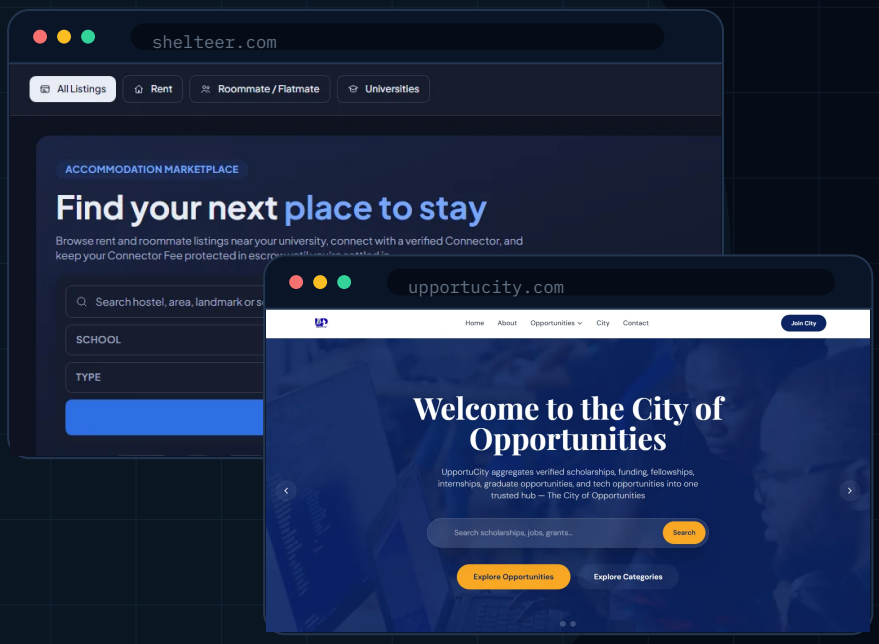
ROGG TECH

COMPANY PROFILE & SERVICES · 2026

BUILD · GROW · AUTOMATE

Digital solutions to real-world *business problems.*

Websites, marketing and automation that work together, so your business gets found, wins customers and runs smoothly.



Digital Presence & Marketing
Get found.

Marketing Automation
Turn attention into leads.

Business Process Automation
Reduce manual work.

Integrated Business Growth
One partner.

INSIDE THIS DOCUMENT

Everything you need to *decide* with confidence.

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services
from websites to AI workflows

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ready-made Go plans
for businesses and organisations

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build-your-own features
pick only what you need

25%
maximum term saving
when you pay 24 months upfront

4
products of our own
2 live, 2 in development

Prices in this document are starting prices in Naira, current as of 2026. Every plan is confirmed in a written proposal before any work starts.

01 — WHO WE ARE

We help businesses become *more visible*, efficient and ready to grow.

Rogg Tech is a Nigerian technology company. We design, build and run digital platforms of our own, and we use the same skills to help businesses build their presence, grow their audience and automate the work that slows them down.

Most businesses don't need more tools. They need the tools they have to work together: a website that brings enquiries, marketing that reaches the right people, follow-up that never forgets, and operations that run without constant manual effort. That is what we build.

You focus on building your business. We help you build the digital systems that move it forward.

COMPANY
Rogg Tech Ltd
REGISTRATION
RC 9341708
HEAD OFFICE
Enugu, Nigeria
EMAIL
roggtech01@gmail.com
PHONE & WHATSAPP
+234 803 168 2766
WEBSITE
roggtech.com

OUR MISSION

To design, build and grow digital solutions that solve real-world problems for people and businesses.

OUR VISION

A future where the platforms people rely on every day are built by those who understand the problems first-hand.

WHAT WE VALUE

Solve real problems
Every product starts from a problem people actually have, not a technology looking for a use.

Ship real things
We judge ourselves by products people use, not by decks.

Build for context
Mobile data, local payments, real users in Nigeria and across Africa.

Say it plainly
Clear scope, clear updates, no jargon.

Own the outcome
We care whether it works after launch, not just on launch day.

Keep learning
New tools, better methods, and a craft we keep sharpening.

02 — THE CHALLENGE

Growth stalls when your tools *don't talk* to each other.

We hear the same problems from businesses of every size. Do any of these sound familiar?

Hard to find online

Customers search for what you sell and find your competitors first.

A website that doesn't sell

It looks dated, loads slowly on mobile, or never turns visitors into enquiries.

Social media goes quiet

Posting is irregular because nobody has the time to plan, design and publish.

Enquiries get lost

Leads arrive by form, DM, WhatsApp and email, and some are never answered.

Slow replies

By the time someone responds, the customer has bought elsewhere.

Follow-up depends on memory

Reminders live in people's heads, so prospects go cold.

Hours lost to admin

Staff copy data between spreadsheets, forms and apps every day.

Approvals stall

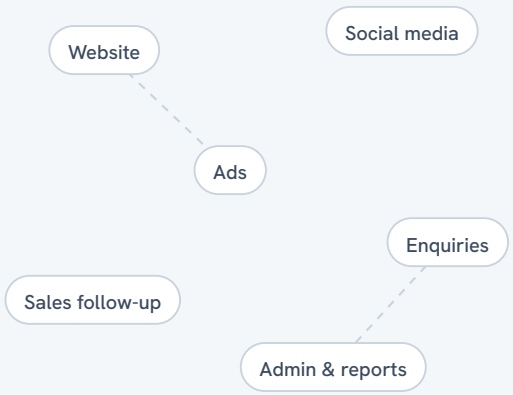
Requests sit in inboxes and nobody knows who's holding them up.

Inconsistent delivery

Every customer is onboarded a little differently, and steps get missed.

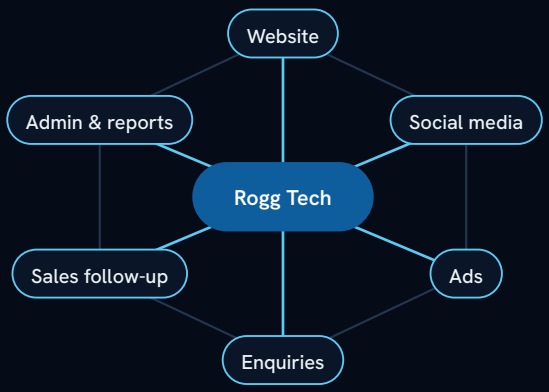
THE ROOT CAUSE

Separate tools and suppliers



Leads slip through the gaps, the same data is typed in three places, and nobody can see the whole picture.

