



One21 Digital

Helping Businesses Grow Online

One21 Digital provides no-fluff, strategy-led digital marketing for small businesses that want to grow online without the agency price tag.

We create short-form video, run social campaigns, build websites, Email and CRM management and help you show up where your customers are.

What We Do:

- Social media content strategy & posting
- Campaign planning & consulting
- Digital asset creation including photography
- Short-form video (Reels, TikTok, YouTube Shorts)
- Website design & setup
- CRM & email
- Automation
- SEO

Who We Work With

- Gyms & fitness businesses
- Tradies & local service providers
- Coaches, consultants & creators
- Ecommerce & retail businesses
- Anyone who wants to grow online without the agency BS

Packages and Pricing

Customised quotes also available

Package	Price	Includes	Content
Starter Content Pack	\$500/month	<ul style="list-style-type: none">- 15 social posts/month (FB + IG)- 4 TikTok/Reels per month- Strategy & content calendar- Monthly planning & scheduling	Client to supply content OR add-on available
Growth Builder	\$1,000/month	<ul style="list-style-type: none">- Everything in Starter- 2 email campaigns per month- Monthly reporting & strategy refinement	Client to supply content OR add-on available
Full-Service Marketing	\$2,000/month	<ul style="list-style-type: none">- Everything in Growth- Extra video/static content- Campaign planning- Basic community management	Content creation can be included on request
Website Design & Setup	From \$500	<ul style="list-style-type: none">- 5-page mobile-optimised website- Copywriting, design & launch support	We create all content for this service
SEO Kickstart	From \$350	<ul style="list-style-type: none">- Keyword research- Meta titles & descriptions- Google Business + Search Console setup	Great for sole traders, service businesses
Content Creation Add-On	From \$250/month	<ul style="list-style-type: none">- Photo or short-form video shoot- 4–8 assets per month- Great for gyms, salons, retail, Trades, local business	We shoot & supply images/videos

FAQs

Q: Do I need to provide content?

A: You can — or we can create it for you as an add-on.

Q: What if I only want one service (e.g. just video or just email)?

A: No problem — we offer custom quotes too.

Q: How do I get started?

A: Just email or DM me and I'll book in a free discovery call.

Payment Terms

Invoices are sent at the start of each month. Payment is due within 7 days. Services begin once payment is received.

Free Discovery Call Offer

Book a free 15-minute discovery call to see if One21 is the right fit for your business. No pressure, no jargon — just practical ideas to help you grow.

Delivery & Support

All plans include monthly reporting, performance tracking, and real support — no ghosting, no jargon.

Flexible Commitment

All One21 Digital service packages operate on a **rolling month-to-month contract** — no lock-ins, no pressure.

You're free to cancel anytime, with just a heads-up before the next billing cycle. If you cancel mid-month, the full current month will still be charged, and your services will continue until the end of that period.

We believe in earning your business every month — not locking you in.

Contact

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Based in Melbourne, working with businesses across Australia