

Photography, Video Production, Website Creation, and Marketing for Outstanding Estate Properties

Photography Packages

Maximise your property's appeal with professional images.

Bronze 10 images

- expert post-production retouching
- low and medium resolution images provided, suitable for web and email use

€350

Silver 20 images

- expert post-production retouching
- low, medium, and high resolution images provided, suitable for print, web, and email use
- aerial photography included

€600

Gold 30 images

- expert post-production retouching
- low, medium, and high resolution images provided, suitable for print, web, and email use
- aerial photography included
- ready-made social media posts created for each image

€800

Video

Capture the imagination of your customers and show your property as it was meant to be seen.

Inspire customers with the beauty of your property in video! We will create a film highlighting your property from the air and the ground, showcasing rooms, grounds, and/or events.

Limited staging included. Video will be shot in at least 1080p HD format, and uploaded to the video hosting platform of choice. Most completed videos will be about 2 minutes in length.

Starting at €600.



Website Packages

Show customers you have a professionally managed property with a professional-looking website.

The Spring Cleaning

Clean up an existing website. The Digital Agency team will re-write existing content, where needed, plug in new images and video, and set the website up for success in the search engine rankings.

Starting at €600

The Blank Slate

The Digital Agency will create a completely new website for you, on the easy-to-update WordPress platform. We will re-write existing content, where needed, plug in new images and video, and set the website up for success in the search engine rankings. This package includes one year of web hosting.

Starting at €1200

Establish a Luxe Brand

While not all properties require a rebranding, most would benefit from it. In this package, The Digital Agency will start by creating a new logo. You will have several to choose from, and we will not advance until you're completely satisfied. After that, we will create an outline for content on the website, and design the website accordingly.

Starting at €2500

Search Engine Optimisation and Localisation

Our industry-leading Search Engine Optimisation (SEO) team can help drive highly-targeted traffic to your website. We'll start with an audit of your existing status, including on-site optimisation, site content, and external links. We'll clean things up where required, and ensure your website has the best chance for success. At that point, we'll create a customised SEO plan that will help you realise success. And, how will you get customers if people can't find you? Every SEO order comes with localisation, which ensures that your property is indexed by popular mapping and "Sat Nav" applications, and that the mapping applications properly link to your website.

Packages start at €600.

Social Media

A poorly-managed social media presence, or a lack of a presence, can be harmful to your business. A well-managed social media program can raise awareness of your property and increase repeat bookings. We can help set up your social media presence, or optimise your existing presence. We can then set up a customized plan to keep things up-to-date.

Packages start at €250.

Advertising

Let us drive targeted traffic to your website! We can help you advertise using search engine marketing (Google AdWords and other search ads), display advertising (banner ads), and social media advertising (within Facebook, Twitter, and other social media platforms). We can also handle off-line marketing, including print advertising and PR. Depending on your goals, we can use advertising to raise awareness of your property, raise booking consideration, and increase sales.

Contact us to discuss advertising rates and options.



Vacation Rental Websites

The Digital Agency can help optimise your listings or create new listings for you on the most popular vacation rental websites, such as HomeAway and Airbnb. We can then offer training on how to keep these listings performing at their best.

Packages start at €250.



Why Choose The Digital Agency?

The Digital Agency, being based in Los Angeles, California, is at the forefront of innovation in the digital marketing space. Using the latest standards in international marketing practices, you can be assured that you will be delivered a professional-looking product. The company's founder, Christopher Mason, is a veteran photographer and marketer in the United States, having worked with companies such as Toyota, AT&T, Aon, Sony, and DHL. He will be your single point-of-contact for all products, and will work with a global team to ensure products are delivered on time, within budget, and that your expectations are exceeded.