



## SOCIAL MEDIA MANAGEMENT Packaging & Pricing

### SOCIAL MEDIA MANAGMENT / NO ENGAGEMENT

• 2 POSTS PER WEEK / 2 VISITS PER 4 WEEKS	<b>\$275</b>
• 3 POSTS PER WEEK / 3 VISITS PER 4 WEEKS	<b>\$395</b>
• 4 POSTS PER WEEK / 4 VISITS PER 4 WEEKS	<b>\$515</b>
• 5 POSTS PER WEEK / 4 VISITS PER 4 WEEKS	<b>\$610</b>

### SOCIAL MEDIA MANAGMENT / ADD ON - ENGAGEMENT

• 2 POSTS PER WEEK / 2 VISITS PER 4 WEEKS	<b>\$350</b>
• 3 POSTS PER WEEK / 3 VISITS PER 4 WEEKS	<b>\$470</b>
• 4 POSTS PER WEEK / 4 VISITS PER 4 WEEKS	<b>\$590</b>
• 5 POSTS PER WEEK / 4 VISITS PER 4 WEEKS	<b>\$685</b>



# SOCIAL MEDIA MANAGEMENT

## Inclusions In Detail

AT TEMPO SOCIALS CO., SOCIAL MEDIA ISN'T A GUESSING GAME - IT'S A RHYTHM. WE MANAGE CONTENT WITH INTENTION, CREATIVE DIRECTION, AND CONSISTENCY SO YOUR BRAND SHOWS UP CLEARLY, CONFIDENTLY, AND SUCCESSFULLY ONLINE.

THIS OVERVIEW OUTLINES WHAT'S INCLUDED IN OUR SOCIAL MEDIA MANAGEMENT PACKAGES, HOW WE WORK WITH YOU, AND WHY TEMPO'S MODEL DELIVERS MORE DEPTH, COLLABORATION, AND IMPACT THAN TRADITIONAL SOCIAL MEDIA MANAGEMENT SERVICES.

### **SET UP & STRATEGY...**

Before we create or post anything, we start with a full understanding of your brand.

#### **BRAND DEEP DIVE & STRATEGY**

We review your current content, tone, audience, and goals to understand what makes your brand connect. From there, we shape a posting and content strategy that aligns with your purpose, market position, and long-term business objectives.

#### **INSTAGRAM BIO & HIGHLIGHTS**

We refine your Instagram bio for clarity, tone, and discoverability. We also create and rename highlights that visually align with your brand, helping new visitors understand your offering and story at a glance.

#### **ONBOARDING FEE \$100**

The onboarding process includes:

- Account connection and setup
- Brand questionnaire and review
- Style and tone assessment (we'll ask you to send us a style guide if you have one!)





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- Meta setup if required
- Initial planning meeting

This phase ensures a seamless start and a clear direction before your first post goes live. The onboarding fee is a one off cost of 100 and will appear on your first weeks invoice.

### WHAT'S INCLUDED IN EACH PACKAGE...

#### GRID LAYOUT & VISUAL FLOW

A cohesive grid is more than aesthetics. It's your first impression. Our goal is to design your feed, so every post complements the next, maintaining a polished, professional, and recognisable look.

#### CONTENT STRATEGY, PLANNING & CAPTURE

Most agencies schedule one shoot per month. Tempo's difference lies in a more personal and flexible approach. We schedule multiple visits per month to keep your content current and genuinely connected to what's happening in your business. Each visit is one hour.

This allows us to capture fresh visuals in real time, rather than relying on outdated or staged content. It keeps your feed relevant, reactive, and in rhythm with your audience.

We don't just shoot content. Depending on your goals, we plan a posting strategy that blends brand building, promotional, inspirational, educational and behind the scenes themes so your audience gets a fuller story they connect with.

Every capture session is led with creative direction. We plan visuals that not only look good but work across reels, carousels and posts to build engagement, trust and momentum over time.





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Where needed, we can also include light graphic design elements such as text overlays, simple branded assets or on brand adjustments so your content stays aligned with your visual identity.

If you already have a content bank, please share it with us so we can review what you have, assess what is usable and plan our approach to include it where suitable. If your brand has an existing style guide or graphic design assets, please send those through as well so we can ensure everything stays aligned.

From time to time, we may recommend engaging one of our photography partners to build a stronger bank of high depth images alongside your regular Tempo visits. This is advised when your brand is ready for a more focused visual direction, an upcoming campaign, or when you need images that will also support your website and wider digital presence.

We may also look at collaborations, styling, talent and other vendors that support your brand story and give you a fuller suite of assets to draw from.

These elements are optional, and any additional costs are quoted directly by the vendors involved, with coordination and planning managed by us





# SOCIAL MEDIA MANAGEMENT

## Inclusions In Detail

### **REEL PRODUCTION**

Professional short-form video editing designed for performance and storytelling. Each reel is produced with intention - built from high-quality visuals, paced for engagement, and shaped around your brand tone.

We handle every element: trimming, sequencing, text overlay, transitions, and so your content feels smooth and polished while still natural.

Audio selection is also part of the process - from trending sounds that support reach, to curated tracks that fit your brand personality.

The result is to not only perform well but hold meaning, showcasing both the product and the people behind it

### **IMAGE CAROUSELS**

Edited images are sequenced with purpose - arranged to tell a story, guide the viewer through a visual journey, and keep them engaged from the first swipe to the last.

