



staction

Digital Marketing & Web Solutions

Social Media • Personal Branding • Websites • Digital Support

Strategy first. Creative with a purpose. Digital work built to move your business forward.

PREPARED BY

STACTION (PVT) LTD

DATE

Rev. 01 | 02 September 2026

WHO WE ARE

A digital marketing and web solutions partner

Staction helps businesses build a stronger online presence through strategic social media, creative content and purposeful websites. We combine strategy, creative execution and technology to help businesses become more visible, credible and easier to choose.

WHAT WE DO



Social Media Marketing

Strategy, content, publishing, engagement and optimisation



Personal Branding

LinkedIn strategy, content, thought leadership and profile positioning.



Website Development

Business websites, service websites and landing pages



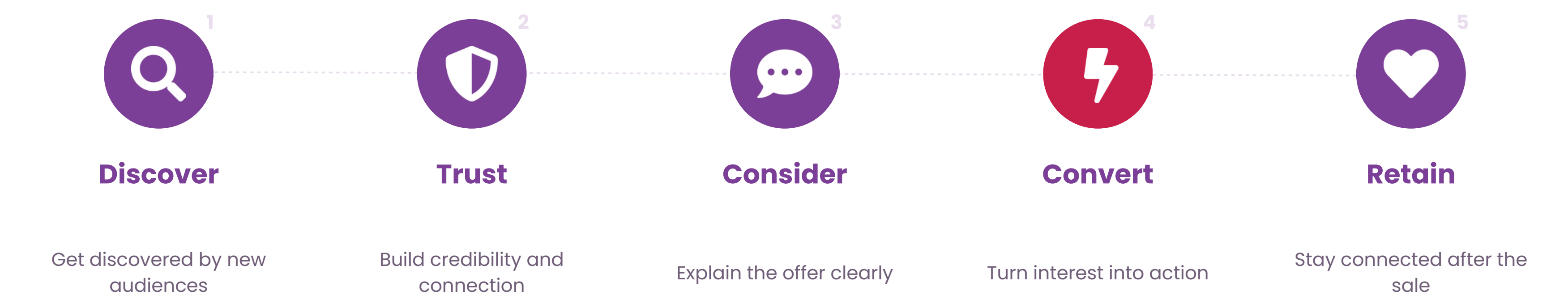
Website Maintenance

Ongoing updates, improvements and digital support

“Strategy first. Creative with a purpose. Digital work built to move your business forward.”

Every business needs to earn attention, trust and action

Whether we're building a brand's social presence, developing a website or positioning a professional on LinkedIn, we build every digital touchpoint around attention, trust and action.



Staction content is built around every stage of this journey — not just the first impression.

A continuous loop, not a one-off campaign



CONTENT WITH A PURPOSE

We don't create content simply to fill a calendar. Every piece is planned around a purpose — reaching new audiences, building trust, communicating an offer or encouraging action.

We use performance insights to understand what's working, identify opportunities and continuously improve the content strategy.

Reviewed and refined — never left on autopilot.

Content planned with a purpose, not just a calendar to fill

CONTENT WITH PURPOSE



Discovery

Reach new audiences



Trust

Build credibility and connection



Conversion

Turn interest into enquiries and action



Community

Keep your audience engaged

Reviewed monthly — the approach adjusts based on evidence, not habit.

WHAT WE CREATE



Posts



Carousels



Reels



Stories



Campaign creatives

*Up to 2 revision rounds are included for creative deliverables.
Additional revisions or changes outside the agreed scope may be quoted separately*

Three tiers, one growth engine

STARTER

LKR 18,000/month

Building a consistent online presence

- 6 posts / month
- 3 Reels / month
- 12–15 Stories / month
- Strategy
- Publishing
- Basic community management
- Basic reporting

GROWTH ★

LKR 30,000/month

Ready to actively grow

- 8 posts / month
- 6 Reels / month
- 20–25 Stories / month
- Strategy
- Publishing
- Community management
- Optimization
- Reporting
- 1 content shoot* / month

SCALE

LKR 50,000/month

A complete digital growth partner

- 10 posts / month
- 8 Reels / month
- 30–40 Stories / month
- Strategy
- Publishing
- Advanced community management
- Optimization
- Reporting
- UGC / creator direction
- 1–2 content shoots* / month

**Shoot duration, travel, location and production limits are confirmed in your quotation. Ad spend is paid by the client. Website maintenance is a separate service.*

Three tiers to build your professional presence

FOUNDATION

LKR 25,000/month

For professionals building a consistent LinkedIn presence

- Profile positioning
- 8 LinkedIn posts
- Content pillars
- Content calendar
- Content writing
- Publishing
- Monthly performance review

AUTHORITY ★

LKR 40,000/month

For professionals looking to establish thought leadership

- Profile optimisation
- 12 LinkedIn posts
- Personal brand strategy
- Audience research
- Competitor research
- Thought leadership strategy
- Personal storytelling
- Industry insights
- Engagement strategy
- Analytics & optimisation

EXECUTIVE

LKR 65,000/month

For founders, executives and professionals building stronger authority

- Everything in Authority
- 16 LinkedIn posts
- Advanced positioning
- Executive/founder thought leadership
- Content based on interviews or client input
- LinkedIn engagement support
- Industry/topic monitoring
- Content repurposing
- Advanced analytics
- Monthly strategy review

LinkedIn personal branding focuses on strategic positioning, consistent content and professional visibility. Specific business outcomes such as leads, opportunities or follower growth are not guaranteed.

