

SOCIAL  
MEDIA  
MANAGEMENT  
BROCHURE



*The Anglophone Touch*

***Building you the business of your dreams via content.***

Communicate your products via content.

services

USPs

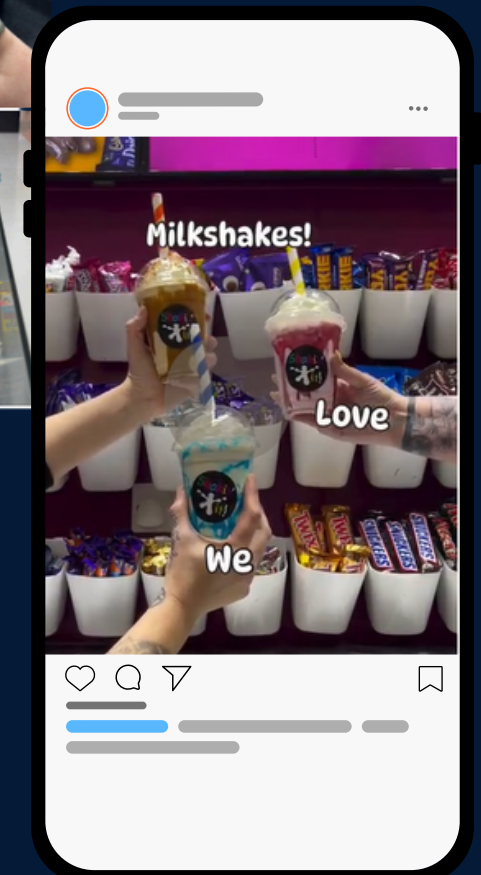
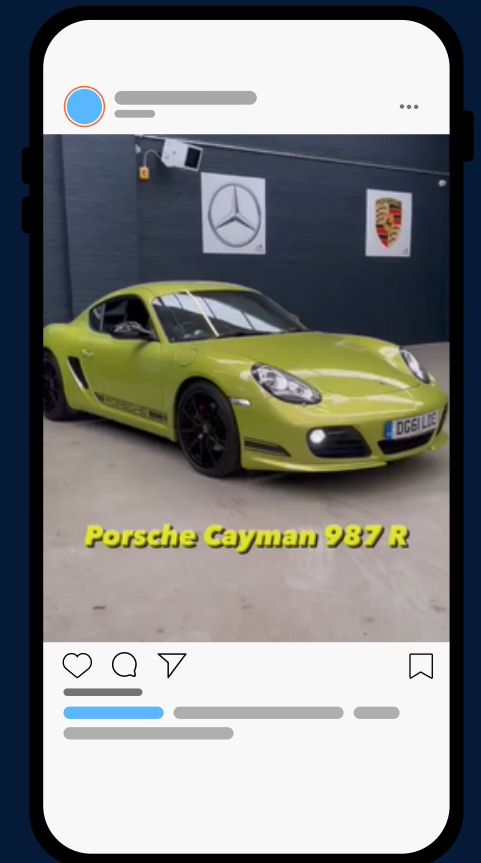
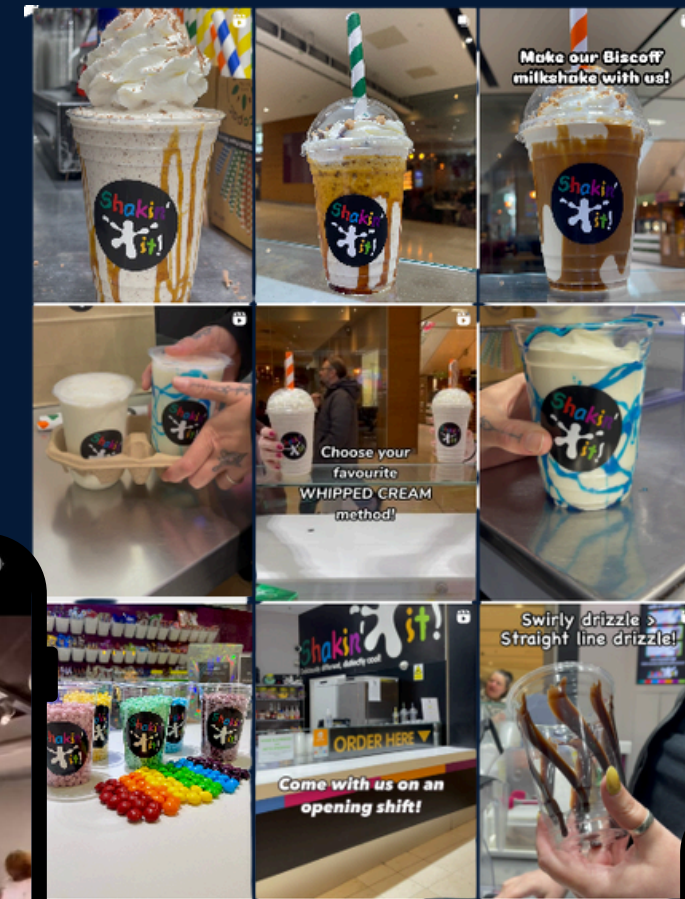
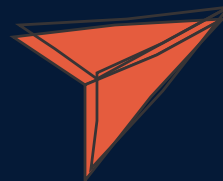
values

