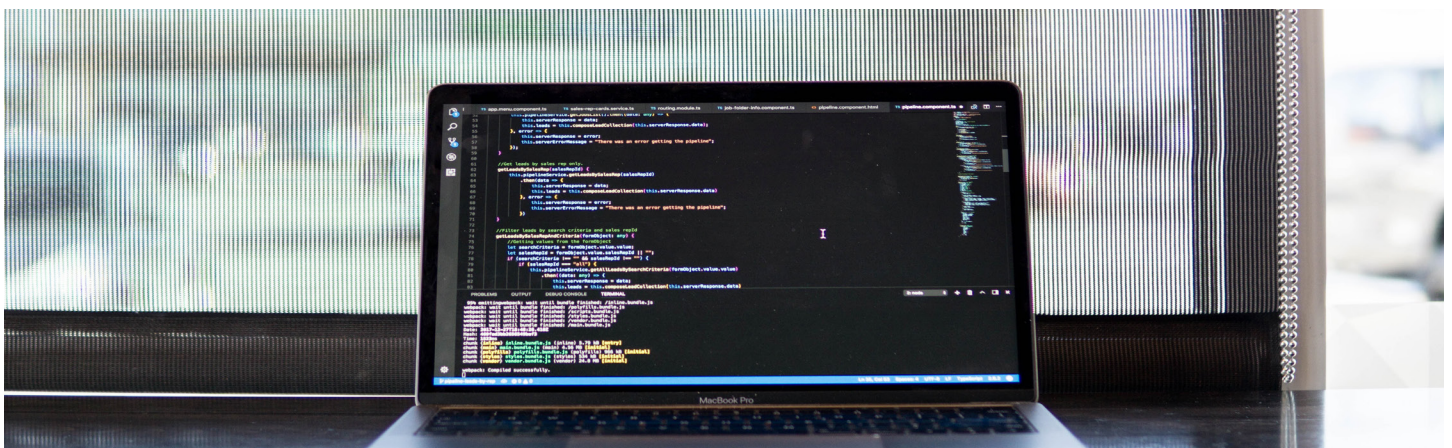
Database/Record Systems	From... R10,599.00
Personal Software	From... R15,999.00
Company Software	From... R27,999.00
Business Software	From... R27,999.00
Micro Desktop Tools & Apps	From... R18,997.00
CRM System	From... R26,998.00
ERP System	From... R26,998.00
Point of Sales Inventory	From... R22,999.00
Mobile applications	From... R34,995.00



Other Software Price List:

Websites		Mobile Apps	
Web Development	From R1,500.00	Web Programming	From R9,599.00
Web Maintenance	From R150.00	Desktop Apps	From R10,999.00
Business Website	From R2,500.00	Game Development	From R38,999.00
E-Comm Dev	From R4,800.00	AI Apps	From R43,997.00
Landing Pages	From R3,800.00	ChatBot Dev	From R21,995.00
Blogs	From R4,500.00	Support & Security	From R16,559.00
Web Platforms	From R5,700.00		
Wordpress	From R1,500.00	DEV OPS & Cloud	
Shopify	From R1,100.00	Support & IT	From R2,109.00
Wix	From R1,090.00	Cybersecurity	From R3,879.00
Custom Websites	From R7,500.00	Data	From R4,599.00
App Development	From R9,500.00	Database	From R6,799.00
		Data Processing	From R7,299.00
		Data Engineering	From R8,995.00
		Data Science & AI	From R9,997.00
		Miscellaneous	From R1,599.00

Prices quoted above are subjected to change depending on your requirement, you might even pay far less than the prices we have listed here... For a free quote, please contact us directly with your requirements or send us an email with your request and we will get back to you as soon as possible.



THANK YOU FOR VIEWIING OUR CATALOG

Please contact us using the
details below for a free quote



Scan the QR CODE above to read our E-Book!

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