

**ease**

EASE TECHNICAL CONSULTING

# service packages

BRISBANE, QLD, AUSTRALIA

[EASETECHNICAL.COM.AU](http://EASETECHNICAL.COM.AU)



## WE'RE EASE TECHNICAL CONSULTING

We're the team you actually wanted.

Most small businesses end up managing three or four different vendors for tech and marketing — and none of them talk to each other. Something breaks, nobody knows whose problem it is. A campaign needs a landing page, and suddenly you're the one coordinating between your developer and your marketer.

We fix that.

**Ease Technical Consulting** is a Brisbane-based team covering IT, websites, social media, email marketing, accounting, systems, and public relations. One team across all of it. Things get done, you stay in the loop, and nothing falls through the cracks.

We make it simple, fast, and efficient. So you can get back to running your business — *with ease*.

who we are

# what we do



[click to view](#)

## ONGOING SUPPORT PLANS

Get things done without the overhead. Hourly, weekly, or monthly plans that cover all services.

## IT & SYSTEMS MANAGEMENT

Setup, monitoring, security, 365/Google Admin, and 24/7 critical response.

## SYSTEMS & OPERATIONS SETUP

Run smoother with your CRM, automations, and SOPs set up and connected.

## ACCOUNTING & BOOKKEEPING

Know your numbers. Xero reconciliation, BAS, payroll, P&L, and cash flow forecasting.

## WEBSITE DESIGN & DEVELOPMENT

A site that works as hard as you do, built on Wix, Squarespace, WordPress, or Webflow.

## APP DEVELOPMENT

Your idea built into a working product — iOS, Android, or web, scoped and delivered to brief.

## PUBLIC RELATIONS

Grow your media presence with releases written, distributed, and tracked monthly.

## EMAIL MARKETING

Campaigns written, designed, and sent monthly to nurture your audience.

## SOCIAL MEDIA MANAGEMENT & ADS

Content created, scheduled, and managed across FB, IG, TikTok, and LinkedIn.

Every service is available as a standalone package or as part of a flexible ongoing support plan.

# our process



## STEP 1

### YOU TELL US WHAT YOU NEED

Fill in our short questionnaire. Tell us about your business, your goals, and what's not working. No lengthy briefs or video calls required.

## STEP 2

### WE SCOPE AND CONFIRM

We come back with a clear proposal — what's included, the timeline, and the price. Everything confirmed in writing before work starts.

## STEP 3

### WE GET TO WORK

Work is delivered in stages with your approval at each step. Nothing goes live without your sign-off.

## STEP 4

### YOU STAY IN THE LOOP

Regular updates, monthly reports where applicable, and a direct line to your Ease contact throughout.

# Ongoing Support Plans

*Hourly · Weekly · Monthly*

Access to the full Ease service range on your terms —  
get things done without committing to a full package.

CHOOSE YOUR PLAN



# ongoing support

Plan	Commitment	What's Included	Starts at
<b>Hourly</b>	Pay as you go	Any task across all Ease service areas	A\$ 50/hr
<b>Weekly</b>	5 hrs/week	Priority turnaround, dedicated contact, monthly summary	A\$ 180/wk
<b>Monthly</b>	Flexible hrs/mo, with a 10 hour minimum	Rollover unused hours, priority turnaround, dedicated contact, monthly summary	A\$ 800/mo

## WHAT WE NEED FROM YOU

- Access to relevant platforms or tools per task
- Clear task briefs
- Brand assets on file — logo, colours, fonts
- A nominated contact for approvals

# IT & Systems Management

*Monitoring · Security · 365/Google Admin · 24/7 Response*

Ongoing support that keeps your tech running and your data secure — without you having to think about either.

CHOOSE YOUR PLAN



# IT & systems mgt

Plan	Support tickets / Mo	What's Included	Starts at
<b>Foundation</b>	10	Antivirus monitoring, monthly health report	A\$ 500/mo
<b>Professional</b>	20	Everything in Foundation + security patches, 365/Google Admin	A\$ 900/mo
<b>Enterprise</b>	Unlimited	Everything in Professional + server management, 24/7 critical response	A\$ 1,500/mo

## WHAT WE NEED FROM YOU

- Admin access to your devices, accounts, and infrastructure
- A nominated internal contact for support requests
- Details of your current setup at onboarding

CHOOSE YOUR PLAN



# IT & systems mgt

## COMMON ADD-ONS

Add-on	What's Included	Starts at
<b>New staff hardware setup</b>	Device provisioning, accounts, software install + onboarding.	A\$ 150/hr
<b>Cloud migration</b>	Moving files, email, or infrastructure from on-premise to cloud.	A\$ 150/hr
<b>On-site office setup</b>	Physical network setup and hardware at premises.	A\$ 150/hr
<b>Cybersecurity audit</b>	Security posture assessment with written report + recommendations.	A\$ 600/hr

# Systems & Operations

*CRM · Automations · SOPs · Project Management*

One project to get your tools connected and your processes documented — so your team can run without you in every loop.

