



SALTY AND CO
CREATIVE

PRICING GUIDE 2026

DELPHINE CHIRON



Welcome

"As a digital marketing specialist and web designer, my mission is to empower passionate entrepreneurs by supporting the launch and growth of their businesses. I do this by developing cohesive brand identities, websites, e-commerce platforms, marketing collateral, and digital marketing strategies that align with their core values.

In 2017, I founded Salty and Co Creative to offer graphic and web design, as well as digital marketing services to businesses. Since then, I've had the privilege of collaborating with a wide range of companies across different industries and countries.

My main objective is to help clients captivate and influence their target audience through distinctive communication strategies. I equip them with the marketing tools needed to achieve their goals and maximise their potential.

If you think we would be a great fit for your project, I'd love to connect. Feel free to reach out at saltyandcocreative.com.au"

Delphine Chiron

DIGITAL MARKETING SPECIALIST



SALTYANDCOCREATIVE



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SERVICES

Logos & Visual identity

BRANDING

Your brand identity is more than just a visually appealing logo — it's the foundation of a strategic approach that communicates a clear and compelling message to your audience. By carefully choosing images, colours, fonts, and design elements rooted in strategy, I will help create, refine, and elevate your business's brand.

Webdesign & E-commerce

WEBDESIGN

I design modern, high-performance websites and e-commerce platforms that are specifically crafted for your target audience, transforming casual visitors into loyal, long-term customers.



Instagram & Facebook

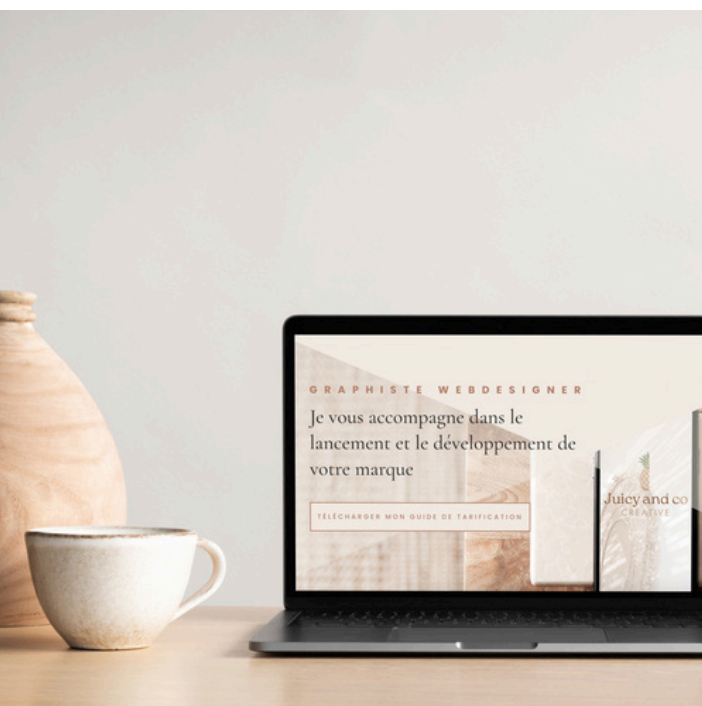
SOCIAL MEDIA

I offer content creation for your social media platforms, such as Instagram and Facebook, while actively tracking data analytics throughout the process. My goal is to grow an engaged community by producing high-quality content that reflects your brand's visual identity, values, and resonates with your target audience.

