



Social Media Basics - \$660/month inc GST

Social Media Basics Package Includes:

- Facebook - 2 posts per week
- Instagram - 2-3 posts per week
- Monthly email check-in for any upcoming changes that need to be communicated (ie adjusted opening hours, and other time-sensitive reminders such as EOFY prompts)
- Quarterly video call check-in with your account manager to review performance, discuss traction, gain feedback and any adjustments for future direction.

All posts reflective of your brand language, colour & styling (a brand communication style guide will be provided separately upon signup to ensure that all of the above are agreed on and in line with your business needs).

Greater detail below:

Facebook:

- 2 posts per week - one with an image, one with a text-based graphic (both in line with brand guide) using relevant hashtags for your sector/industry
- Blogs can be shared/reshared as part of these 2 posts if this is part of your business strategy, replacing the image/ text-based graphic for the week
- Events for your business can be promoted as part of this package, replacing the image/ text-based graphic for the week
- Any ad spend to boost posts is at your own cost, and handled by your team to ensure full transparency on costs

Instagram:

- 2-3 posts per week - mix of images and text-based graphics (both in line with brand guide) in line with an overall grid layout that compliments your business and client base, using relevant hashtags for your sector/industry
- Blogs can be shared/reshared as part of these 3 posts if this is part of your business strategy, replacing the image/ text-based graphic for the week
- Events for your business can be promoted as part of this package, replacing the image/ text-based graphic for the week
- Any ad spend to boost posts is at your own cost, and handled by your team to ensure full transparency on costs



Not included:

- We do not respond to DMs, messaging, or comments on your behalf (we are happy to work with you to steer your audience to an alternate form of communication to reach your team)
- We do not interact with other accounts on your behalf - we do suggest that you, or a member of your team, spend 20-30 mins per week interacting with other accounts online to boost visibility. Teaspoon Marketing has a guide for this should you require
- We do not include reels/stories in this package
- Changed requested outside of the monthly email check-in may not be able to be accommodated if the timeframe given is less than 48 hours (we will do our best to meet your requirements)

Upon signing with Teaspoon Marketing, we will have your account manager book a one-hour introductory call and provide you with a brand communication style guide form for completion (this can be done with assistance from your account manager).

We offer guides for photography briefs and graphic design requirements should you not have any photos/images for your business suitable for use, or if you require appropriately formatted graphic design assets for use, for you to work with a suitable provider to source these.

All packages are renewed on a 3 month cycle, with any cancellations of services required to be emailed to hello@teaspoonmarketing.com 2 weeks prior to the next billing month to cancel. If you continue past this date, your following 3 month subscription will be automatically renewed. We require a credit card on file for all automated billing to activate your account.