## CHOOSE YOUR PLAN



# systems & operations

Scope	What's Included	Timeline	Starts at
<b>Single system setup</b>	One tool set up end to end — CRM, booking, PM tool, or similar	1–2 weeks	A\$ 650
<b>Full systems audit</b>	Review of your tools, gaps, and processes. Written report + recommendations	2–3 days	A\$ 400
<b>Full setup (3+ systems)</b>	Three or more systems connected, with handover documentation	3–6 weeks	A\$ 2,000
<b>SOP documentation</b>	Step-by-step process documents your team can follow independently	1 week/process	A\$ 400/process
<b>Ongoing maintenance</b>	Monthly check-ins and minor updates post-launch	Ongoing	A\$ 200/mo

### WHAT WE NEED FROM YOU

- Login access to all tools involved
- A brief on what's not working and what the end result should look like
- Sign-off at each milestone before work continues

# Accounting & Bookkeeping

*Xero · BAS · Payroll · Cash Flow*

Your numbers kept clean, your obligations met on time,  
and a clear view of your financial position every month.

CHOOSE YOUR PLAN



# accounting & bookkeeping

Plan	What's Included	Starts at
<b>Compliance</b>	Xero reconciliation, BAS preparation and lodgement	A\$ 700/mo
<b>Management</b>	Everything in Compliance + weekly payroll (up to 10 staff), P&L reporting	A\$ 1,100/mo
<b>CFO Level</b>	Everything in Management + cash flow forecasting, annual budgeting, superannuation lodgement	A\$ 1,800/mo

## WHAT WE NEED FROM YOU

- Access to your Xero or accounting platform
- Bank feeds connected or statement exports provided
- Payroll details for all staff (Management and CFO Level)

CHOOSE YOUR PLAN



# accounting & bookkeeping

## COMMON ADD-ONS

Add-on	What's Included	Starts at
<b>Historical catch-up bookkeeping</b>	Bring records up to date if months of transactions not reconciled.	A\$ 140/hr
<b>ATO audit support</b>	Documentation prep and response for ATO audit or review requests.	A\$ 140/hr
<b>Automated invoice workflows</b>	Automated invoicing, reminders, and reconciliation flows in Xero.	A\$ 300/hr
<b>Staff expense management</b>	Set up and manage expense management system for your team.	A\$ 200/hr

# Website Design & Development

*Wix · Squarespace · WordPress · Webflow*

A professional site built to your brief and handed over ready to use — no back and forth with designers & developers.

CHOOSE YOUR PLAN



# website design & dev

Plan	Pages	What's Included	Timeline	Starts at
<b>Basic</b>	Up to 5	Template design, mobile optimised, basic SEO, contact form, 30-day support	2–3 weeks	A\$ 1,200
<b>Custom</b>	Up to 10	Fully custom design, advanced SEO, blog, booking integration, 30-day support	4–8 weeks	A\$ 2,500

## WHAT WE NEED FROM YOU

- Brand assets — logo, colours, fonts
- Copy for all pages (or add copywriting to your package)
- Images — product, team, location photos
- Examples of sites you like for design direction
- Domain and hosting access

CHOOSE YOUR PLAN



# website design & dev

## COMMON ADD-ONS

Add-on	What's Included	Starts at
<b>Extra pages</b>	Additional pages beyond the included amount.	A\$ 130/hr
<b>E-commerce setup</b>	Product pages, cart, checkout, payment gateway.	A\$ 400
<b>Copywriting</b>	Page copy written by Ease — brand voice, search engine optimized.	A\$ 130/hr
<b>Ongoing maintenance</b>	Monthly updates, backups, plugin updates, minor edits.	A\$ 200/mo

# App Development

*iOS · Android · Web Apps*

Your app scoped, built, and delivered — so you have a product that works the way your business needs it to.

## MINIMUM ENGAGEMENT



# app development

Project Details	
<b>Platforms</b>	iOS, Android, or web app (or cross-platform)
<b>Discovery &amp; scoping</b>	Requirements gathering, user flow mapping, tech stack recommendation
<b>Design</b>	UI/UX wireframes and design mockups for approval before build
<b>Development</b>	Full build based on agreed scope — frontend, backend, and integrations
<b>Testing</b>	QA testing across devices and use cases before launch
<b>Launch support</b>	App store submission or deployment assistance & post-launch support
<b>Rate &amp; Timeline</b>	Quoted per project

## WHAT WE NEED FROM YOU

- A brief on what the app needs to do and who it's for
- Any existing brand assets — logo, colours, fonts
- Examples of apps you like for design direction
- Confirmation of target platform (iOS, Android, web, or all three)
- Availability for a scoping call before proposal is issued

# Public Relations

*Media Releases · Distribution · Monitoring · Crisis Management*

A growing media presence built month by month — releases written, sent, and tracked so your name keeps showing up.

