

A group of five young adults (three women and two men) are standing outdoors, leaning against a metal chain-link fence. They are all looking down at their smartphones. The background shows a body of water and trees, suggesting a park or waterfront setting. The lighting is soft, indicating it might be late afternoon or early morning.

Self-Made Social Suite

SOCIAL MEDIA MANAGEMENT GUIDE

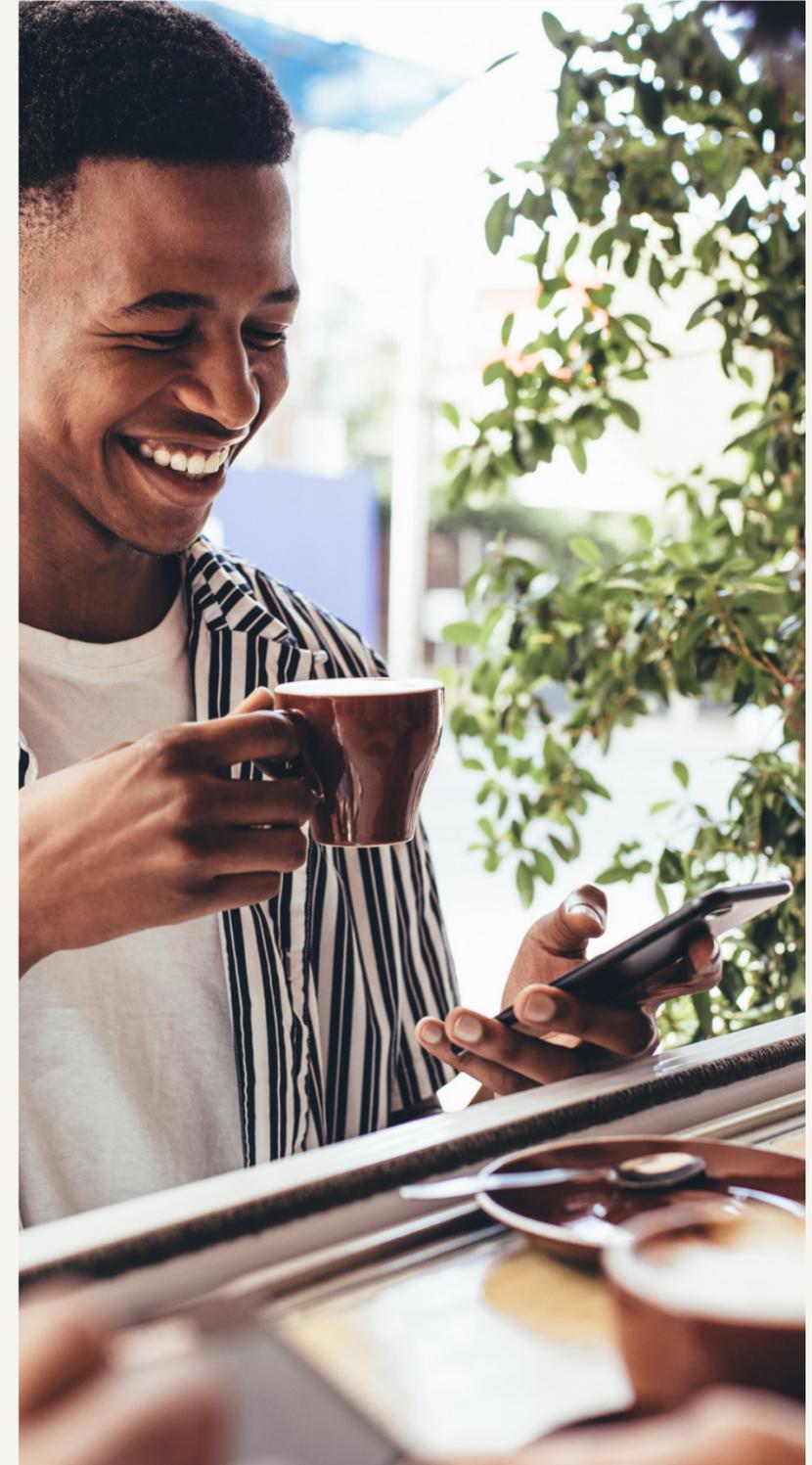
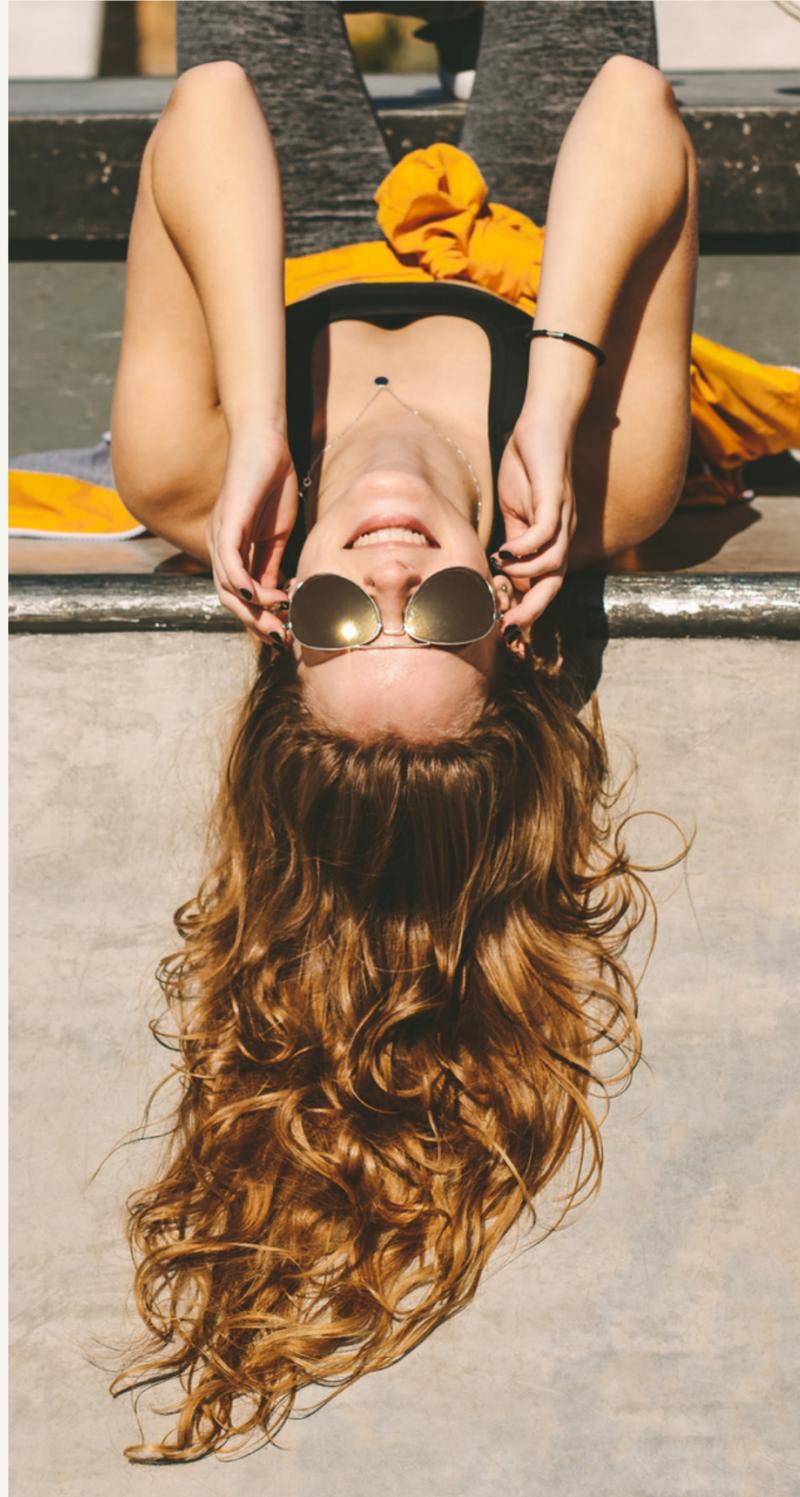
WHAT IS THE

