

SOCIAL

MEDIA STRATEGY

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OPPORTUNITY

**1
Billion**

Active users every single month on Instagram

90% of whom follow at least one business account

Instagram is used to research products and services, discover what's trending, and ultimately make key purchasing decisions.

**200
Million**

Instagram users visit at least one business profile daily

87% of users take action after seeing product information

62% of people say they have become more interested in a brand or product after seeing it in Stories.

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& CO.

COMMON CHALLENGES

Too Much To Do!

Running a small business means there's always at least 800 things happening at once, and updating your Instagram Stories or Facebook Feed are *understandably* often the first priority to fall to the bottom of the pile.

Strategy

An effective social strategy requires time, careful planning, and constant monitoring as well as insider tips, trends and know-how.

Content Is CRAZY Expensive

Sending your products to be photographed or working with a professional photographer/studio can end up costing you a month's salary for 5 photos. With the tight budgets of a small business it's simply not a justifiable cost.



HOW WE CAN HELP



1 SOCIAL MEDIA STRATEGY

Define your USPs, key communication objectives and tone of voice.

2 SOCIAL MEDIA SETUP

Optimise Bio, Brand Hashtags, About Us Section, and Highlights.

3 CONTENT CREATION

Photography, design and copywriting skills to create engaging on-brand content

4 SOCIAL MEDIA MANAGEMENT

Scheduling, engagement and monitoring across Instagram and Facebook.

RESULTS

INCREASED REACH

Reach new potential customers and build brand awareness

INCREASED ENGAGEMENT

Create inspiring content for existing followers to encourage engagement

INTEGRATED EXPERIENCE

Align with other marketing channels for a cohesive message

CUSTOMER FEEDBACK

Encourage customers to share their photos and results

INCREASED ONLINE SALES

Encourage click through to your website for new sales/enquiries.

INCREASED REPEAT SALES

Stay in touch with existing customers to encourage repurchase



WHY US?

IN A NUTSHELL:

- 10 YEARS' MARKETING EXPERIENCE IN BEAUTY & WELLBEING
- DIGITAL EXPERT
- BRAND STRATEGIST
- COPYWRITER
- CONTENT CREATOR
- GRAPHIC DESIGN

All rolled into one!

Find out more online: www.foxxandco.com



PACKAGES + PRICING



	BASIC	ADVANCED	PRO
STRATEGY + SETUP	✓ included	✓ included	✓ included
FB + INSTA FEED POSTS	✓ 3-4 p/w	✓ 6-7 p/w	✓ 6-7 p/w
FB + INSTA STORIES AND HIGHLIGHTS	✓ 2 p/w	✓ 3-4 p/w	✓ 3-4 p/w
COMPETITION	✓ monthly	✓ monthly	✓ monthly
FOLLOWER ENGAGEMENT	✓ daily	✓ daily	✓ daily
NEW FOLLOWER TARGETING		✓ daily	✓ daily
FB BANNER UPDATES		✓ monthly	✓ monthly
CONTENT CREATION		✓ salon/product photography	✓ salon/product photography
3 MONTH TRIAL		✓ 20% discount	✓ 20% discount
INFLUENCER TARGETING			✓
	£1000 p/m	£1500 p/m	£2000 p/m

LET'S GET SOCIAL!

GET IN TOUCH

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