CHOOSE YOUR PLAN

# public relations



Plan	Releases / Month	What's Included	Starts at
<b>Presence</b>	1	Release written, designed, distributed, and tracked	A\$ 800/mo
<b>Authority</b>	2	Everything in Presence + monthly media monitoring report	A\$ 1,400/mo
<b>Dominance</b>	4	Everything in Authority + crisis management on-call, crisis readiness documentation	A\$ 2,200/mo

## WHAT WE NEED FROM YOU

- A briefing on your business and the stories worth telling
- Monthly input on announcements or news worth pitching
- Sign-off on all releases before distribution

CHOOSE YOUR PLAN



# public relations

## COMMON ADD-ONS

Add-on	What's Included	Starts at
<b>Award application writing</b>	Research and write award submissions aligned to judging criteria.	A\$ 125/hr
<b>Emergency crisis response</b>	Rapid response for unexpected media situations.	A\$ 125/hr
<b>Speech writing</b>	Speeches for events, launches, keynotes. With speaker notes.	A\$ 400
<b>Event PR</b>	PR strategy and outreach for launches, openings, or industry events.	A\$ 600

# Email Marketing

*Mailchimp · Klaviyo · Convertkit · and more*

Your list hears from you every month with campaigns written, designed, and sent consistently, without the overwhelm.

CHOOSE YOUR PLAN

# email marketing



Plan	Content / Month	What's Included	Starts at
<b>Starter</b>	1	Strategy, copy, design, send	A\$ 350/mo
<b>Growth</b>	2	Everything in Starter + list segmentation, A/B testing, monthly report	A\$ 600/mo
<b>Pro</b>	4	Everything in Growth + near-weekly cadence, full reporting each send	A\$ 900/mo

## WHAT WE NEED FROM YOU

- Access to your email platform
- Brand assets — logo, colours, fonts
- Monthly input on promotions or news to feature
- Approval on copy and design before each send

CHOOSE YOUR PLAN



# email marketing

## COMMON ADD-ONS

Add-on	What's Included	Starts at
<b>Welcome sequence</b>	New subscriber or client onboarding — 3–5 emails.	A\$ 330
<b>Re-engagement flow</b>	Win back inactive subscribers before removing from list.	A\$ 330
<b>Post-purchase follow-up</b>	Thank you, review request, upsell, or repeat purchase.	A\$ 275
<b>Abandoned cart</b>	E-commerce timed reminder series to recover lost sales.	A\$ 385

Add-on	What's Included	Starts at
<b>List cleanup</b>	Remove inactive subscribers, fix tagging, segment list.	A\$ 220
<b>Template design</b>	Custom branded template built once, used for all sends.	A\$ 440
<b>Extra campaigns</b>	Additional sends beyond plan — same process & quality.	A\$ 165
<b>Website tracking setup</b>	Connect email platform to website — track clicks and conversions.	A\$ 220

# Social Media Management

*Facebook · Instagram · TikTok · LinkedIn · Ads*

Content created, scheduled, and managed for you — so your platforms stay active without taking up your week.

## CHOOSE YOUR PLAN

# social media audit

A clear picture of where your social media stands — what's working, what isn't, and a prioritised plan to move it forward.

Platforms	Starts at	Timeline
1 platform	A\$ 380	2-3 business days
2 platforms	A\$ 600	2-3 business days
3 platforms	A\$ 850	3-5 business days
4 platforms	A\$ 1,100	3-5 business days
All 5 platforms	A\$ 1,350	5-7 business days
Google Business Profile (only or add-on)	A\$ 250	2-3 business days

## EVERY AUDIT INCLUDES

- Profile & presence
- Content performance
- Engagement & growth
- Missed opportunities
- Cross-platform consistency
- 90-day growth plan

## WHAT WE NEED FROM YOU

- Confirmation of which platforms to include
- A brief on your business goals and what feels like it isn't working
- Access to platforms where applicable

## CHOOSE YOUR PLAN

# profile optimisation

A good starting point before ongoing management — your profiles cleaned up, optimised, and ready so you can show up confidently.