One connected system

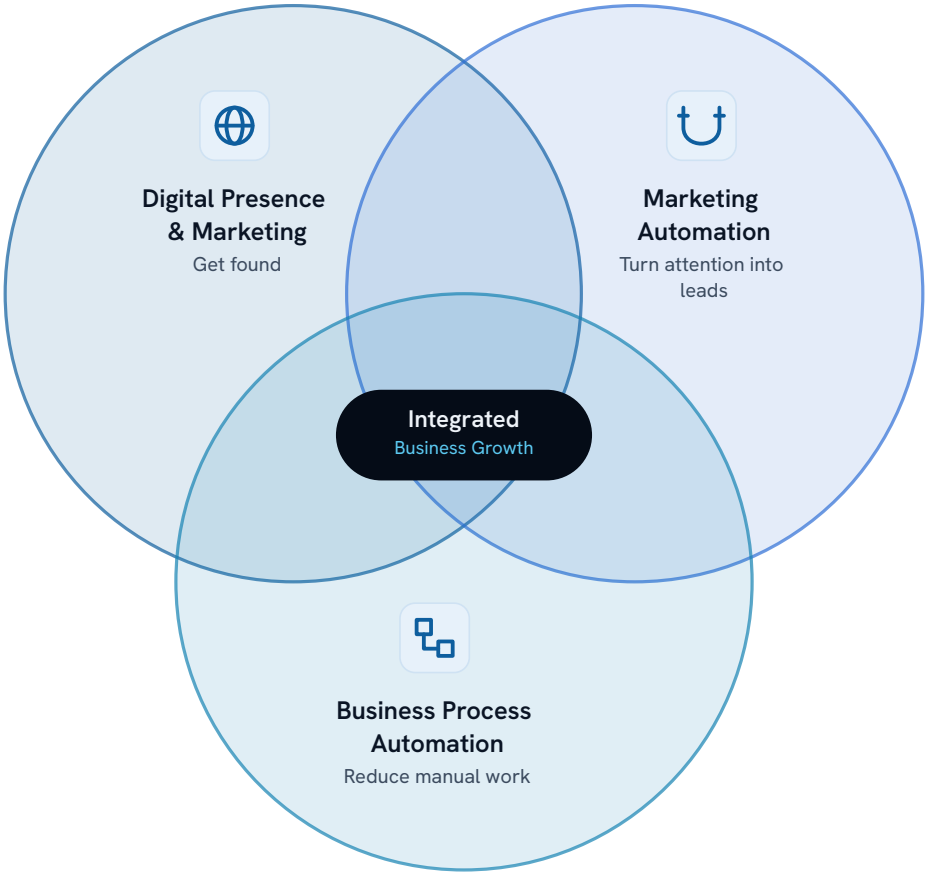


Every step hands over to the next, so customers move smoothly from first click to delivery.

03 — OUR ANSWER

Build. Grow. *Automate.*

Start with one service, or connect all three. One team, clear prices. Here is how our services fit together.



Digital Presence & Marketing

Websites, SEO, social media, paid ads and brand identity that bring the right customers to you.

- Websites & e-commerce
- SEO & digital marketing
- Social media management

Marketing Automation

Lead capture, CRM, automated follow-ups and AI assistants so no enquiry slips through.

- Lead capture & CRM
- Automated follow-ups
- AI customer engagement

Business Process Automation

Workflows, approvals, integrations and reporting that take repetitive admin off your team.

- Workflow automation
- Onboarding & delivery
- Approvals

Integrated Business Growth

All three pillars, connected: how customers find you, how you win them and how you serve them.

- Presence & marketing
- Lead capture & CRM
- Marketing automation

04 — THE CONNECTED GROWTH JOURNEY

One partner. A *connected* growth system.

Seven stages, each handing over to the next, so no customer slips through.

1. **Establish** — Digital presence
   A professional website, a clear brand and the right platforms.
2. **Attract** — Digital presence
   Content, social media, SEO and ads reach the right audience.
3. **Capture** — Marketing automation
   Websites, landing pages and forms turn visitors into enquiries.
4. **Nurture** — Marketing automation
   CRM, automated follow-ups and AI keep conversations going.
5. **Convert** — Marketing automation
   Your team manages prospects and tracks every opportunity.
6. **Deliver** — Process automation
   Onboarding, admin and service workflows run automatically.
7. **Optimise** — Integrated growth
   Measure, find bottlenecks and improve as you grow.

EXAMPLE

One customer, one connected system

Sees your ad
↓
Visits your website
↓
Sends an enquiry
↓
Gets an instant reply
↓
Enters your CRM
↓
Sales follows up
↓
Buys
↓
Onboarding starts

WHY IT MATTERS

When marketing, sales and operations share one system, you see the whole journey, fix the weak step, and grow without adding chaos.

05 — DIGITAL PRESENCE & MARKETING

Get found. Build trust.

Attract customers.

We help businesses build a professional online presence, strengthen their brand, reach the right audience and turn digital attention into business opportunities.



SERVICES & CAPABILITIES

Website design & development

- Business and corporate websites
- Landing pages for lead generation and campaigns
- E-commerce websites and online stores

→ Establish credibility, show your products and services, and give customers a place to enquire and buy.

Digital marketing & online visibility

- Digital marketing strategy and campaign planning
- Search engine optimisation (SEO)
- Google Business Profile optimisation, where it applies

→ Be easier to find, attract relevant visitors and create more chances to win leads and sales.

Social media management & audience growth

- Account setup and optimisation: branding, bios, business details
- Content strategy and monthly content calendars
- Graphics, promotional creatives and branded posts

→ Stay consistently visible, build relationships with your audience and attract new customers.

