

# HEY JAYDE SERVICES

DIGITAL MARKETING







# DIGITAL MARKETING

## THE BASICS

Pick and choose what service would best suit you!  
You can choose one, two or all of the below.

- ★ Complete design + copywriting of posts
- ★ Personalised content calendar
- ★ Content creation - IGTV, image collection, story design
- ★ Update Instagram Profile and Highlights
- ★ Refresh/set up Facebook + Instagram Business Pages
- ★ Reach maximisation (Hashtag Library etc.)
- ★ Engagement + Interaction with Instagram followers
- ★ Schedule Facebook + Instagram posts
- ★ Quarterly social media data report
- ★ Social media brand over haul
- ★ Manage marketing campaigns + competitions
- ★ Email management (Mailchimp)
- ★ Basic graphic design

Depending on what services you require to get your socials right where you want them, a quote will be supplied upon request.

## 1:1 CUSTOM SESSION

Includes 4+ hours of research and a 2 hour 1:1 customised session where we dive deep into your social media marketing strategy.

You will walk away with a 25+ page report that will include a brand new social media strategy, hashtag library, recommendations and a guide to increasing your engagement and understanding your followers.

## SOCIAL MEDIA COACHING

Wanting to learn the 'tricks of the trade' to manage your business social media account?

Hey Jayde provides 1:1 and group social media coaching.

1 x 2 hour coaching session

- ★ Understanding your social media account - Timings etc
- ★ The basics of Instagram + Facebook
- ★ How to create engaging content for each platform

2 x 2 hour coaching session

- ★ Schedule posts for Instagram + Facebook
- ★ Create your own hashtag library to increase traffic
- ★ Learn how to use stories to their full advantage

3 x 2 hour coaching session

- ★ Create your own personalised content calendar
- ★ Learn additional tips and tricks (implement different fonts etc.) that will set you apart
- ★ Create + implement a marketing campaign

## ONGOING SOCIAL MEDIA MANAGEMENT

Ongoing social media management which includes all services listed in 'The Basics'.