



All-Inclusive Management - \$1210/month inc GST

All-Inclusive Management Package Includes:

- Facebook - 2 posts per week
- Instagram - 3 posts per week
- LinkedIn - 1 post per month (blog reshare/posting)
- 1 blog post per month - alternating between "on-topic" 250-300 word blog, and "evergreen content" 600-700 word blog every 3 months (suitable for thought leadership), with option to be optimised for SEO, inc backlinks for evergreen content piece
- 1 newsletter per month
- 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 communications 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). *Option for an SEO assessment to be done at start of the engagement for an additional cost.*

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
- Blog will be shared as part of these 2 posts (and additional blogs from external sources can be reshared if part of your strategy) replacing the image/ text-based graphic for the week (resharing blogs discussed in initial consult)
- 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:

- 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



- Blog will be shared as part of these 3 posts (and additional blogs from external sources can be reshared if part of your strategy) replacing the image/ text-based graphic for the week (resharing blogs discussed in initial consult)
- 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

LinkedIn:

- 1 post per month
- Evergreen Content Blog will be shared as part of this post using relevant hashtags for your sector/industry
- Other posts will be a reshared blog, text-based tile in line with brand, or event posted as deemed appropriate in your initial consultation to fit with your brand guidelines
- Events for your business can be promoted as part of this package
- Any spend to boost posts is at your own cost, and handled by your team to ensure full transparency on costs

Blog post:

- 1 blog post per month, alternating between the below:
 - 250-300 words in length for on-topic pieces for 2 months
 - 600-700 words in length for evergreen content one every 3 months (suitable for thought leadership positioning)
- If an SEO assessment has been undertaken, language in the blog will support the language required to enhance and support the SEO findings, and backlinks used in the evergreen content to further enhance SEO
- Blog will be shared through this newsletter as well as on all social media channels
- Blog topics to be agreed on in the 3 month video catchup for the upcoming 3 month period
- All 3 blog posts for the coming 3 month period will be sent for consideration in one offering, with one set of edits included in the package price (required to be communicated back within 48 hours)

Newsletter:

- 1 per month to your mailing list through your CRM
- Blog will be shared through this newsletter as well as any other business updates, as communicated to Teaspoon Marketing through the monthly email check-in
- Events for your business can be promoted as part of this newsletter



- The newsletter will be sent for consideration 3 business days prior to the scheduled send date, with one set of edits included in the package price (required back 24 hours before scheduled send)

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)
- We do not manage mailing lists on behalf of your business, your company will be required to have an appropriate software in place for newsletters which we will require access to (such as Mailchimp)

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.