Paid advertising & campaign management

- Meta ads for Facebook and Instagram
- Google Search and Display ads, where suitable
- TikTok and LinkedIn ads, where appropriate

→ Reach targeted audiences, generate enquiries, promote offers and see what each campaign returns.

Brand identity & digital content

- Logo and visual identity
- Brand colours, typography and usage guidelines
- Social media templates and branded graphics

→ Look professional everywhere and communicate one clear, consistent message.

WHAT YOU GAIN

Credibility
A professional presence customers trust before they ever call you.

Discoverability
Easier to find on search, maps and social platforms.

Consistency
Regular, on-brand content without pulling your team off their work.

Enquiries
Clear paths from a visit, post or ad to a conversation with you.

BETTER TOGETHER · GO GROW

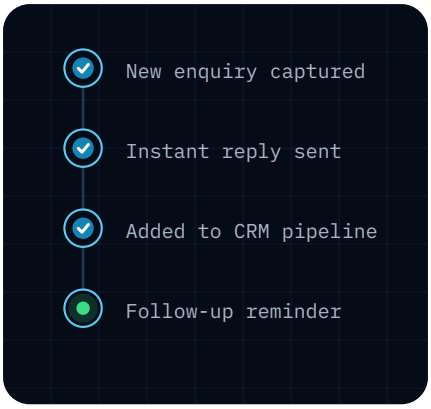
Digital marketing brings people in; marketing automation makes sure every lead gets a reply. Get both in Go Grow for ₦195,000 a month instead of ~~₦225,000~~.

06 — MARKETING AUTOMATION

Turn attention into leads.

Turn leads into customers.

Visibility is only the beginning. We help you capture every enquiry, follow up consistently, nurture prospects and improve the path from first contact to purchase.



SERVICES & CAPABILITIES

Automated lead capture & CRM

- Centralise customer enquiries
- Organise and qualify leads
- Assign leads to the right team member

→ Fewer missed enquiries and a clear view of your sales pipeline.

Automated follow-ups & customer communication

- Welcome messages and enquiry acknowledgements
- Sales follow-up reminders
- Appointment confirmations and reminders

→ Consistent communication, without staff starting every routine message by hand.

AI-powered customer engagement

- Answers drawn from your approved business information
- Lead qualification and detail collection
- Hand-over to the right person for complex requests

→ Faster responses, routine questions handled efficiently, and customers who find what they need.

Campaign & customer journey automation

- Follow up with visitors who submit an enquiry
- Send relevant information after a resource download
- Nurture prospects who aren't ready to buy yet

→ Marketing that stays organised, relevant and consistent through the customer lifecycle.

Marketing analytics & conversion optimisation

- Website traffic and visitor behaviour
- Social media reach and engagement
- Leads generated by each channel

→ Better marketing decisions, backed by evidence of what actually drives results.

WHAT YOU GAIN

No missed leads

Every enquiry is captured, assigned and tracked.

Faster responses

Customers get an immediate acknowledgement, day or night.

Consistent follow-up

Sequences run on time, every time, without reminders.

Clear pipeline

See where leads come from and what happens to them.

BETTER TOGETHER · GO GROW

Digital marketing brings people in; marketing automation makes sure every lead gets a reply. Get both in Go Grow for ₦195,000 a month instead of ~~₦225,000~~.

07 — BUSINESS PROCESS AUTOMATION

Reduce manual work. Streamline operations.

Scale with confidence.

We automate repetitive admin, connect the tools you already use, and improve how work moves between people, teams and systems.



SERVICES & CAPABILITIES

Workflow & task automation

- Task creation and assignment
- Reminders and notifications
- Status updates

→ Less repetitive administration and more consistent execution.

Customer onboarding & service delivery

- Registrations and document collection
- Onboarding checklists
- Internal assignments

→ A more organised, consistent experience for every customer.

Approvals & internal operations

- Approval requests and escalations
- Purchasing workflows
- Expense submissions

→ Clear accountability and fewer avoidable delays.

Data & application integration

- Forms and spreadsheets
- CRMs and project management tools
- Data sync between systems

→ Less duplicate data entry and information that flows between systems.

Document, reporting & admin automation

- Document generation
- Scheduled reports
- Data processing

→ Less time spent on repetitive documentation and reporting.

AI-assisted business workflows

- Information extraction
- Document classification
- Knowledge retrieval

→ More efficient workflows, with human review, permissions and controls kept in place.

WHAT YOU GAIN

Time back
Staff hours released from repetitive tasks.

Fewer errors
Data entered once and moved automatically.

Faster turnaround
Approvals and handovers that don't wait in inboxes.

Visibility
Know where every request stands, without asking.

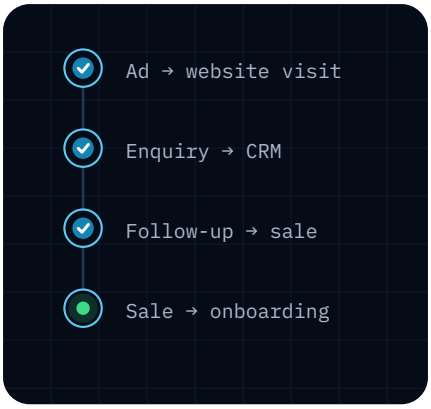
PLANS FROM

Essential	Operations	Advanced	Enterprise
₦50,000/mo	₦150,000/mo	₦350,000/mo	from ₦1,000,000/mo

08 — INTEGRATED BUSINESS GROWTH

One partner. *A connected growth system.*

For businesses that want their marketing, customer management and internal operations to work together, from the first ad a customer sees to the day they're onboarded.



WHAT'S CONNECTED

Get found and attract customers

- Website and digital presence support
- Social media management
- Digital marketing and paid campaign management

→ A steady flow of the right visitors and enquiries.

Capture and win customers

- Lead capture and CRM integration
- Marketing automation and follow-ups

→ Every enquiry captured, followed up and tracked to a sale.

Serve customers efficiently

- Customer onboarding workflows
- Internal process automation

→ Smooth delivery that doesn't stretch your team as you grow.

Measure and improve

- Performance dashboards
- Recurring optimisation reviews

→ One view of the whole journey, and a plan to improve it.

