



PHASE 1

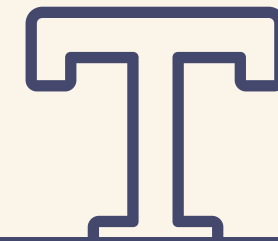
Project initiation

Objectives:

To get to know each other and set mutual expectations in terms of scope and ways of working. To gather and digest all relevant background information, including outline your goals, benchmarks and target audience in order to develop a strategy. To plan the rollout of the project and timeline.

Deliverables:

- Kickstart workshop
- Extensive research report
- Competitor analysis and benchmark setting
- Audit of existing social media accounts
- OR setup of new accounts
- Protocol document



PHASE 2

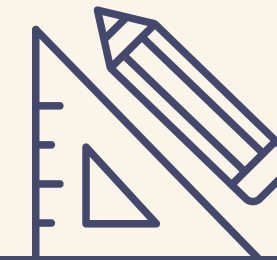
Concept pitch

Objectives:

To develop a strategic outline based on learnings from our internal concept and strategy brainstorm, presenting a concept pitch. To present this summary to you to ensure that we're on the same page before diving into full content development.

Deliverables:

- Concept pitch summary of content plan
- Boosting approach



PHASE 3

Content creation

Objectives:

To draft a full content calendar for the month ahead, detailing every piece of content and accompanying image across all platforms for your approval before posting.

Deliverables:

- Content calendar



PHASE 4

Feedback

Objectives:

To gather your feedback on all suggested posts, which we would implement before rolling out the content on all platforms.

Deliverables:

- An updated content calendar with all edits implemented



PHASE 5

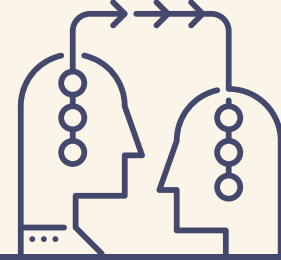
Go live

Objectives:

To publish approved content across all platforms.
To build target audiences for boosting and launch ad campaigns, if applicable.

Deliverables:

- Full content rollout
- Ad campaign launch
- (if applicable)



PHASE 6

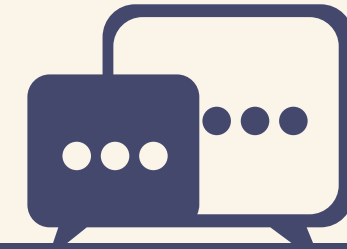
Review

Objectives:

To compile a review based on analytics that reflect how the social media strategy performed in the last month. To understand what worked and what didn't, which will inform the next month's content strategy. To ensure that this data and analysis is presented in an accessible and easy to understand format.

Deliverables:

- Detailed monthly review of organic and paid performance



THROUGHOUT

Community management

Through the month, daily monitoring is done to connect with the online community we build on each platform. We also monitor all promotions and make necessary adjustments as we go along.