Self- Made Social Suite?

In partnership, with **SoCity Social**, a Social Media Agency, Johnene and the Social Media team are ready to upgrade your brand with a NEW social experience.

Enter and access premium social media marketing that can captivate your community.

We offer six different experiences for managing social media channels.



SELF- MADE SOCIAL SUITE

**Self- Made
Social Suite**

Self- Made Social Suite

CONTENT CREATION

Are you struggling to engage your audience? Our team creates eye-catching content specific to your brand. We offer the following:

- A Content Strategy
- Copywriting
- Graphic Design
- Photography
- Videography
- Photo Editing
- Video Editing
- Content Review



Self- Made Social Suite

SOCIAL MEDIA CONSULTING

Looking to expand your team's social media knowledge? We can help with one or all of the below areas:

- Account(s) Set-Up
- Social Media Audit
- Brand Media Identity
- Social Media Strategy
- Competitor Analysis
- Inbound Marketing
- Customized Monthly Content Calendar



02

Self- Made Social Suite

SOCIAL MEDIA MANAGEMENT

Ready to take your brand to the next level? We take over your social media accounts to foster community and improve engagement.

- Account(s) Set-Up
- Social Media Audit
- Competitor Analysis
- Community & Audience Management
- Captivating Content
- Distribution and Scheduling of Posts
- Customized Content Calendar
- Monthly Progress Reports
- A Crisis Management Plan



Self- Made Social Suite

SOCIAL MEDIA ADVERTISING

Do you struggle to create captivating advertisements?
We can design and manage ad campaigns for your
brand across one or multiple social media platforms.

How do we do this?

- Advertising Strategy
- Targeted Audience Research
- Content Creation
- Campaign Management
- Campaign Analytics
- Crisis Management Plan



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INFLUENCER MARKETING

Is your brand getting the attention it deserves? By connecting with high profile social media users who align with your values, your brand will be exposed to a new group of loyal followers. What is included?

- Influencer Strategy
- Influencer Scouting
- Influencer Management
- Influencer Analytics



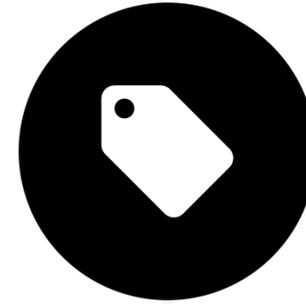
Self- Made Social Suite **BRANDING**

Whether you are in the beginning stages of developing your brand or are in need of a brand refresh - our design team can help! **Services include:**

- **Brand Identity**
- **Brand Strategy**
- **Logo Creation**
- **Brand Media Kit (includes: logo, colour palette & fonts)**
- **Social Media Covers**
- **Various Marketing Materials (posters, letterhead, etc)**



What's Happens Next?



STEP 1

Schedule a Discovery Call , where all expectations, deliverables and timelines are discussed.

[Click Here to Schedule Call](#)



STEP 2

After the Discovery Call, check your email for the proposal, invoice and contract.



STEP 3

Upon submitting the investment and contract, expect to review the deliverables within the given timelines, once your service (s) are complete.