Ad campaigns & email marketing

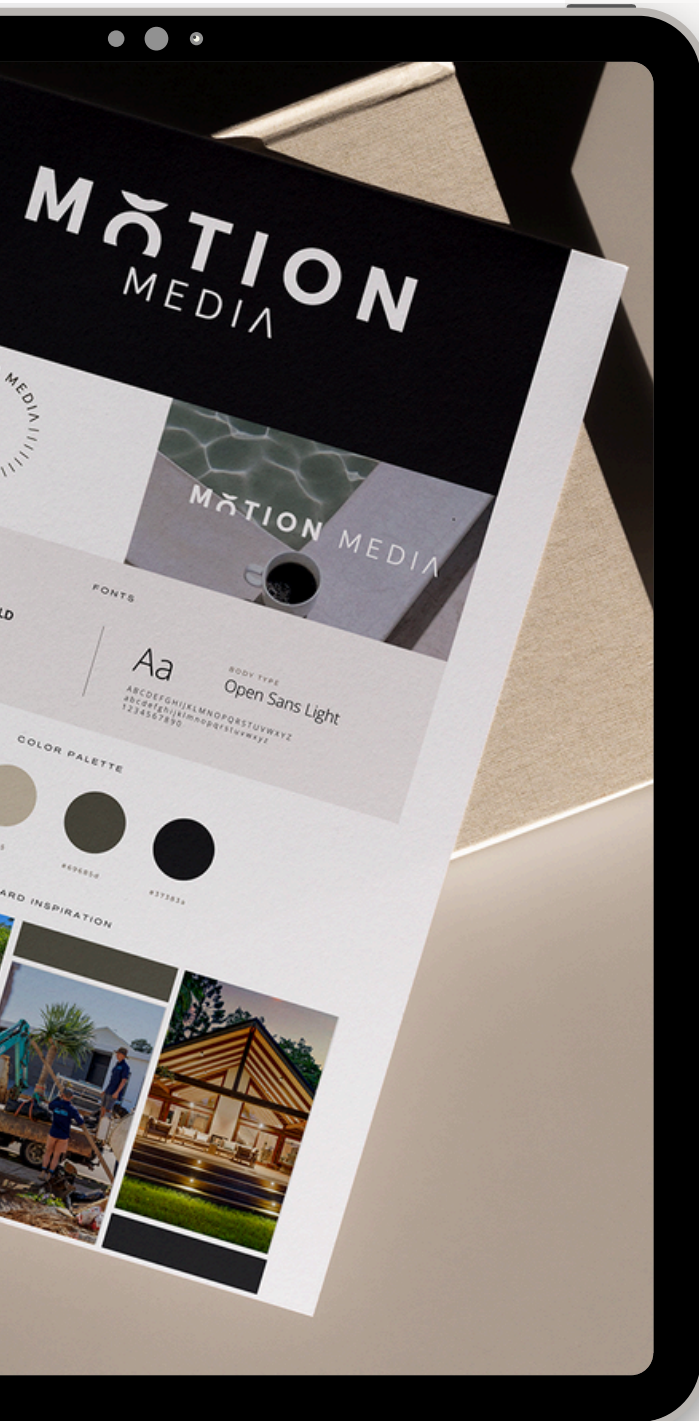
DIGITAL MARKETING

I design and implement advertising campaigns across Facebook, Instagram, Google, and Pinterest. In addition, I integrate EDM email marketing to create effective email campaigns and automated workflows, driving higher user conversions on your website or e-commerce platform.



BRANDING

Logo Launch package



IDEAL FOR:

Perfect for businesses and entrepreneurs who already have a vision for their brand and need assistance in designing their logo and refining key branding elements.

To fully benefit from this service, it's important to have a clear understanding of your market, ideal customer, competition, pricing, communication strategy, mission, and long-term goals.

WHAT IS INCLUDED:

- Primary logo
- Secondary logo
- Favicon
- One revision - Logo and brand review (with redesign if needed)
- Color palette
- Typography suites
- Imagery style direction
- Branding Visual Concept document to choose from
- Branding guidelines document (10 pages)
- .AI .PDF & .PNG logo file kit
- Business card design

PROJECT TIMELINE
4 weeks

FROM
\$ 950



BRANDING

Signature brand package



IDEAL FOR :

Ideal for businesses and entrepreneurs with a well-defined brand strategy who require comprehensive branding and essential marketing collateral to launch or expand their brand. To maximise the benefits of this service, it's essential to have a clear understanding of your market, target customer, competition, pricing, communication strategy, mission, and long-term vision.

WHAT IS INCLUDED

- Primary logo
- Secondary logo
- Submark logo
- Favicon
- Two revision - logo and brand reviews (with redesigns, if necessary)
- Color palette
- Typography suites
- Brand pattern design
- Imagery style direction
- Comprehensive and detailed branding visual Concept document to choose from
- Branding guidelines document (30 pages)
- .AI .PDF & .PNG logo file kit
- Business card design
- Social media templates design on CANVA (10 posts, 10 stories, 5 reels, and 5 Instagram highlights)
- Web design visual direction
- Email template design (Klaviyo or Mailchimp)
- Pricing guide or brochure/flyer design

PROJECT TIMELINE
4 to 6 weeks

FROM
\$ 1950



WEBSITES

Webdesign & SEO



IDEAL FOR :

This package is designed for entrepreneurs with an established brand identity who want to grow their online presence with a personalised website that attracts and engages their target customers.

HOW DOES IT WORK?

My goal is to create an impactful online presence that showcases the quality of your products or services. I will design a unique and modern website that embodies your brand strategy and vision. By combining originality, contemporary design, and a thorough understanding of your target audience, this website will transform casual visitors into your ideal customers.

