STONE BUSINESS CONSULTANCY- PACKAGE INFO SHEET

Social Media Management Package Info Sheet

Overview- Our Social Media Management, Marketing & Graphic Design Package helps businesses build a strong, professional, and consistent online presence that reflects their brand and business goals. We work alongside business owners to create practical marketing strategies, engaging content, and visually appealing branding that helps increase visibility, attract new customers, and strengthen customer relationships.

From social media strategy and content planning to graphic design and outsourced account management, this package is designed to remove the stress and time commitment involved in maintaining an active online presence while helping your business grow with confidence.

Who this package is for-

- Sole traders wanting to establish a professional online presence
- Small businesses needing consistent social media management
- Businesses wanting support with content creation and branding
- Growing businesses looking to improve customer engagement online
- Organisations wanting outsourced social media support without hiring internally
- Businesses wanting guidance with marketing strategy and brand visibility

What's Included-

- Initial 50 minute Social Media & Marketing advisory session
- Review of current social media platforms, branding, and online presence
- Tailored social media and marketing recommendations
- Monthly one-on-one 50 minute strategy and planning session
- Content planning and post scheduling
- Graphic design assistance for social media content and branding materials
- Guidance regarding audience engagement and online communication
- Assistance with improving brand consistency and visibility
- Email/phone support between sessions as agreed to by the client
- Ongoing support to improve social media performance and marketing strategy

- Outsourced social media management without hiring an internal marketing team — we handle all of this for you

Monthly Structure- Each month includes a 50-minute strategy and support session focused on reviewing social media performance, marketing priorities, audience engagement, and branding opportunities. During this time, tasks can be delegated to SBC, including content creation, graphic design work, post scheduling, social media strategy development, branding improvements, and other agreed marketing support services as per our service agreement with you.

Key Outcomes-

- Stronger and more consistent online presence
- Improved customer engagement and brand visibility
- Professional and cohesive branding across platforms
- Reduced stress managing social media and marketing activities
- Better content planning and marketing organisation
- Practical outsourced marketing and social media support tailored to your business

Why this Package works- This package combines strategic marketing guidance with practical social media and design support, allowing businesses to maintain a professional online presence without the cost of employing an internal marketing team. We provide flexible support tailored to your business goals and growth stage, helping create stronger brand awareness and long-term customer engagement. Upon request, we can fully manage your social media platforms and ongoing content requirements as your outsourced marketing support partner.

Investment- Casual advisory sessions and ongoing outsourced social media management packages are available.
• Pricing starts from $88 per 50 minute session for flexible, ad-hoc support
• Outsourced Social Media Packages start from $330 per month and include a monthly meeting
Pricing may vary depending on business size, platform requirements, posting frequency, and the level of support required. A tailored recommendation will be provided following an initial consultation.