



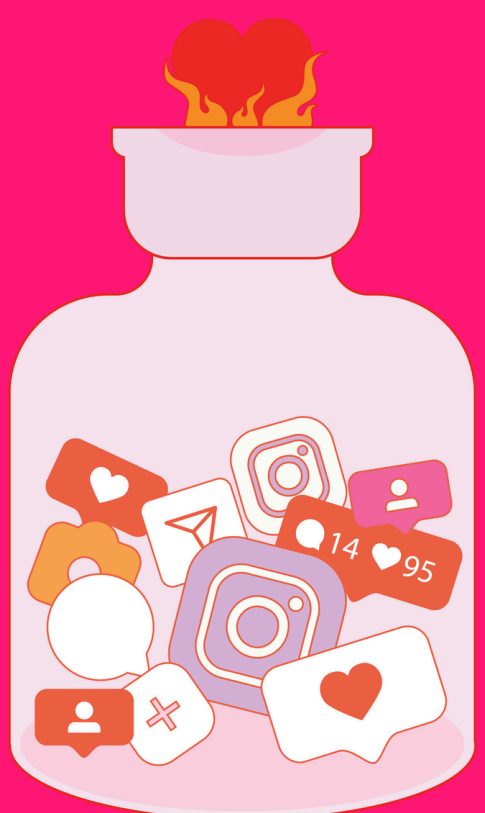
Marketing margarita

If you are at the stage of business where you are ready to outsource your social media marketing, this is the package for you! We have purposely blended organic social media marketing with paid meta ads for the ultimate business boost!

All of our clients receive their own custom branded client portal complete with a digital content calendar and approval process so you can stay up to date on the the planning phase. You will know exactly what is being posted and when. No social surprises!

The socials

We will start by optimising your Instagram and Facebook bios, packed with SEO keywords ready to make a memorable first impression, 6 x Instagram highlight covers, a Facebook page banner, branded to your unique vibe. We will manage these social media accounts for three months. You'll get a quarterly strategy session to keep things aligned, plus content planned a month in advanced. We will research all of the hashtags relevant to your niche, and write every caption with engaging, SEO-spiced keywords. Your account will be linked up to our scheduler for strategic content scheduling and each month you will receive detailed analytics reports to track all the juicy results.



On a weekly basis, you will receive three branded posts per week and two story series. If you are local to the Illawarra, you will also receive one complimentary one x hour content session each quarter to keep the content fresh!



The ads

Once we start posting across your socials. This is the time to set up those juicy ads! We cover the essentials to kickstart your ad campaigns! This package includes everything you need for a seamless ad setup including pixel creation and installation, event setup, full ad creation, custom targeting, engaging ad copy, and eye catching visuals. It's the perfect start to get your brand noticed and energize your reach!

But that's not it! We continuously manage your ads, bringing the heat with real time monitoring and optimization to keep performance sizzling. You can expect regular A/B testing to fine tune your campaigns, in depth analysis of KPIs to uncover areas for improvement. Each month, you'll get a red hot report packed with results and tailored recommendations, ensuring your ads stay spicy, strategic, and on fire! Included in this package is the management of three ongoing campaigns. This excludes ad spend which is directly paid from your account to Meta.



Have questions?

If you still have questions about this package, feel free to reach out to us at info@ravendigitalco.com.au or book in your free 15 minute vibe check call below.

Let's connect