identity.

offers

promotions

updates



# Social Media Management Menu of Services

LITE	MID-RANGE	PREMIUM	
✓	✓	✓	Consultation + Content strategy plan
✗	✗	✓	Posting schedule
✗	✓	✓	Content creation options:
✓	✓	✓	• On-site shooting at your business space
✓	✓	✓	• You shoot the content, and I edit
		✓	• I create videos/graphics from scratch for you
✓	✓	✓	Video editing   Graphic design
✗	✗	✓	Managing comments & DMs, ad-boosting
✗	✗	✓	Content performance reports

# Social Media Management:

## PREMIUM PLAN VISUALISER



**We develop a customised content strategy together**



**I prepare a 6-12 month content calendar including promotional activity / occasions / trends**



**I have login credentials to your social media account(s) to manage it for you**



**I come to your business space to shoot content, and create all your videos and graphics**



**I post regularly according to a posting schedule**  
**Example: 3x feed posts + 3x story posts per week.**  
(frequency can be adjusted based on goals / budget)



**I give you a bi-monthly report on how content is performing**

# Social Media Management:

## MID-RANGE PLAN VISUALISER



**We develop a customised content strategy together**



**I edit videos / create graphics with your branding**



**I come to your business space to shoot content, or you shoot the content and share with me via file transfer**

*2x weekly posts  
x 3 months  
=24 posts*

- ✓ January
- ✓ February
- ✓ March



**I provide you with a batch order of strategised posts**  
**Example: 2x weekly posts per trimester**



# Social Media Management:

## LITE PLAN VISUALISER



**We develop a customised content strategy together**



**You shoot the content and share with me via file transfer**

**I edit videos / create graphics with your branding**

**2x weekly posts  
x 3 months  
=24 posts**

- ✓ January
- ✓ February
- ✓ March



**I provide you with a batch order of strategised posts**

**Example:  
2x weekly posts X a 3-6 month period**

# Social Media Management

## Choosing the plan for you

	PREMIUM	MID-RANGE	LITE
<b>Business phase</b>	Growth phase, upscaling	Operational, ready for promotions	Incorporation, identity-building
<b>Content workload</b>	Outsourced / Fully supported	Collaboration with service provider	Order request from service provider
<b>Posting frequency</b>	Regular, with editorial calendar	Regular, without fixed posting days	As and when
<b>Service provider agreement</b>	Retainer / Monthly billing	Retainer / Quarterly billing	Ad-hoc basis / batch order
<b>Type(s) of content</b>	<ul style="list-style-type: none"> <li>• Original content featuring your products, spokesperson, business space, and branding</li> <li>• Promotional campaigns [Sales, Christmas, Valentine's, etc]</li> </ul>		Original content featuring your branding and self-taken images



**Get started on a content plan for your business today!**

**[anglophonetouch@gmail.com](mailto:anglophonetouch@gmail.com)**

**[anglophonetouch.com](http://anglophonetouch.com)**