WHAT IS INCLUDED

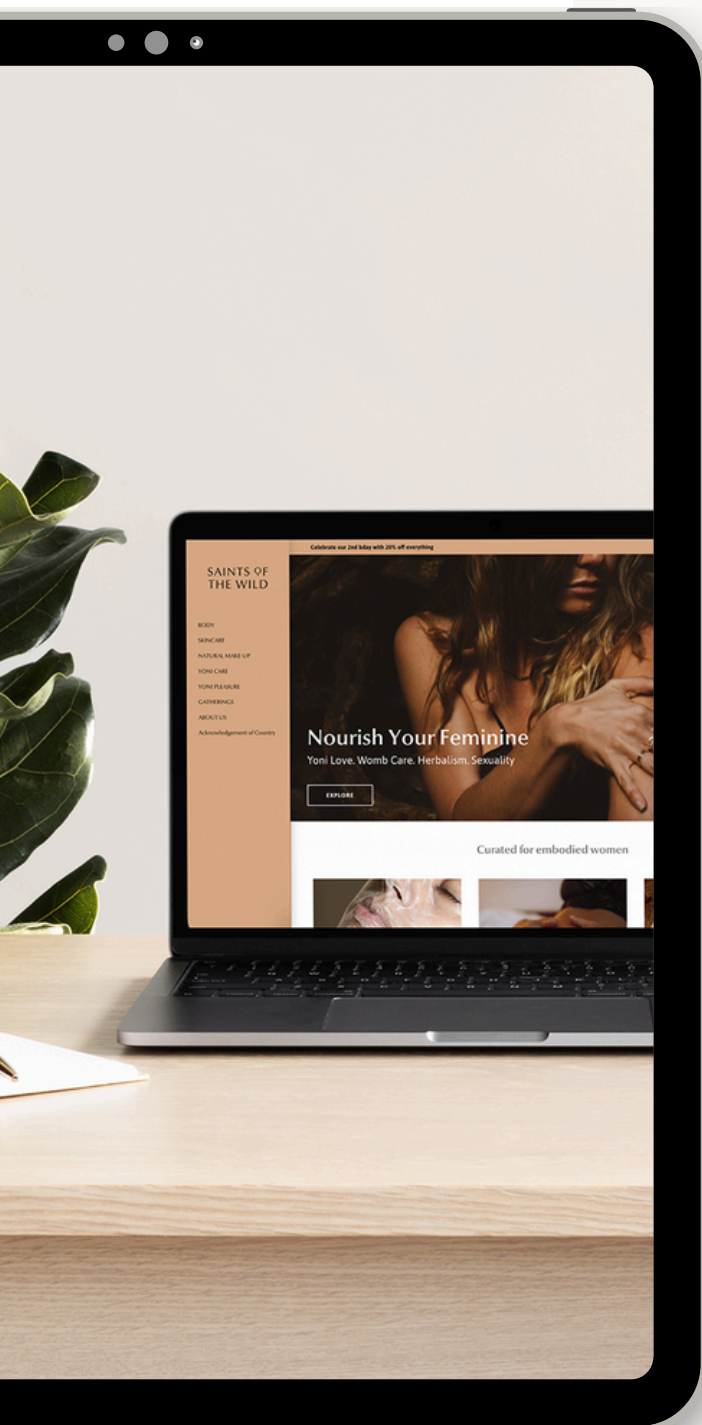
- A fully customised website tailored to your brand identity
- Responsive design optimised for mobile and tablet
- Basic search engine optimisation (SEO)
- Forms and newsletter sign-up to build your database
- A blog section to help generate organic traffic
- Social media platforms integration
- Google My Business: Setup and synchronisation
- Two weeks of technical support after launch
- A detailed one-hour video tutorial on the web platform to help you manage your website independently.

PROJECT TIMELINE
4 to 6 weeks

FROM
\$ 2450

E-COMMERCE

Webdesign



IDEAL FOR :

This package is designed for entrepreneurs who want to sell their products online through a Shopify store, effectively converting occasional visitors into loyal customers.

HOW DOES IT WORK?

My objective is to design a results-driven, conversion-focused online shop tailored to your needs. By incorporating your brand values and identity, I will create a modern and efficient e-commerce platform that provides a seamless shopping experience specifically designed for your target audience.

WHAT IS INCLUDED

- Platform Setup: Establishing online shop on Shopify.
- Product Implementation: Adding up to 10 products to your store as part of this package.
- Blog Integration: Engage visitors and improve SEO.
- Form Integration
- Plugin Installation: Installing essential plugins for marketing, analytics, and conversion optimisation.
- Sales Channel Configuration
- Checkout Optimisation: Delivery, shipping, and overall shopping cart experience.
- Basic SEO
- Google Merchant synchronisation
- Facebook pixel installation
- Training and Support: Offering a comprehensive one-hour video tutorial on managing the platform, along with up to two weeks of technical support following the launch.