WHAT YOU GAIN

One accountable partner

One team owns the whole system and its results.

Nothing falls between tools

Marketing, sales and operations are connected.

Growth without chaos

Automation absorbs the extra work that growth brings.

A full picture

See the journey from first contact to delivery.

PLANS FROM

Go Complete
₦300,000/mo

Go Global
from ₦1,500,000/mo

09 — WHAT YOU STAND TO GAIN

From scattered effort to *steady growth*.

What changes when your presence, marketing, follow-up and operations work as one system.

WITHOUT A CONNECTED SYSTEM	WITH ROGG TECH
Customers can't find you, or don't trust what they find	A professional website and active profiles customers trust
Posting happens when someone has time	A monthly content plan, published consistently
Ads run without targeting or tracking	Targeted campaigns with cost per lead you can see
Enquiries wait hours or days for a reply	An instant reply, day or night, then a human follow-up
Follow-up depends on memory	Automatic sequences that run on time, every time
Data is typed into three different tools	Data entered once and moved automatically
Approvals sit in inboxes	Requests routed to the right person, with reminders
Reports take days to put together	Dashboards and monthly reviews, ready when you need them

THE GAINS

Credibility
Look professional everywhere customers meet you.

More of the right customers
Reach people who are ready to buy, not just anyone.

No lost leads
Every enquiry captured, answered and tracked.

Time back
Hours of repetitive admin handed to automation.

Clear numbers
See what works and where to spend next.

Room to grow
Systems that scale without hiring for every task.

THE BOTTOM LINE

More of the right customers, fewer lost leads, and hours of admin back every week, measured against a baseline so you can see the change.

10 — GO PLANS

Ready-made plans that *mix* what works.

Each Go plan combines services that work best together, for less than buying them one by one.

SOLO & MICRO

Go Digital

Get seen online.

₦75,000
per month
No setup fee

+ Social media
+ Website care
+ Google profile

24 months: save 25%

RECOMMENDED

SMALL BUSINESS

Go Grow

Bring in customers, and keep every lead.

₦195,000
per month
+ ~~₦100,000~~ setup

+ Digital marketing
+ Marketing automation

24 months: save 25%

SMALL BUSINESS

Go Auto

Let the busywork run itself.

₦145,000
per month
+ ~~₦300,000~~ setup

+ Marketing automation
+ Process automation

24 months: save 25%

SMALL BUSINESS

Go Complete

Everything connected, one team.

₦300,000
per month
+ ~~₦350,000~~ setup

+ Digital marketing
+ Marketing automation
+ Process automation

24 months: save 25%

LARGE ORGANISATION

Go Global

Grow across states, countries and teams.

from
₦1,500,000
per month
+ ~~₦2,500,000~~ setup

+ Every service
+ Multi-market
+ Dedicated team

24 months: save 25%

WHAT EACH PLAN INCLUDES

	Go Digital	Go Grow	Go Auto	Go Complete	Go Global
Social media management	✓	✓	—	✓	✓
Content & branded designs	✓	✓	—	✓	✓
Google Business Profile	✓	✓	—	✓	✓
Website care & updates	✓	—	—	✓	✓
SEO & paid ads management	—	✓	—	✓	✓
Lead capture & CRM	—	✓	✓	✓	✓
Automated follow-ups	—	✓	✓	✓	✓
Appointment reminders & segments	—	—	✓	✓	✓
Internal workflow automation	—	—	✓	✓	✓
App & data connections	—	—	✓	✓	✓
Multi-market, multi-brand campaigns	—	—	—	—	✓
Team training	✓	✓	✓	✓	✓
Dedicated team & service levels	—	—	—	—	✓

Go Complete and Go Global are also our Integrated Business Growth plans. Limits such as platforms and designs per month are confirmed in your proposal.

11 — THE VALUE OF GO PLANS

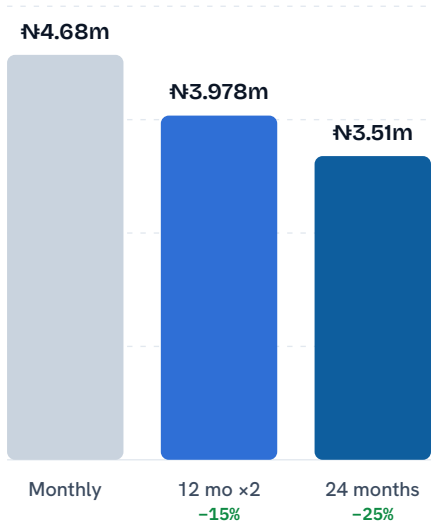
Pay less for more, and *even less* upfront.

Bundle price vs buying the same services separately (per month)



Go Grow over 24 months

Same plan, three ways to pay



24 months upfront saves ₦1,170,000.

Every Go plan, every term

PLAN	MONTHLY	12 MO −15%	24 MO −25%
Go Digital	₦75,000	₦765,000 ₦63,750/mo	₦1,350,000 ₦56,250/mo
Go Grow	₦195,000	₦1,989,000 ₦165,750/mo	₦3,510,000 ₦146,250/mo
Go Auto	₦145,000	₦1,479,000 ₦123,250/mo	₦2,610,000 ₦108,750/mo
Go Complete	₦300,000	₦3,060,000 ₦255,000/mo	₦5,400,000 ₦225,000/mo
Go Global from	₦1,500,000	₦15,300,000 ₦1,275,000/mo	₦27,000,000 ₦1,125,000/mo

Setup fees are paid once, whichever term you choose.

12 — PLANS FOR ORGANISATIONS

Built for how *your organisation* works.

Schools, hospitals, foundations, financial institutions, professional bodies, faith organisations, government and property firms: each plan is arranged around their own work, with training for your team included.

Go Learn

Schools · colleges · universities · training centres

from ₦150,000/mo
+ ₦250,000 setup

Fill every class, keep every parent informed.

- School website with admissions information and online enquiry forms
- Admissions campaigns on social media, search and ads
- Enquiry tracking from first visit to enrolment
- Automated parent messages: fees reminders, events, closures and results days

Go Care

Hospitals · clinics · labs · pharmacies · wellness

from ₦200,000/mo
+ ₦300,000 setup

Easier appointments, calmer front desks.