Platforms	Starts at	Timeline
Per platform	A\$ 150	3-5 business days
2 platforms	A\$ 270	3-5 business days
3+ platforms	A\$ 380	5-7 business days
Audit + optimisation	A\$ 500	5-7 business days

## EVERY OPTIMISATION INCLUDES

- Bio rewrite
- Branded cover image
- Link-in-bio setup
- Highlights covers
- First pinned post
- Platform SEO

## WHAT WE NEED FROM YOU

- Admin access to the platforms being optimised
- Brand assets — logo, colours, fonts
- Preferred links for link-in-bio
- Profile photo or guidance on which existing photo to use

CHOOSE YOUR PLAN



# facebook & instagram

Plan	Content / Month	What's Included	Starts at
<b>Basic</b>	~12 posts + ~8 stories	Content creation, captions, calendar, scheduling	A\$ 500/mo
<b>Growth</b>	~16 posts + ~12 stories + ~8 reels	Everything in Basic + community management, monthly report	A\$ 800/mo
<b>Ease Boost</b>	~16 posts + ~12 stories + ~8 reels	Everything in Growth + ad strategy, creatives, campaign setup, monitoring, ad report	A\$ 1,300/mo

## WHAT WE NEED FROM YOU

- Admin access to your Facebook and Instagram through Meta Business Suite
- Brand assets — logo, colours, fonts
- Monthly brief on upcoming promotions or news
- Raw footage for Reels (phone footage is fine)
- Approval on content calendar before scheduling

## CHOOSE YOUR PLAN

# tiktok



Plan	Video / Month	What's Included	Starts at
<b>Basic</b>	~8 videos	Video editing, captions, calendar, scheduling	A\$ 600/mo
<b>Growth</b>	~12 videos	Everything in Basic + scriptwriting, community management, monthly report	A\$ 1,000/mo
<b>Ease Boost</b>	~12 videos	Everything in Growth + ad strategy, video ad creatives, campaign setup, weekly monitoring, monthly ad report	A\$ 1,600/mo

## WHAT WE NEED FROM YOU

- Access to your TikTok account
- Raw footage sent fortnightly (phone footage is fine)
- Brand assets — logo, colours, fonts
- Monthly brief on upcoming promotions or news
- Approval on content calendar before scheduling

CHOOSE YOUR PLAN



# linkedin - personal account

Plan	Posts / Month	What's Included	Starts at
<b>Basic</b>	~8 posts	Posts written in your voice, content strategy, scheduling	A\$ 500/mo
<b>Growth</b>	~12 posts	Everything in Basic + community management, monthly report	A\$ 750/mo
<b>Ease Authority</b>	~12 posts + 2 newsletter editions	Everything in Growth + LinkedIn newsletter (2 editions/mo), deeper community management	A\$ 1,200/mo

## WHAT WE NEED FROM YOU

- Access to your LinkedIn profile
- A voice and tone brief or existing content to reference
- Monthly brief on topics, achievements, or news worth posting
- Approval on posts before scheduling

CHOOSE YOUR PLAN



# linkedin - company page

Plan	Posts / Month	What's Included	Starts at
<b>Basic</b>	~8 posts	Posts written in your voice, content strategy, scheduling	A\$ 400/mo
<b>Growth</b>	~12 posts + weekly newsletter	Everything in Basic + community management, monthly report	A\$ 650/mo
<b>Ease Boost</b>	~12 posts + weekly newsletter	Everything in Growth + ad strategy, creatives, campaign setup, weekly monitoring, monthly ad report	A\$ 1,100/mo

## WHAT WE NEED FROM YOU

- Access to your LinkedIn profile
- A voice and tone brief or existing content to reference
- Monthly brief on topics, achievements, or news worth posting
- Approval on posts before scheduling

CHOOSE YOUR PLAN

# meta ads



Meta Ads Campaign	
<b>Ad sets</b>	at least 2
<b>Creatives</b>	3 per ad set; at least 6 (video-first, mix of supplied and sourced assets)
<b>What's Included</b>	Strategy, audience research, campaign setup, testing, optimisation, creative refresh, weekly update, monthly report
<b>Minimum term</b>	3 months
<b>Ad spend</b>	\$10-\$20 AUD daily minimum; Paid directly to Meta — not included in Ease's fee
<b>Starts at</b>	A\$ 1,000/mo

## WHAT WE NEED FROM YOU

- Brand assets — logo, colours, fonts
- Raw footage or photos where possible
- Brief on your goals, target audience, and offer
- Ad budget confirmed before campaign launch

# why choose ease



## WHAT WORKING WITH EASE LOOKS LIKE:

- ✓ One team across multiple disciplines — no juggling separate vendors
- ✓ Clear proposals before any work starts — no bill shock
- ✓ Your approval at every stage — nothing goes live without sign-off
- ✓ Direct contact with the person doing the work — not an account manager
- ✓ No lock-in contracts — stay because the work is good, not because you're tied in
- ✓ Based in Brisbane, working across Australia

We're built for small businesses that want things done properly without the overhead of a large agency.



LET'S TALK!

ready to get  
started?

Tell us what you need and we'll come back with a clear scope and price.

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