

Digital Marketing Packages

SEO + AEO - Social Media - Website Care - Monthly retainers - KES

A coordinated, clearly scoped monthly service for businesses that want better search visibility, consistent social content, and dependable care for their existing website. Prices are starting points, VAT-exclusive where applicable.

Essentials

For businesses building a reliable foundation

Standard KES 55,000 / mo

Band KES 40,000-60,000 / month

SEO + AEO

Baseline SEO/technical checks; optimize up to 3 existing pages/month; 1 answer-led FAQ/content block up to 500 words; indexability checks; baseline snapshot of 5 agreed AI-search questions, refreshed quarterly.

Social media

Up to 2 platforms; 8 feed posts (6 static/carousel + 2 video edits from supplied footage); 4 story frames; calendar, captions and scheduling; moderation capped at 4 hours/month on business days.

Website care + reporting

1 existing website; routine CMS/dependency updates, backup and basic security checks, key form/link checks; up to 30 minutes of minor edits/month. One monthly performance report.

Momentum

For established SMEs seeking more enquiries

Standard KES 100,000 / mo

Band KES 80,000-120,000 / month

SEO + AEO

Optimize up to 6 existing pages/month; 2 answer-led FAQ/content pieces up to 700 words each; monthly technical/local-search review; relevant structured-data validation; monthly snapshot of 10 agreed questions on 1 AI-search platform.

Social media

Up to 3 platforms; 12 feed posts (8 static/carousel + 4 video edits from supplied footage); 8 story frames; calendar, captions and scheduling; moderation capped at 8 hours/month on business days.

Website care + reporting

1 existing website; routine updates, backup, basic security and lead-form checks; up to 90 minutes of minor edits/month. Monthly report and one optimization call.

Authority

For competitive brands scaling their presence

Standard KES 140,000 / mo

Band KES 120,000-150,000 / month

SEO + AEO

Optimize up to 10 existing pages/month; 3 answer-led FAQ/content pieces up to 900 words each; monthly technical/local-search review; structured-data validation on up to 3 relevant pages; monthly snapshot of 10 agreed questions across up to 2 AI-search platforms.

Social media

Up to 4 platforms; 16 feed posts (10 static/carousel + 6 video edits from supplied footage); 12 story frames; calendar, captions and scheduling; moderation capped at 12 hours/month on business days.

Website care + reporting

1 existing website; routine updates, backup, basic security and lead-form checks; up to 2 hours of minor edits/month. Monthly dashboard/report, planning call and priority request acknowledgement within 1 business day.

Recommended list prices: Essentials KES 55,000 - Momentum KES 100,000 - Authority KES 140,000 per month. The final fixed fee within each tier band depends on site condition, number of priority pages, content complexity, and channel/location needs.

What's included - and what isn't

Clear boundaries protect delivery quality and make the monthly fee predictable.

Shared scope

Each retainer covers one brand, one existing website/domain, and one primary market. This is an existing-site marketing and care retainer, not a website-build package; new websites and major rebuilds are quoted separately. Monthly quantities are caps; unused deliverables do not roll over. The client supplies account access, brand assets, timely approvals, and usable footage for video edits.

Not included

Paid advertising budgets, ad campaign management, filming, photography, influencer fees, translation, hosting, domain fees, premium licenses, redesigns, new features, custom software, malware recovery, major technical remediation, crisis response, and moderation beyond the stated cap. These can be scoped separately.

Optional paid ads

Riconets' published standalone paid-ads management service is KES 26,000/month; platform media spend is separate.

Commercial terms

Fees are monthly in KES and exclusive of VAT where applicable. Retainers are payable in advance. A 3-month initial engagement is recommended for establishing baselines, completing work, and reviewing early trends. The exact fixed fee and scope are confirmed in the proposal/contract.

Measurement, not guarantees

Reports track agreed activity, search visibility, engagement, site traffic, and enquiries where reliable analytics are available. Rankings, traffic, leads, rich results, and AI-answer placements are not guaranteed. Results vary by query, platform, market, competition, and time.

How we approach AEO

AEO work focuses on crawlable pages, useful answer-led information, accurate on-page facts, appropriate structured data, and agreed visibility checks. Google's SEO fundamentals also apply to AI Search features. Structured data does not guarantee a rich result, and AI-answer inclusion cannot be promised.

Starting point

Choose a standard rate - KES 55,000, KES 100,000, or KES 140,000 per month - and confirm the final fixed fee after a short website and content review. Request a tailored quote at riconets.com/pricing.