



GOOD VIBES • SHOT WITH LOVE



IM MEG!
YOUR TO-GO
CREATIVE!

KRUZ CREATIONS SOCIAL MEDIA MANAGEMENT GUIDE

HELLO AND WELCOME!

I AM A LOVER OF ALL THINGS CREATIVE AND PHOTOGRAPHY SO I
HAVE MIXED IT IN TO MY 'GO-TO' HUB OF CREATIONS!

OFFERING STRATEGIC AND AESTHETIC STYLE BASED CONTENT
CREATION, PRODUCT + LIFESTYLE PHOTOGRAPHY AND SOCIAL
MEDIA MANAGEMENT FOR OPTIMUM RESULTS FOR BRANDING
AND PERSONALISATION.



SOCIAL MEDIA



PURPOSE OF SOCIAL MEDIA CHANNELS



Gain followers | potential customers



Increase brand reach + customers



Engage with the other social media users | potential customers | other like-minded brands



Promote | sales | running promotions



Increase + keep client base



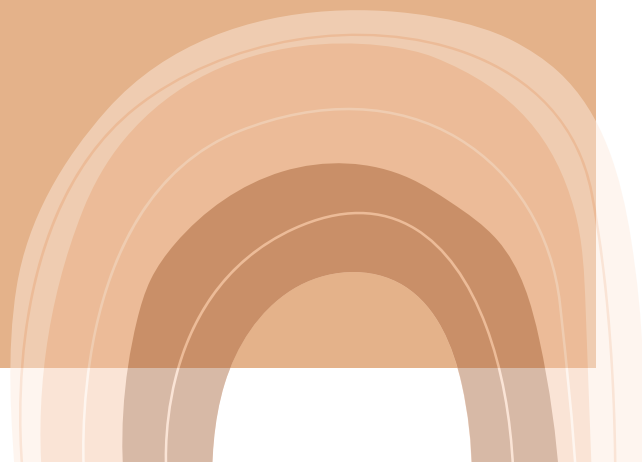
Tell a story - keep your followers engaged with your brand ethos + new offerings



Offer informational based content for your customers



Keep your brand alive!



THE PACKAGES

Package #1 The Kick Starter

4 Posts a week
6 Story Posts a
week
30 Minutes of
Engagement

\$99.00

Package #2 Lets Do This!

7 Posts a week
10 Story Posts a
week
60 Minutes of
Engagement

\$145.00

Package #3 This Means Business

10 Posts a week
14 Story Posts a
week
80 Minutes of
Engagement

\$200.00

ALL PACKAGES ALSO INCLUDE THE BELOW

POST DESIGNS
GRID PLANNING
SCHEDULING
COPYWRITING
GENERATING STORIES
CONTENT STRATEGY

POST PROMOTING
CUSTOMER ENGAGEMENT
GENERATING MONTHLY
ANALYTICS
7 DAY A WEEK SUPPORT

CHOOSE YOUR LAYOUT!

LAYOUT #1 ZIG ZAG



Mixture of block posts
w/ graphics | quotes |
specials, zig zagged
throughout the feed
mixed in with brand
images

LAYOUT #2 DOUBLE ZIG ZAG

Mixture of block posts
w/ graphics | quotes |
specials, zig zagged
throughout the feed
with a brand photo
every second post



CHOOSE YOUR LAYOUT!

LAYOUT #3 SQUARE SET



Mixture of block posts
w/ graphics | quotes |
specials posted
throughout the feed
with a gap of brand
images only every
second line

LAYOUT #4 PLAIN + SIMPLE

Products | Brand | Inspo
images posted only
throughout the feed



SCOPE OF WORKS



Content capture - outsource content for aesthetic & gaps, work with current images | content inc. graphic design



IG Grid planning



Copyright captions for posts



Hashtags; researching popular | on-trend | and industry related hashtags



Scheduling - scheduling posts for the week | fortnight or month, seeking high engagement times



Creating | generating stories



Promote posts | stories via IG | FB when required



Engage with audience | customers



Generating analytic reports as required



WHAT I NEED FROM YOU!



Access to any images you would like posted and worked into the grid planning



Any sales | promotions information when required



Any content | graphics | designs | inspo you want posted on your page in the future



Any instructional information on services + products (if required)



FAQ's for story content



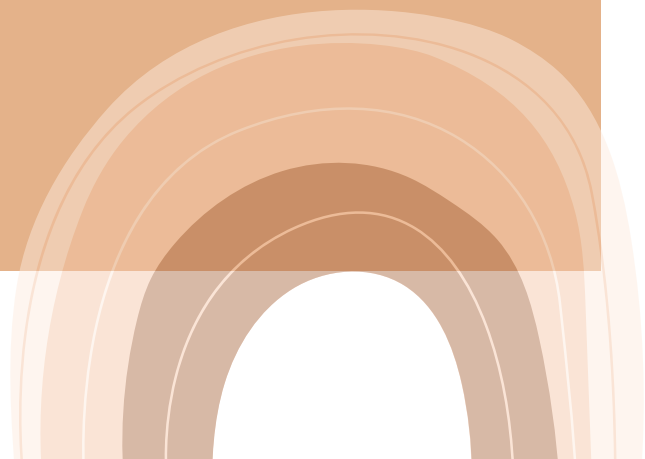
Any tips | tricks | informational content for me to use for posts and stories



Log in to IG and to be made an admin of the FB account



Pricelists



WANNA' GO FOR A TEST RUN?

Before we go ahead, I can
generate a theme mock-up so
we can strategise first + to
see if I am the right fit for
you and your business!

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I HOPE TO
SEE YOU
SOON!