- Professional website: services, specialists, opening hours and directions
- Appointment requests with automatic confirmations and reminders
- Health awareness content and campaigns for your community
- Patient enquiry handling and follow-up messages

Go Impact

Foundations · NGOs · charities · non-profits

from ₦120,000/mo
+ ₦200,000 setup

Tell your story. Grow your support.

- Website that shows your mission, programmes and impact
- Campaigns for awareness, volunteers and donor support
- Supporter and donor database with thank-you and update messages
- Beneficiary application and screening workflow

Go Finance

Banks · microfinance · cooperatives · insurance · fintech

from ₦450,000/mo
+ ₦600,000 setup

Win trust, grow customers, cut paperwork.

- Customer acquisition campaigns and lead capture for products
- Customer onboarding workflows with document collection
- Automated reminders: repayments, renewals and contributions
- AI-assisted customer support for common questions, with hand-over to staff

Go Pro

Professional bodies · associations · law, accounting & consulting firms

from ₦130,000/mo
+ ₦200,000 setup

Serve members and clients like a modern firm.

- Professional website and thought-leadership content
- LinkedIn and digital presence for the firm and its partners
- Member or client onboarding, renewals and dues reminders
- Event, training and conference registration workflows

Go Faith

Churches · mosques · ministries · faith organisations

from ₦90,000/mo
+ ₦150,000 setup

Reach your community, wherever they are.

- Website with services, events, sermons or messages
- Social media and livestream promotion
- Member database with welcome, birthday and event messages
- First-timer follow-up and department sign-up workflows

Go Public

Government agencies · LGAs · public institutions

from ₦600,000/mo
+ ₦1,000,000 setup

Clear information, faster public service.

- Accessible public website with services, notices and contacts
- Public awareness and information campaigns
- Online requests and applications with tracking
- Internal approval, document and reporting workflows

Go Estate

Real estate firms · property managers · developers

from ₦160,000/mo
+ ₦250,000 setup

More qualified buyers and tenants, less chasing.

- Property website with searchable listings
- Listing promotion on social media and ads
- Lead capture with instant replies and inspection booking
- CRM pipeline from enquiry to sale or tenancy

Organisation plans start from the price shown and grow with your branches, departments or members. Sector rules (privacy, regulation, procurement) are agreed in your proposal.

13 — TRAINING & CAPACITY BUILDING

Tools work best when your team *knows them*.

Practical training so your staff can run your pages, campaigns, CRM and AI tools themselves, as one-off sessions or ongoing programmes.

ONE-OFF · SOLO & MICRO

Workshop — ₦150,000

A half-day, hands-on session on one topic for up to 15 people.

- Choose a topic: social media, digital marketing, your CRM, AI at work or customer service online
- Practical exercises using your own pages and tools
- Slides and step-by-step guides to keep
- At your office or online

ONE-OFF · SMALL BUSINESS

Team Bootcamp — ₦450,000

Three days of practical training for up to 25 people.

- A programme built around your goals and tools
- Digital marketing, content, automation and AI tools
- Group projects on your real business
- Certificates of completion
- 30 days of follow-up support

MONTHLY · GROWING SME

Digital Academy — ₦120,000/mo

Ongoing monthly training for growing teams.

- Two live sessions a month on rotating topics
- New-staff onboarding sessions
- Q&A and support between sessions
- Progress tracking for each participant

MONTHLY · LARGE ORGANISATION

Enterprise Academy — from ₦400,000/mo

For large organisations, schools, agencies and institutions.

- Custom curriculum for each department
- Train-the-trainer programme
- Assessments and certificates
- Learning reports for management

TOPICS WE TEACH

Social media · Content & design · Digital marketing · SEO · Paid ads · Your CRM · Automated follow-ups · AI at work · Customer service online · Reports & dashboards · Your new workflows

ALREADY INCLUDED

Every Go plan and every plan for organisations includes training for your team. Need more? Add monthly team training to Go Custom from ~~₦35,000~~ a month.

Training runs at your office or online. Group sizes, topics and certificates are confirmed in your proposal.

14 — SINGLE-SERVICE PLANS

Start with *one service*, add more as you grow.

Digital presence & marketing plans

PLAN	FOR	MONTHLY	SETUP	12 MO (−15%)	24 MO (−25%)
Digital Starter	Solo & micro	₦60,000	–	₦612,000	₦1,080,000
Digital Growth	Small business	₦180,000	–	₦1,836,000	₦3,240,000
Digital Scale	Growing SME	₦450,000	–	₦4,590,000	₦8,100,000
Digital Enterprise	Large organisation	from ₦1,000,000	–	₦10,200,000	₦18,000,000

Website development, major redesigns, large content productions, influencer fees and ad spend are priced separately unless your proposal includes them.

Marketing automation plans

PLAN	FOR	MONTHLY	SETUP	12 MO (−15%)	24 MO (−25%)
Launch	Solo & micro	₦45,000	₦100,000	₦459,000	₦810,000
Growth	Small business	₦120,000	₦250,000	₦1,224,000	₦2,160,000
Scale	Growing SME	₦300,000	₦600,000	₦3,060,000	₦5,400,000
Enterprise	Large organisation	from ₦750,000	₦1,500,000	₦7,650,000	₦13,500,000

Workflow counts, limits, response times and included integrations are set out in your proposal. Third-party software subscriptions (CRM, email or messaging tools) are billed separately.

Business process automation plans

PLAN	FOR	MONTHLY	SETUP	12 MO (−15%)	24 MO (−25%)
Essential	Solo & micro	₦50,000	₦150,000	₦510,000	₦900,000
Operations	Small business	₦150,000	₦400,000	₦1,530,000	₦2,700,000
Advanced	Growing SME	₦350,000	₦900,000	₦3,570,000	₦6,300,000
Enterprise	Large organisation	from ₦1,000,000	₦2,000,000	₦10,200,000	₦18,000,000

Workflow counts, implementation limits, response times and included integrations are defined in your proposal. Third-party software costs are billed separately.