We don't just post a set of photos. Each carousel is planned for visual flow, narrative, and balance, using a mix of close-ups, wides, and detail shots that showcase your product or service in context.

This format is ideal for showing brand depth - moments behind the scenes, styled imagery, or story-led sequences that capture emotion and connection, not just promotion.

Captions, layout order, and transitions are all considered so your feed feels cohesive and intentional, giving your audience more reasons to stop, swipe, and stay.





# SOCIAL MEDIA MANAGEMENT

## Inclusions In Detail

### **CAPTIONS & COPYWRITING**

Captions are written in your brand voice with intention behind every post. Not all content should sell - some posts exist to connect, educate, or show depth within your brand. We find the right balance between storytelling and strategy so your feed feels genuine yet purposeful.

Each caption is refined for tone, clarity, and flow, using SEO-optimised keywords and relevant tags woven in naturally. When the time is right, we include clear calls to action that feel organic - encouraging your audience to engage, explore, or take the next step without ever feeling forced.

### **SCHEDULING & POSTING**

We schedule your content using professional tools, optimising posting times based on audience insights for the best reach and engagement. Every post is formatted, tagged, and laid out with care so your feed stays active, consistent, and on brand.

Once your post is live, Tempo reshapes it to Stories - adding relevant links, mentions, or tags to extend visibility and drive traffic where it matters most. It's a simple but powerful step that helps your content travel further and stay seen beyond the grid.

### **FLEXIBLE POSTING FLOW**

There are weeks where content comes together quickly and I have strong visuals ready to go. When that happens, I sometimes schedule a little more than the agreed weekly post count.

It keeps your socials active and makes the most of what we have on hand, without changing your package or fees. It also allows me to use the momentum of your content to support your broader goals.





# SOCIAL MEDIA MANAGEMENT

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### **POSTING APPROVAL WORKFLOW (OPTIONAL)**

Before anything goes live, you'll receive a simple approval workflow - ensuring each post aligns with your brand tone, messaging, and current priorities.

### **COMMUNICATION ACCESS**

You'll also have direct access to Tempo between visits via WhatsApp or your preferred communication channel to share updates, new offers, or campaign ideas as they happen. This ongoing collaboration keeps your content aligned with your business goals week to week.

### **LIVE POST MONITORING**

Once posts are live, we monitor performance and respond to any issues with formatting, engagement, or technical delivery.

### **PERFORMANCE TRACKING & MONTHLY INSIGHTS**

We don't just post and move on - we track how your content performs and what it tells us about your audience. Using platform analytics, we measure key metrics such as reach, saves, shares, engagement rate, and audience growth over time.

Each month, you'll receive a performance summary that highlights your top-performing content, recurring patterns, and areas with new opportunity.

This isn't just a numbers report - it's an insight tool. We translate data into context, showing why certain posts connect and how we can use that knowledge to shape the next month's content.

From this, we adapt our creative direction, posting schedule, and content balance to keep your brand performing with intention - refining rather than guessing.

### **TOOLS & TECHNOLOGY**

Tempo Socials Co. uses premium apps for editing, storage, and scheduling.

A portion of the weekly package fee contributes to maintaining these systems, ensuring every client benefits from professional-grade software, organised workflows, and reliable content delivery.





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### **ADD ONS...**

#### **ENGAGEMENT**

We handle in-platform interactions including comment replies, direct messages, and follower engagement to help your community feel seen and valued.

Additional costs set out in table 2 under "Packaging and Pricing".

#### **META ADS OR BOOSTING**

Optional add-on for brands wanting to amplify visibility. Ideal for launches, events, or high-performing posts. We manage setup, creative, and reporting. Additional cost applies.

### **TERMS...**

#### **NO LOCK INS**

I don't believe in lock in contracts. The work only feels right when it is collaborative and you feel comfortable with the pace and direction.

Rather than committing you to a long term agreement, the service runs week to week so you have the freedom to adjust as your business changes. All I ask is one weeks notice if you need to pause or step away, which gives us time to wrap things up properly.

#### **TRAVEL FEES**

For locations outside the Launceston greater area, beyond fifty kilometres, a travel fee of one dollar per additional kilometre including return travel will be applied.

If this is a concern, Tempo Socials Co can work with content partners closer to your location who can capture the content under Tempo's guidance. All other services will still be provided by Tempo.







# TEMPO SOCIALS CO.

## Next Steps...

### WHY TEMPO SOCIALS CO...

MOST AGENCIES POST ON SCHEDULE. WE STAY IN RHYTHM.

TEMPO SOCIALS CO. BUILDS RELATIONSHIPS WITH THE BRANDS WE MANAGE - MAINTAINING REGULAR TOUCH POINTS, CONSISTENT UPDATES, AND FRESH VISUALS THAT ACTUALLY REFLECT WHAT'S HAPPENING IN REAL TIME.

OUR APPROACH BLENDS CREATIVE DIRECTION, TECHNICAL PRECISION, AND ON-THE-GROUND COLLABORATION - ENSURING YOUR BRAND DOESN'T JUST LOOK ACTIVE ONLINE, BUT CONNECTED, RELEVANT, AND ALIVE.

### NEXT STEPS

1. Reach out on your preferred line of communication
2. We'll set up our first meeting for planning and set up
3. Let Tempo get started on your brand review

Complete your brand review form here:

[https://form.jotform.com/Pardoe\\_Ellie/TempoSocialsCo](https://form.jotform.com/Pardoe_Ellie/TempoSocialsCo)

### CONTACT / WHERE YOU CAN FIND US!

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