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GUERRILLA MARKETING (ADD-ONS)

Pygeon was born from a simple belief that creativity can change the world. We use design, marketing, and strategy to help good businesses grow not just for profit but for purpose. When your brand succeeds, your community does too.

# OUR MISSION 20% PLEDGE FOR PURPOSE

WE'VE COMMITTED 20% OF EVERY PROFIT TO FUTURE COMMUNITY PROJECTS THAT CREATE REAL OPPORTUNITY AND LONG-TERM IMPACT.





# OUR GUARANTEE

LET'S KEEP IT REAL. WE HELP YOU BUILD YOUR BUSINESS, YOU HELP US BUILD OUR MISSION, AND TOGETHER WE HELP PEOPLE WHO NEED IT MOST.



#### PAID ADS PER CAMPAIGN (ONE-OFF PAYMENT)

LEAD GENERATION GOOGLE / META / WEBSITE Capture high-quality leads through targeted ad funnels	\$800 – \$1500
BRAND AWARENESS META / TIKTOK / YOUTUBE Boost visibility and reach new audiences	\$700 – \$1,200
WEBSITE TRAFFIC GOOGLE / META / TIKTOK Drive visitors to your website and increase conversions	\$600 – \$1,000
SALES & CONVERSIONS GOOGLE SHOPPING / META Product-focused campaigns perfect for eCommerce	\$1,000 – \$2,000
SOCIAL GROWTH FACEBOOK / INSTAGRAM / TIKTOK Grow your brand trustability with Likes & Follows	\$400 – \$800+
SEO & RETARGETING CAMPAIGNS GOOGLE / META / YOUTUBE Re-engage warm audiences and boost organic ranking	\$700 – \$1,500
EVENT OR LAUNCH CAMPAIGNS META / YOUTUBE / LINKEDIN Maximize exposure and attendance for events	\$1,000 – \$2,000









PAID ADS (MONTHLY MANAGEMENT)

#### STARTER (CHOOSE UP TO 3 CAMPAIGNS)

\$1500

Multi-platform management (Google, Meta, TikTok), strategy sessions, A/B testing, SEO & conversion optimization, bi-weekly reports.

#### **GROWTH (CHOOSE UP TO 5 CAMPAIGNS)**

\$2500

Full campaign management, funnel strategy, content creation, landing pages, weekly reporting, and growth meetings.

#### **UNLIMITED CAMPAIGNS**

\$6,000 - \$10,000

Dedicated marketing manager, automation integration, CRM sync, creative production, SEO, and monthly analytics reviews.







#### **GUERRILLA MARKETING CAMPAIGNS**

MURALS / CHALK / HIGH-TRAFFIC	\$1,000 – \$25,000+
POSTERS / INSTALLATIONS	

Creative public visuals that spark attention and local buzz.

UGC / VIRAL / COMMENT HIJACKS \$800 - \$2,500+

Organic-style social engagement campaigns designed to trend.

POP-UP EVENTS (TENT, BANNER, STAFF) FROM \$6000

Full event setup with signage, brand reps, and live engagement. PER DAY

DM / EMAIL / TEXT CAMPAIGNS \$500 – \$1,500

Direct, personalized outreach to drive engagement and action.

LIVE / PUBLIC DEMONSTRATIONS FROM \$4000 / AWARENESS STUNTS PER DAY

Bold, high-visibility stunts or demos for maximum awareness.

WORD-OF-MOUTH SEEDING \$1,000 – \$3,000+

Organic buzz creation through influencer or community activation.

FAKE NEWS / HOAX CAMPAIGNS \$2,000 – \$5,000+ (SATIRICAL / SAFE PR ONLY)

Attention-grabbing storytelling campaigns for media virality.

DONATION / LOCAL COLLABORATIONS PR \$500 - \$2,000+

Purpose-driven community partnerships to build goodwill and visibility.







**GUERRILLA MARKETING (ADD-ONS)** 

FROM \$500 **PHOTO & VIDEO CAPTURE** 

On-site content creation for socials and ads.

FROM \$200 **PERMITS & COUNCIL APPROVAL** 

Handling of legal permissions and site access.

**PROPS & INSTALLATION MATERIALS** FROM \$300

Custom signage, visuals, or creative builds.

LOCAL INFLUENCER **VARIES (QUOTE-BASED)** 

COLLABORATION

Amplify campaigns via local content creators.

**GLOBAL INFLUENCER VARIES (QUOTE-BASED)** 

COLLABORATION

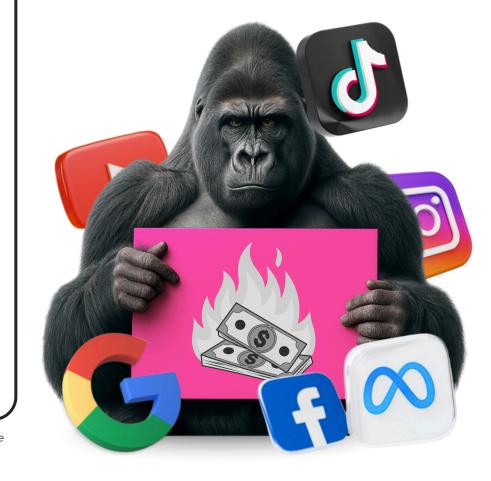
Amplify campaigns via global/international content creators.

**GEO-TARGETED DIGITAL BOOST** 

Pair with digital ads for extended reach.

FROM \$500

All guerrilla marketing campaigns by Pygeon comply with Australian laws and community standards. We focus on creativity, innovation, and positive engagement. Our work does not involve any illegal activity, property damage, or public nuisance. Every activation is approved, temporary, and respectful of people, property, and place.







# LET'S WORK TOGETHER!

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