TIP Digital marketing and marketing automation work hand in hand. Go Grow gives you both for ₦195,000 a month instead of ₦225,000.

15 — GO CUSTOM & WEBSITE PACKAGES

Build your *own* plan.

Pick only the features you need. Mix 4 or more and save 10% every month. Build and price your plan online at roggtech.com/solutions/packages.

Digital presence

Social media management (2 platforms)
₦45,000/mo

Content & graphics (12 designs a month)
₦30,000/mo

Short-form videos (4 a month)
₦40,000/mo

SEO & Google Business Profile
₦40,000/mo

Paid ads management
₦50,000/mo

Website care & updates
₦25,000/mo

Marketing automation

Lead capture & CRM
₦30,000/mo · ₦80,000 setup

Automated follow-ups
₦25,000/mo · ₦50,000 setup

AI chat assistant
₦40,000/mo · ₦100,000 setup

Customer journeys & win-back
₦30,000/mo · ₦60,000 setup

Marketing analytics dashboard
₦20,000/mo · ₦40,000 setup

Process automation

One automated workflow
₦35,000/mo · ₦100,000 setup

Onboarding or approvals workflow
₦35,000/mo · ₦100,000 setup

App & data integration
₦30,000/mo · ₦100,000 setup

Document & report automation
₦30,000/mo · ₦80,000 setup

AI-assisted workflow
₦50,000/mo · ₦150,000 setup

WORKED EXAMPLE

Social media management (2 platforms) + SEO & Google Business Profile + Lead capture & CRM + Automated follow-ups

₦140,000 → ₦126,000/mo with the 10% mix discount, + ₦130,000 setup

₦2,268,000
for 24 months (save 25%)

WEBSITE PACKAGES · ONE-OFF PROJECTS

Landing Page

₦120,000

Solo & micro

- One mobile-friendly page
- Enquiry or WhatsApp contact form
- Basic SEO and analytics setup
- Connected to your domain

Business Website

₦300,000

Small business

- Up to 8 pages: home, about, services, contact and more
- Enquiry forms and WhatsApp button
- Google Business Profile setup
- SEO foundations and analytics

E-commerce Store

₦650,000

Growing SME

- Online store with product catalogue
- Nigerian payment gateway integration
- Order notifications and stock management
- Delivery and pickup options

Custom Web Platform

from
₦1,500,000

Large organisation

- Custom design and features
- Booking, customer or staff portals
- Integrations with your business systems
- Admin dashboard

Website care (updates, backups, security and small edits): from **₦25,000** a month.

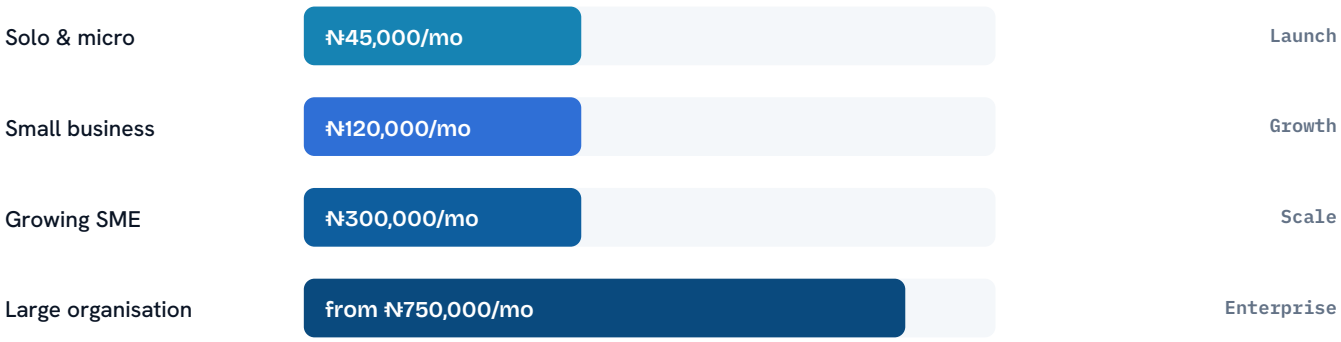
16 — FIND YOUR FIT

A plan for every *size* of business.

Where businesses like yours usually start. Each column is a service; each row a business size.

	GO PLAN	WEBSITE	DIGITAL PRESENCE	MARKETING AUTOMATION	PROCESS AUTOMATION
Solo & micro 1-5 staff	Go Digital ₦75,000/mo	Landing Page ₦120,000	Digital Starter ₦60,000/mo	Launch ₦45,000/mo	Essential ₦50,000/mo
Small business 6-20 staff	Go Grow ₦195,000/mo	Business Website ₦300,000	Digital Growth ₦180,000/mo	Growth ₦120,000/mo	Operations ₦150,000/mo
Growing SME 21-100 staff	Go Complete ₦300,000/mo	E-commerce Store ₦650,000	Digital Scale ₦450,000/mo	Scale ₦300,000/mo	Advanced ₦350,000/mo
Large organisation 100+ staff, multiple teams or branches	Go Global from ₦1,500,000/mo	Custom Web Platform from ₦1,500,000	Digital Enterprise from ₦1,000,000/mo	Enterprise from ₦750,000/mo	Enterprise from ₦1,000,000/mo

THE PRICE LADDER · CHEAPEST MONTHLY PLAN BY BUSINESS SIZE



17 — INDUSTRIES WE SERVE

Shaped around how *your business* works.

Who we help, and the plan that usually fits. Every plan is shaped to your organisation in a written proposal.

Schools & education

Admissions campaigns, enrolment enquiries, parent communication, student onboarding and school admin.

Go Learn — from ₦150,000/mo

Hospitals & healthcare

A trusted presence, appointment requests and reminders, and clinic admin workflows, within privacy requirements.

Go Care — from ₦200,000/mo

Foundations & NGOs

Storytelling, donor and volunteer campaigns, supporter updates, beneficiary applications and impact reports.

Go Impact — from ₦120,000/mo

Financial institutions

Customer acquisition, onboarding with documents, repayment and renewal reminders, and back-office automation.

