

Social Media

Serve customers what they want & they'll take the bait
hook, line, & sinker!



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Social Media

ENTICE YOUR SOCIAL MEDIA AUDIENCE TO FOCUS THEIR ATTENTION ON THE NEXT ACTION YOU WANT THEM TO TAKE

If your audience orders smashed avo, cares more about their latte art than haircut and spends more time on their phone than in a conversation, chances are they're influenced by, or take action from what they see and read on social. If that's the case, this is where your business needs to be. Front. And. Centre. Enter feed.

We offer a variety of social media services that aid in creating an emotional connection, so that your brand isn't buried under an avalanche of content.

Get Facebook, Instagram, and LinkedIn marketing, plus expert social media consultation and influencer marketing campaigns. Grow your brand's relevance and reach with feed.

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We produce, place & amplify

Content that converts

Social Strategies

Social media is a great business tool, but without a strategy it's like navigating uncharted waters without a map: frustrating, time consuming and inefficient.

A social media strategy determines which social media channels you should be concentrating on and how they should be managed to really drive business. A strategy is designed to be implemented immediately, and aims to deliver improvements in a 1 to 3 month timeframe.

In addition, it is expected to provide a sound platform for further growth. Its aim is to ensure that your business gets the most bang for buck – enabling you to maximise the effectiveness of your marketing with the resources at your disposal.

In a social strategy we cover the below areas:

- **Situation Analysis:** Who you are.
- **Target Audience:** Who you want to reach.
- **Goals & Objectives:** What you want to achieve.
- **Strategies & Tactics:** How you will achieve it.
- **Actions:** Who does what and when.
- **Controls:** How do you know when you got there.

Content Plan Creation

Calendar a blur? Full of meetings and to-do lists? Let feed bring some organisation to your life by creating a strategic content calendar that lets you plan, organise and manage what you need to post and when.

Tactical recommendations take into consideration which channels to use, what content is appropriate, distribution and timeframes, and any other factors which may impact the effectiveness of the plan.

At Feed we formulate plans with the following elements:

- Content pillars
- Hashtag libraries
- Content types posts
- Options for additional content posting
- Incorporation of other digital channels eg Blogs
- Posting schedules
- Recommend scheduling software

Ads Management

Feed work's with you to produce engaging adverts that convert. Our social media ads management includes the production and implementation of ads, bid management, audience engagement and reporting on a monthly no lock in contract retainer.

Feed provides:

- **Strategy:** We develop you ads with your goals in mind. We select the right objective, segment your audience and tailor content to increase engagement.
- **Setup:** We set up your pixel to correctly track sales and leads, plus capture your audience for remarketing.
- **Launch:** The plan is actioned with clear goals, measurable ROI and awesome creative.
- **Remarketing:** Keep your audience hooked with ads based on their past website or page engagement.
- **Reporting:** Providing monthly reports and insights.

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The Investment

Strategy · Content Plan · Ads Management

Social Media Strategy

**Package from
\$2,800 + GST**

An in-depth audit on your current position, development of overarching business goals and in-depth development of the tactics for achieving growth

Inclusions:

- Audit of current position
- Development of Target Market
- Development of business goals
- Platform specific strategy development
- Action plan development
- Tools for measuring success

Social Content Plan + Calendar

**Package from
\$1,990 + GST**

A recap of your offering + your target market - then straight into channel, content pillar and hashtag library development culminating in an easy to follow calendar

Inclusions:

- Recap on your target market + offering
- Channel development + outline
- Development of content pillars
- Sample hashtag library development
- Development of content types
- Options for additional content posting
- One month content calendar
- Recommendations on scheduling software

Social Media Ads Management

**Setup from \$1,400 + GST
Monthly from \$750 + GST**

Reach a qualified pool of potential audiences and get customised results for your business. Track and refine ads to ensure the best result is achieved

Inclusions:

- Development of quarterly ads strategy
- Setup of campaigns (up to 2) + refinement of objectives
- Audience targeting development
- Implementation of tracking pixel
- Ad creation (up to 4)
- Including copy and creative
- Monthly reporting

We're looking forward to working with you!

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