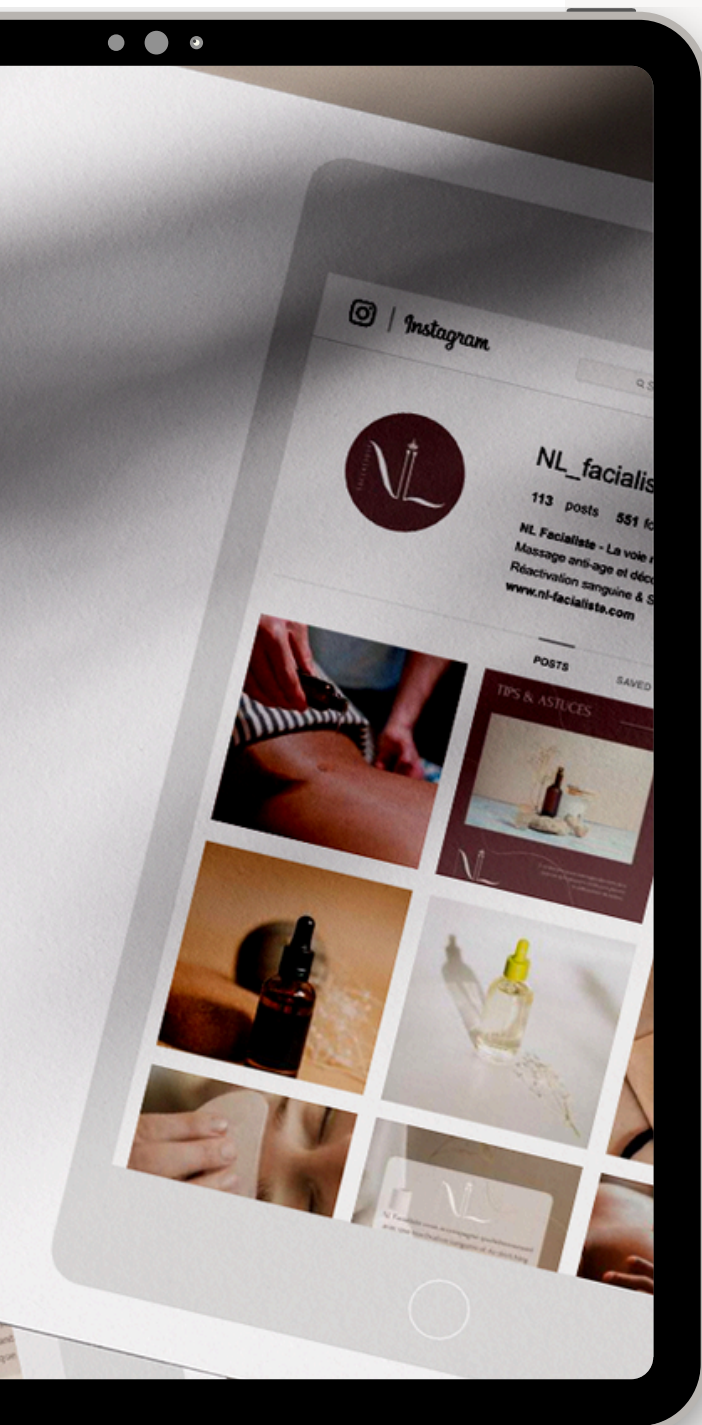
PROJECT TIMELINE
6 to 8 weeks

FROM
\$ 3950



SOCIAL MEDIA

Facebook & Instagram



CONTENT CREATION

- Strategic Social Media Guide: A tailored strategy designed specifically for your brand.
- Instagram and Facebook Templates: Customisable templates for posts and stories.
- Content Schedule:
 - 3 posts per week
 - 2 stories per week
 - 1 reel per week