Go Finance — from ₦450,000/mo

Professional services & bodies

Firm reputation, client and member onboarding, renewals and dues, events and practice admin.

Go Pro — from ₦130,000/mo

Faith organisations

Online presence and livestream promotion, member messages, first-timer follow-up and event registration.

Go Faith — from ₦90,000/mo

Government & public sector

Clear public information, online requests with tracking, internal approvals and capacity-building training.

Go Public — from ₦600,000/mo

Real estate

Property websites, listing promotion, enquiry management, lead follow-ups and CRM workflows.

Go Estate — from ₦160,000/mo

Retail & e-commerce

Online stores, product marketing, sales campaigns, customer follow-ups and order-related workflows.

Go Grow — ₦195,000/mo

Hospitality & lifestyle

Brand visibility, bookings, customer engagement and promotional campaigns.

Go Grow — ₦195,000/mo

Startups & SMEs

Digital launch support, brand development, marketing campaigns and operational automation.

Go Digital — ₦75,000/mo

Established companies

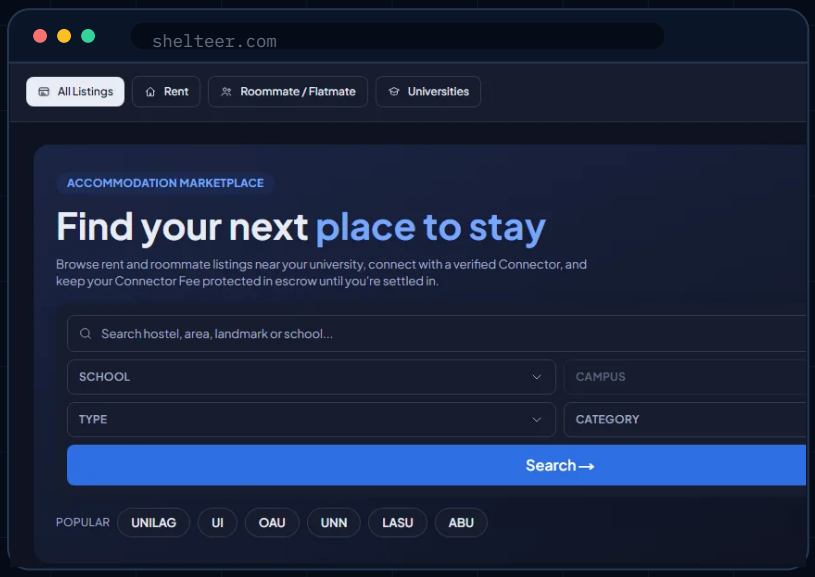
Integrated digital marketing, multi-channel campaigns, system integration and cross-department automation.

Go Complete — ₦300,000/mo

18 — PROOF: PRODUCTS WE BUILD AND RUN

We don't just build platforms. We *run* them.

Our own products are the clearest evidence of what we can build, launch and grow for you.



LIVE

Shelteer

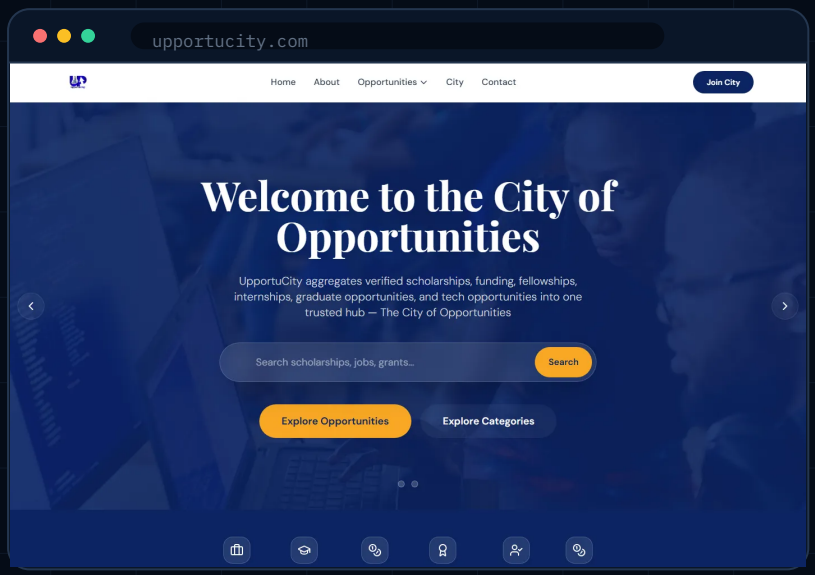
The accommodation marketplace for students and young people.

THE PROBLEM

Finding safe, genuine student accommodation

WHAT WE BUILT

- Search by campus
- Rent or share
- Protected details



LIVE

UpportuCity

The City of Opportunities.

THE PROBLEM

Discovering real opportunities before they close

WHAT WE BUILT

- Verified listings
- Search & explore
- Tech opportunities

IN DEVELOPMENT

FEB City
Visibility for talent, businesses and brands.

Payimu
Many ways to pay, one place.

19 — HOW WE WORK & MEASURE SUCCESS

A clear path from first call to *results*.

1

Consult

A free strategy consultation: your goals, customers and where growth is stuck.

→ Clear priorities

2

Propose

A written proposal with scope, limits, timeline and price. No surprises.

→ Signed proposal

3

Build & launch

We set up, build and test everything, then launch with your team.

