

• PRICING & PACKAGES • TANZANIA • 2026

We don't sell posts. We bring you customers.

Most agencies sell you content and call it marketing. We find the people who actually buy what you sell, run your accounts as a system, and point everything at one outcome — more customers reaching you, and more revenue in the business.

4

TIERS TO
CHOOSE FROM

100K

ENTRY POINT
TZS / MONTH

2

LANGUAGES
EN + KISWAHILI

6

CHANNELS
INCL. STATUS





Four tiers. **Clear pricing.**

BILLED MONTHLY · TWELVE MONTHS TAKES 10% OFF

Packages

novarasoftware.ai/media

STARTER

Presence

Consistent brand voice. Zero chaos.

TZS

100,000

~USD 38 / MONTH

- 2 accounts or platforms
- 8 designed posts / month
- 4 short-form videos
- WhatsApp Status — 8/mo
- Captions in EN + Kiswahili
- Monthly calendar + report
- One-time brand kit setup

No ads management. No website. Blue tick available as an add-on.

 **Free HesabuPro — 2 months**
Accounting for Tanzania · hesabupro.com

STARTER +

Opportunity

Always on. Always posting.

TZS

200,000

~USD 75 / MONTH

- Everything in **Presence**
- 4 accounts or platforms
- 12 designed posts / month
- 6 short-form videos
- WhatsApp Status — 16/mo

No ads management. No website. Blue tick available as an add-on.

 **Free HesabuPro — 6 months**
Accounting for Tanzania · hesabupro.com

RECOMMENDED

MOST CHOSEN

Investment

Content that compounds.

TZS

500,000

~USD 190 / MONTH

- Everything in **Opportunity**
- 6 accounts or platforms
- 14 designed posts / month
- 9 short-form videos
- WhatsApp Status — 20/mo
- Strategy + community management
- Paid ads setup (spend separate)
- Analytics + 30-minute call

Where most clients should start.

 **Free HesabuPro — 12 months**
Accounting for Tanzania · hesabupro.com

TOP TIER

Premium

Your digital department.

TZS

900,000

~USD 345 / MONTH

- Everything in **Investment**
- 10 accounts or platforms
- 20 designed posts / month
- 12 short-form videos
- WhatsApp Status — **daily**
- Full paid ads management
- Campaign + competitor analysis
- Dedicated lead + free website

Website value around TZS 2,500,000, included on a 12-month agreement.

 **Free HesabuPro — lifetime license**
Accounting for Tanzania · hesabupro.com

WHATSAPP STATUS INCLUDED

Accounts or platforms — counted the same. Two Instagram pages use a slot exactly the way Instagram + Facebook would. WhatsApp Status is included on every package and never takes one of your slots.



How an account becomes a customer pipeline.

The engine

+255 697 301 000

Work out the buyer

What you sell, who buys it now, what competitors do, and where those buyers spend time. That decides accounts, language mix and content — not guesswork.

Create and produce

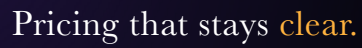
Design, photography, short-form video and copy in English and Kiswahili, made in house. Every asset approved by you before it goes out.

Publish and amplify

Posted on the approved calendar
at the hours your audience is
awake, community kept alive,
budget behind whatever is already
performing.

Convert and report

Clear calls to action, WhatsApp and DM routes kept warm, enquiries logged — then the numbers and the decisions at month end.



Investment

ALL FOUR PACKAGES

PREMIUM • 12-MONTH AGREEMENT

No website yet? We build it free.

Sign Premium on a 12-month agreement and your professional website is included at no extra cost — 5 to 8 pages, mobile-first, SEO basics, WhatsApp call-to-action and 30 days of post-launch support, built by the same team that ships software for our clients. Domain and hosting are billed to you at cost. Cancel before month twelve and the site bills at a reasonable price.



novarasoftware.ai/media

Accounts that post reliably
compound. Quiet accounts reset.

The format that still reaches people
who have never heard of you.

Replying, resharing, and showing up
in other people's comments.

Budget behind the posts that have already proved themselves.

Community replies Mon–Fri, business hours

Scope written into the agreement



Optional add-ons.

PUBLISHED PRICES · NOTHING HIDDEN

Add-ons

hello@novarasoftware.ai

TZS 75,000 / mo

Extra account or platform

Another Instagram, another Facebook page, or a whole new platform. Counted the same either way.

TZS 100,000 / mo

Extra 4-post pack

Four more designed posts on the monthly calendar, held to the same bilingual standard.

TZS 60,000 each

Extra short-form video

One more Reel or short — concept, shoot and edit handled in house.

Quoted

Blue tick verification

Available on any of the four packages. Our handling fee plus any platform subscription at cost. Final approval is the platform's decision.

Quoted

Shoot days & influencers

Specialized photography, travel, influencer coordination and external production are quoted per job.

At cost

Ad spend is never included

You pay the media budget directly to the platform, so every shilling stays visible to you.

+255 697 301 000

Twenty minutes on what you sell, who buys it, and which accounts you want managed.

The accounts we'd run, your month-one content plan, and the growth target we're aiming at.

Calendar approved, production begins, and your first posts are live inside a week.

Send us the accounts you want managed
and what you sell.

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WHATSAPP STATUS