PROJECT TIMELINE
3 month minimum

FROM
\$ 690/ month

CONTENT CREATION & FACEBOOK AD CAMPAIGNS

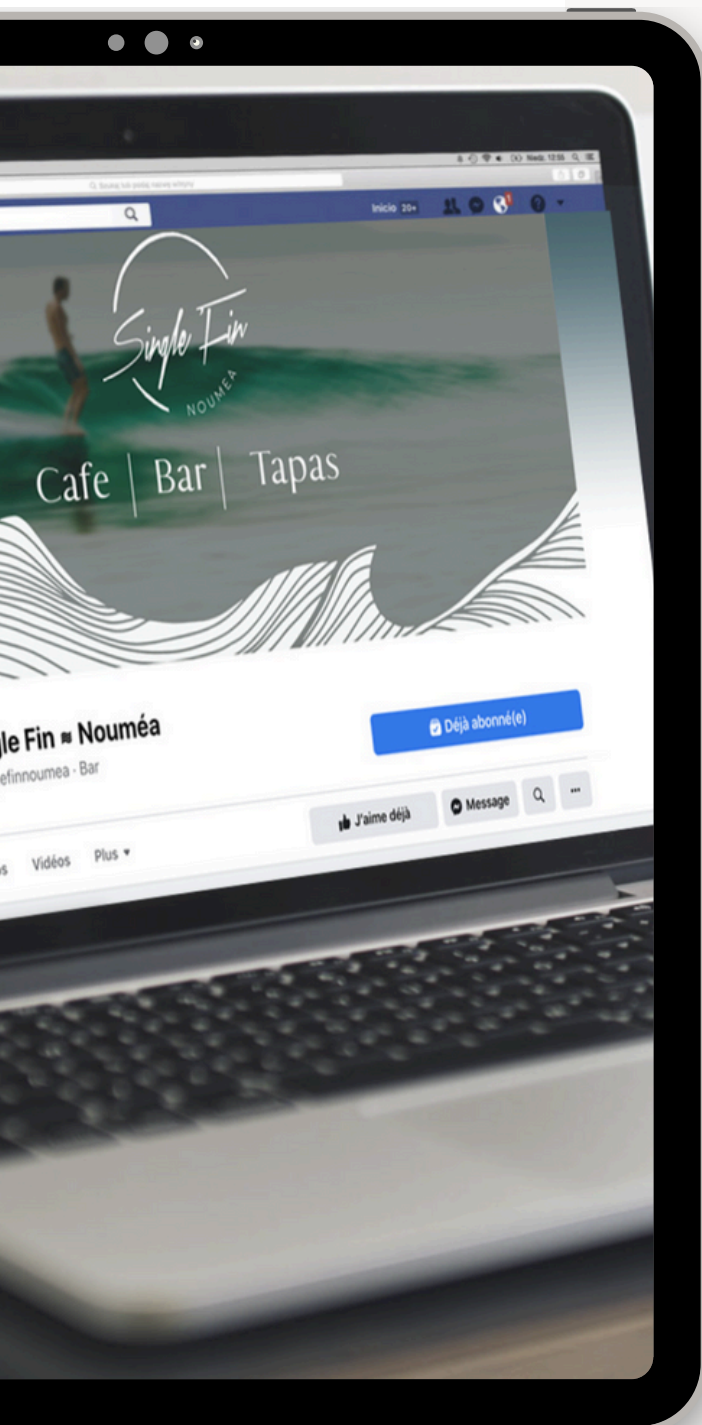
- Strategic Social Media Guide: A comprehensive, brand-specific strategy.
- Instagram and Facebook Templates: Customisable templates for posts and stories.
- Content Schedule:
 - 3 posts per week
 - 2 stories per week
 - 1 reel per week
- Facebook Business Manager Setup: Includes Facebook Pixel implementation.
- Ad Campaign Creation: Developing campaigns with multiple audience segments and visual variations (A/B Testing) focused on traffic and retargeting objectives.
- Monthly Reporting & Optimisation: Reporting, adjustments and optimisation for ad performance.

PROJECT TIMELINE
3 month minimum

FROM
\$ 1050/ month

MARKETING

Ad campaigns & Email marketing



GOOGLE AD CAMPAIGNS

Perfect for companies aiming to launch their business, boost website or store traffic, and grow their customer base.

- Ad Campaign Creation: Customised Google Ads aligned with your business objectives.
- Keyword Strategy: Identifying optimal keywords to reach your target audience.
- Visual Support Creation: Crafting visuals to enhance the effectiveness of your ads.
- Monthly Reporting: Comprehensive reports on traffic, conversions, and key metrics.
- Campaign Optimisation: Ongoing adjustments to ensure continuous improvement and maximum results.

BUDGET
From \$ 265/ month

EMAIL MARKETING (FLOWS & NEWSLETTER)

Email marketing remains highly effective and cost-efficient compared to other paid campaigns. Its return on investment is easily trackable, thanks to the precise analytics provided by modern email marketing tools. By setting up Klaviyo and crafting customised flows and automated emails, we can help boost conversions for your website or online store (ex: abandoned cart flow, welcome emails, etc.).

BUDGET
From \$ 150/ month



THANK YOU
FOR READING

DELPHINE CHIRON