→ Live systems

4

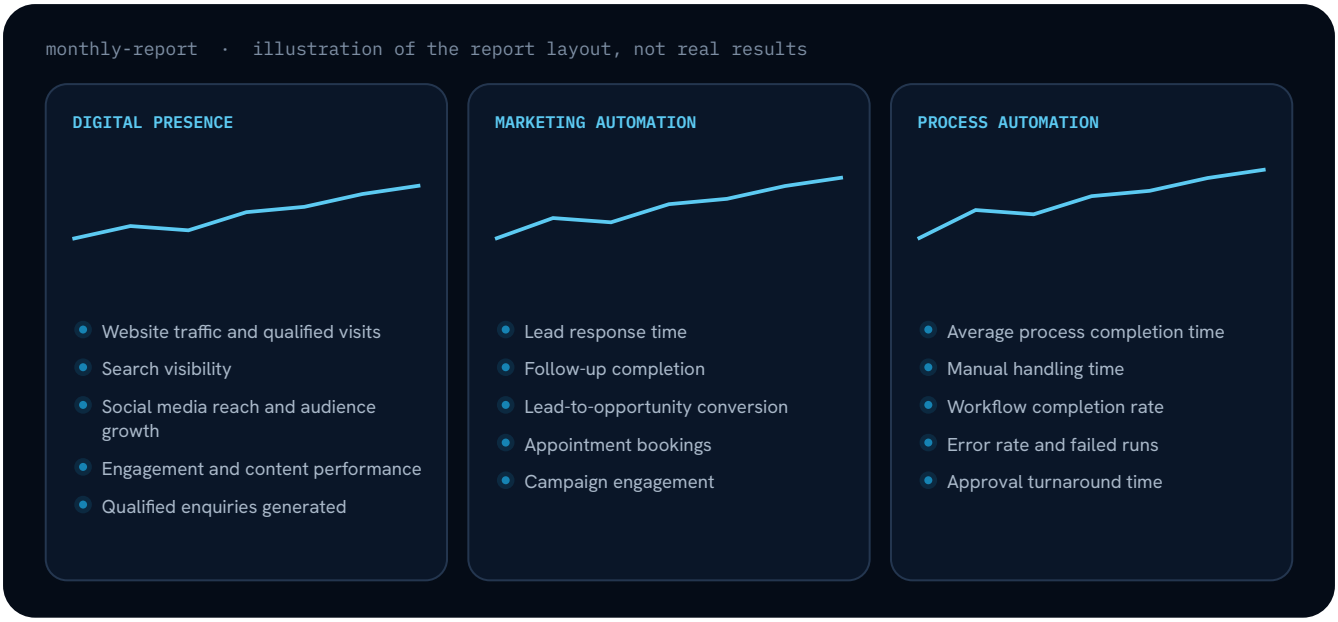
Report & improve

Monthly reports against a baseline, and a plan for what to improve next.

→ Monthly review

HOW WE MEASURE SUCCESS

We agree the measures that fit your goals, record a baseline, and report against it every month.



HOW WE BUILD

Mobile-first

Designed at 375px first. Fast on mobile data, light on battery.

Secure by default

Validated input, protected data, least-privilege access.

Accessible

Semantic, keyboard-friendly and AA contrast, so everyone can use it.

Built to scale

Clean architecture that grows with your users, not against them.

20 — WHAT CLIENTS SAY

In our *clients'* words.

"

TO BE ADDED

Space for a real, permitted client testimonial: what was the problem, what changed after working with Rogg Tech, and the result they saw.

Client name
Role, company

"

TO BE ADDED

Space for a real, permitted client testimonial: what was the problem, what changed after working with Rogg Tech, and the result they saw.

Client name
Role, company

"

TO BE ADDED

Space for a real, permitted client testimonial: what was the problem, what changed after working with Rogg Tech, and the result they saw.

Client name
Role, company

WHY ROGG TECH

Why businesses *choose* us.



One accountable partner
Website, marketing, automation and operations from one team. No finger-pointing between suppliers.

We build our own products
We run live platforms ourselves, so we know what it takes to launch and grow.

Clear, published prices
Starting prices for every size of business, confirmed in a written proposal. No hidden costs.

Built for Nigerian businesses
Mobile-first, fast on mobile data, with local payments and WhatsApp in mind.

Measured, not guessed
Baselines, monthly reports and reviews, so you always see what your money is doing.

Start small, scale up
Entry plans from a solo trader up, with 12 and 24-month savings when you're ready.

21 — QUESTIONS WE OFTEN GET

Answers before you *ask*.

Q Where should my business start?

Book a strategy consultation. We'll look at where you are and recommend the one or two changes that will make the biggest difference first.

Q Can a small business afford this?

Yes. Every service has an entry plan for solo and micro businesses, and you can start with one service and add more as you grow. Paying for 12 or 24 months upfront lowers the price by 15% or 25%.

Q How is a website priced?

As a one-off project: from **₦120,000** for a landing page and **₦300,000** for a business website. You get a written proposal with the exact scope, timeline and price. Website care (updates, backups, security and small edits): from **₦25,000** a month.

Q Will an AI assistant replace my staff?

No. It handles routine questions and collects details, then hands anything complex to a person on your team.

Q What happens if an automation fails?

Plans include error notifications and health checks, so failures are caught and fixed rather than discovered weeks later.

Q Are the prices fixed?

They're starting prices for the scope listed on each plan. After a short consultation you get a written proposal with the exact scope and price, so there are no surprises.

Q Are ad spend and software included?

No. Ad spend and third-party software are always shown separately from our service fees, unless a proposal says otherwise.

Q Do you work with businesses outside Nigeria?

Yes. We work with clients remotely, with clear check-ins at every stage.

Q Do you guarantee followers or sales?

No honest agency can. We agree measurable goals with you, track them from a baseline and report on them every month.

Q Which process should we automate first?

Usually the one that's frequent, rule-based and painful. We'll help you pick it in the assessment, so the first result is quick and measurable.

Q Do I have to take everything at once?

No. Most businesses start with the foundation and add pieces in stages. The roadmap shows the order that makes sense for you.

ROGG TECH

22 — LET'S GROW YOUR BUSINESS

You focus on your business. We build the *systems* that move it forward.

1 **Book a free strategy consultation**
30 minutes, Monday to Friday. Tell us where growth is stuck.
`roggtech.com/book-a-session`

2 **Get your written proposal**
Scope, limits, timeline and price for the plan that fits you.
`Within days of your consultation`

3 **Launch and grow**
We build, launch and report every month on what's working.
`Start small, scale when ready`

See every plan and price
roggtech.com/solutions/packages

Send us your brief
roggtech.com/get-started

EMAIL
roggtech01@gmail.com

PHONE & WHATSAPP
+234 803 168 2766

WEBSITE
roggtech.com

OFFICE
14 Isuochi Street, Uwani, Enugu

Monday – Friday, 9:00 – 17:00 WAT

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