

# New Client Onboarding

pixel &  
palette

<https://pixelpalettermarketing.com.au/>

# Welcome

We work with...

Our expertise is working with and growing personal brands we are talking the visionary solopreneurs and professionals running a one wo(man) show maybe you're in the health and beauty industry, a real estate agent, broker, contractor, personal trainer, dog walker. life coach or balloon artist. Business owners who value their time and want to take back control of their busy days ticking off their appointments and tasks without stressing over social media posts and growth, marketing and design (because we will be doing all that show biz for you)

If you are receiving this warm welcome you've taken the first step in our amazing, value for money social subscription!

This package has been created for YOU, a business that NEEDS social media management but doesn't want to break the bank or use their own valuable time

Created for...

- Established businesses
- New business owners
- Women in business
- Personal brands

Designed with small/medium businesses in mind and the ever changing economic interface. Affordable alternative to full social management without skipping on the key components of your content and business.

Let's get started.

<sup>XX</sup>  
Emma

<https://pixelpalettermarketing.com.au/ss>

# Meet the Dream Team

My name is Emma - Em for short, Founder and Director of Pixel & Palette Marketing.

I've been creating, illustrating, designing and putting ideas into motion almost since I could walk and talk.

I am educated in marketing and design, meaning you get the best of both worlds when we work together! I've spent the last 2 years building Pixel & Palette and using my industry knowledge (of 10 years) to have a booked out portfolio of clients.

I've been in your shoes, having grown and owned two of my own small businesses (3 if you include P&P) I understand the highs and lows and how to grow your brand and adapt to your individual needs and circumstances.

This is what sets Pixel's services apart from the rest, having someone who fully understands the needs of your business and doesn't just follow the traditional textbox methods.

Social Media and Design is about telling a story and being able to connect with your audience emotionally and quickly, accounts and businesses that pull this off will always flourish!

Okay enough about me let's talk about your business....

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# General Guidelines

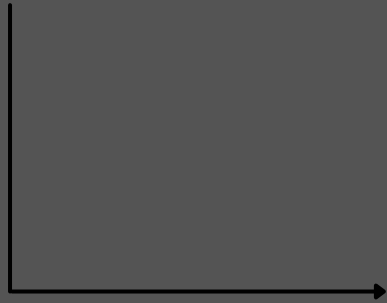
## Office Hours | Holiday Policy

Our emails are open 24/ for your replies and enquiries. However we will ensure to get back to you within 24 business hours. Our business hours are predominantly 9-5 Mon-Fri. If we do reply to you during a time that is out of your business hours just know that we do not expect a reply until you are ready. When our office is on holidays, you will receive ample notice and all work for the month in advance

## Communication Channels

The best method of communication is always email, if your enquiry is urgent this is where we will see it first. We always accept DM's and messages through Facebook and Instagram but this is usually where our new enquiries live not our established clients.

## General Posting / Approval Process



All posts will be forwarded to you in a zip file or loaded into your dropbox link (which will be provided) to be viewed and approved. Posts are created once your monthly payment is received for the month ahead. Please communicate any promotional posts you may need for the month upon your invoice payment/contract date

## Content Requests

Please be aware ALL special requests need to be provided with 48 hours notice, otherwise we may not be able to guarantee completion. Please communicate any promotional posts you may need for the month upon your invoice payment/contract date, so we can leave space for these when the time comes and create them. All content you have can be saved into your dropbox link or sent to us via email. Content in the way of photo and video needs to be provided by you, otherwise we will use industry relevant content and your website and other collateral to create it.

# Kickoff Timeline

- 1 Once the initial invoice is paid we begin gathering all relevant content and branding to start working on your first months draft posts and plan.
- 2 We will be able to have the posts ready within the week of gathering all required content and branding collateral - meaning that your posts will begin a week after your contract date.
- 3 Month one posts are sent to you for approval, along with your hashtag bank for the month and your caption template guide, ready for you to post at your leisure
- 4 This process will automatically repeat on a monthly basis unless you provide a month's notice in writing to cancel.

# On-boarding Checklist

## YOUR NEXT STEPS:

Added Branding assets/images into the dropox

Added content into dropbox

Initial invoice paid

# Thank You!



We can't wait to get started.

If you have any questions about our New Client Guidelines  
or any of your next steps, reach out !