Your website should do more than exist

We design and develop professional websites that make your business easier to understand, trust and contact.



Business Websites

Professional websites designed to establish your brand and communicate what you offer.



Service Websites

Structured websites that clearly present your services and guide visitors towards enquiries.



Landing Pages

Focused pages designed around a specific campaign, offer or conversion goal.

EVERY WEBSITE IS BUILT AROUND



Responsive Design



Clear Structure



Conversion Thinking

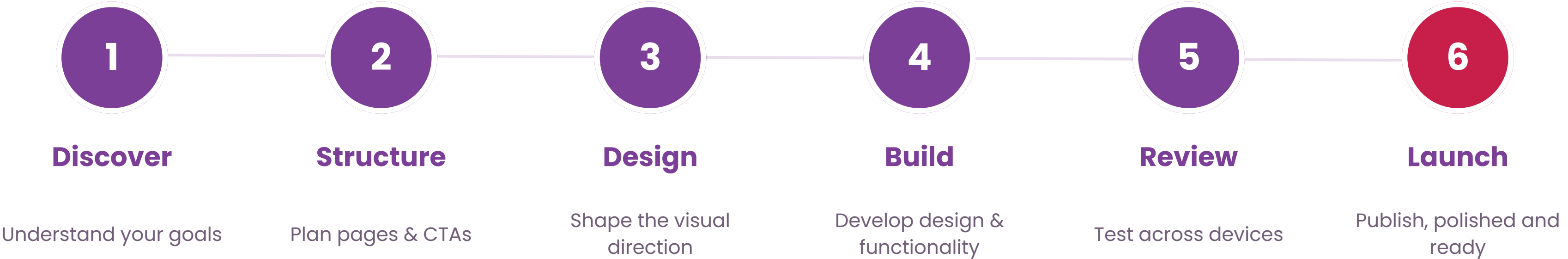


SEO-Ready Foundations



Testing & Launch

A clear six-step process from goals to launch



We start by understanding your goals, structure the website around your audience and calls to action, develop the design and functionality, test the experience across devices and launch a polished website ready for your business.

Keep your website current, functional and supported

MONTHLY LKR 25,000 Regular updates, agreed content changes, routine checks and minor fixes each month.	QUARTERLY LKR 70,000 Planned updates and maintenance reviewed and completed every three months.	ANNUAL LKR 250,000 Year-round maintenance with planned updates, routine checks and ongoing agreed support.
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WHAT'S COVERED



Agreed Routine Updates



Content Changes



Routine Checks



Minor Fixes



Ongoing Support

Plans cover agreed routine updates, content changes, checks, minor fixes and ongoing website support. Larger development work is quoted separately.

WHY STACTION

What you get by working with us

RESULTS THAT MATTER

We focus on meaningful indicators rather than vanity metrics. Depending on the project, we track reach, engagement, content retention, shares, saves, profile visits, enquiries, leads, bookings and website actions.

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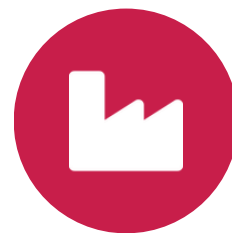
Strategy Before Content

Not made to fill a monthly quota



Creative With Purpose

Every piece has a role in the journey



Built Around Your Business

Shaped by your audience & goals



One Digital Partner

Support across your digital presence



Transparent From Day One

Clear deliverables, pricing & scope



Continuous Improvement

Insight-led, always refining

A simple, transparent way to collaborate



How We Start

We start by understanding your business and identifying where Staction can make the biggest difference.



Revisions Included

Up to 2 rounds of revisions are included for creative deliverables. Work outside the agreed scope may be quoted separately.



Stay Connected

Reach us through whichever channel works best for you — we're set up to respond wherever you are.

REACH US THROUGH



Website



Email



WhatsApp



Instagram



LinkedIn

LET'S MOVE YOUR DIGITAL PRESENCE FORWARD

Whether you need a stronger social presence, a new website or ongoing digital support, we'll start by understanding your business and identifying where Staction can make the biggest difference.

Strategy first. Creative with a purpose. Digital work built to move the business forward.

LET'S TALK



Website



Email



WhatsApp



Instagram



LinkedIn