

Studio Alyce

Marketing Packages 2022

hello@studioalyce.com

DIY Social Media Package

3 month marketing strategy

Inclusive of:

Social media + collaborations strategy to be implemented by the brand

3 Month Content Calendar

Custom Instagram strategy

Custom Facebook strategy

Examples of posts for both platforms

Content suggestions

Ideas for marketing initiatives such as giveaways, influencer campaigns

Examples of influencers to connect with

Tips for collaborating with influencers

Tips for digital marketing

From **\$2150 + GST**
one off fee

Social Media Management Packages

Social Media Management Start Up Package

Instagram strategy

3 x IG posts per week (shared to FB)

3 x IG Stories per week

Hashtag research & implementation

Captions in brand tone of voice

Product tagging

Graphics created where needed

Mix of scheduled & manual posting

Quarterly report

Monthly check in

From **\$850 per month**
+ GST

Social Media Management Take It Up Package

Instagram strategy

5 x IG posts per week (shared to FB)

5 x IG Stories per week

Hashtag research & implementation

Captions in brand tone of voice

4 x Reels/IG videos created
(serviced based businesses need to provide footage to be edited)

Product tagging

Graphics created where needed

Mix of scheduled & manual posting

Quarterly report

Monthly check in

From **\$1750 per month**
+ GST

Content Creation Packages

Content Creation Up & Running

Creation of moodboard

Content creation session -
consisting of 10 product images & 5 product videos

Content may be edited into different formats for social media
including Instagram Reels, Stories, Posts or YouTube

Sourcing of backgrounds & props from our abundant collection

From **\$1000 + GST**
One off fee

Please note:

- Brand product will need to be supplied to Studio Alyce to create content within our studio.
- Additional fees may apply if specific backgrounds/props need to be purchased.
- This content will not feature any models, it will be of product only & hands may be shown. However, if you want to take your content to the next level and book in a professional shoot with models, we are happy to do this for you too! Additional fees will apply.

Content Creation Freshen Up Package

Creation of moodboard

Content creation session -
consisting of 20 product images & 10 product videos

Content may be edited into different formats for social media
including Instagram Reels, Stories, Posts or YouTube

Sourcing of backgrounds & props from our abundant collection

From **\$2000 + GST**
One off fee

Please note:

- Brand product will need to be supplied to Studio Alyce to create content within our studio.
- Additional fees may apply if specific backgrounds/props need to be purchased.
- This content will not feature any models, it will be of product only & hands may be shown. However, if you want to take your content to the next level and book in a professional shoot with models, we are happy to do this for you too! Additional fees will apply.

Digital Advertising Package

Our digital advertising strategy will be directed at:

- a. General Brand Awareness
- b. Driving Online Sales

Goal A: General Brand Awareness

We will use single images, carousel adverts and videos along with brand imagery linked to specific geo-locations and interests.

Goal B: Drive Online Sales

Targeted advertising campaigns – We will use a combination of high-impact Facebook and Instagram ad units to drive online sales. Ad formats to include click to website adverts, carousel and video. We can also use your data to create custom and lookalike audiences, as well as targeting:

Geographic locations linked to driving online sales (Australia + Global)

Demographics (based on brand's profile)

Interests (based on brand's profile)

Placements: Mobile News Feed, Desktop News Feed, Instagram Feed, Instagram Stories, Audience Network, Messenger.

Re-marketing

We will target those that engage with the Instagram page and click into the brand's site (or similar sites) but don't proceed to checkout.

Digital Measurement + Optimisation

We will test audiences, ad copy and creative in order to optimise for success.

For Driving Online Sales:

Our ad formats will have a strong call to action, including 'Use Code', 'Shop Now', 'Book Now', as well as any other incentives or creative initiatives running for the brand at the time.

Monthly Reports

We'll send weekly updates and we'll deliver an extensive monthly report outlining activities, results from ad campaigns, observations and next steps for the following month.

From **\$1000 + GST per month**

Additional Digital Marketing Packages

Collaborations

Leverage relationships with key influencers, bloggers and/or brands relevant to brand's target market

Develop list of influencers, bloggers and brands to engage to communicate the different target markets of the brand

Development of key marketing initiatives for brand collaborations - E.g. bi-monthly giveaways, influencer campaigns etc

Curating a send out for key influencers, which would aim to connect the client's product to each influencer

Determine key objectives and deliverables for proposed partnerships

Quarterly Report

From **\$750 per month**
+ GST

Amount of influencers will vary each month based on audience size & budget. Influencer campaign fees paid to the influencers are a separate cost.

Email Marketing

Utilise digital advertising campaigns to build database, then strengthen brand loyalty and optimise EDM conversions through clear content marketing plan

Scope to include 2 x emails per month to send out to list - based on the key marketing initiatives and announcements

Copywriting to reflect brand tone of voice

Create and execute emails optimised for conversions by including product and lifestyle focuses

All emails will include branding, editing and key CTAs. We will manage the email marketing and analytics in back end

Calendar date marketing EDM send outs (including big sale days + holidays)

Competitions where relevant

Quarterly Report

From **\$550 per month**
+ GST

Google Ads

Utilise Google Ads campaigns to increase brand awareness and drive online sales.

Deliverables to include:

New campaigns, we will setup your Google Ads campaign from scratch (up to 5 campaigns)

Existing campaigns, we will optimise your existing campaigns to take them to the next level

Complete setup or re-structure of campaigns

Full geo and demographic targeting and setup

Geographical targets (if needed for multiple locations)

Detailed monthly report

From **\$1200 per month + one time setup fee**
\$680 + GST

For ad spend up to \$2000 per month - these rates increase with increased ad spend. Studio Alyce will always notify you of changes before implementing them.

Mini Marketing Package

Mini Marketing Package – Fired Up

Mini marketing strategy + planning of key dates

Inclusive of:

Start Up Social Media Management Package, Collaborations Package to develop key influencer relationships, Email Marketing Package consisting of 1 x EDM per month.

Content creation consisting of: 10 x product images per month, 2 x product video per month

Dedicated account manager

Monthly check ins

Monthly report

From \$3000 + GST per month

Additional items excluded from Studio Alyce fee:

Product costs relating to giveaways, media deliveries and influencer send outs + campaign fees.

Full Service Digital marketing Package

Full Service Marketing Package – Level Up

Marketing strategy + planning of key dates

Inclusive of:

Take It Up Social media management package, Collaborations, Digital Advertising, Email Marketing and Google ads

Content creation: 10 x product images, 4 x product videos

Dedicated account manager

Weekly check ins

Monthly report

From \$5500 + GST per month

+ one time set up fee of \$680 + GST

Additional items excluded from Studio Alyce fee:

Digital advertising spend - we require minimum \$1000 per month ad spend on FB/IG and \$500 per month on Google Ads.

Product costs relating to giveaways, media deliveries and influencer send outs + campaign fees.

Thank You

Next Steps

I'd love to book in a time to talk you through these packages so we can determine exactly what you & your brand needs.

Once we have established how we can help, we will send our Ts & Cs to be signed along with our initial invoice which is to be paid before work commences.

That's when the magic **really** begins!
We can start planning your marketing strategy.

We look forward to working with you.

Got questions? We're here to answer them.
hello@studioalyce.com

