

THE SOCIAL *The Social Edit Co.* EDIT CO.

BRAND MEMBERSHIP PACKAGES



WELCOME

02

INTRODUCING YOUR TEAM @ THE SOCIAL EDIT CO.

We are all things social media marketing obsessed!

When we aren't scrolling through TikTok or updating our IG stories, we are working towards empowering brand owners and businesses to step up their social game and be rewarded through their marketing efforts!

At The Social Edit Collective, we provide marketing solutions customised to suit every brand. We know that not every brand is the same, and your marketing strategy should be just as personal as any aspect of your unique business. That's why we are passionate about marketing solutions for any business, any brand, and anybody. We're bringing our years of experience and marketing knowledge to YOUR business (think of us like a virtual CMO!). The Social Edit Collective takes the stress out of managing your brands socials and provides clients with tailored advice, resources and action plans to level up your socials.

Looking for complete social media management? Our team not only supports brands with bite-size training or goal specific resources, we also offer social media management packages that allow you to step back and relax knowing all things social media marketing are handled by our experienced and knowledgeable team.

From strategy to copywriting, advertising to content creation - The Social Edit Co. have it covered!



MEET OLIVE SCHULTHEIS

Hi, I'm Olive the face behind @thesocialeditco

Working in Brand & Marketing Management for the past seven years, I have been able to work with a range of brands and incredible business owners both domestically and internationally. After completing my Bachelor of Business (Marketing) degree I knew there was a gap in the market for business owners to access social media marketing tools, resources and management to suit their individual goals and limitations.

No brand is the same, so why should your strategy be any less unique!

I love all things organic content creation and digital marketing strategy - ensuring brands are able to maximise their potential across social platforms through authentic content, and engaging conversation. Specialising in customising brand experiences for customers, developing loyal customer followings, and positioning brands as industry leaders in their field.

Building The Social Edit Co., has allowed me to connect with passionate business owners right here in Australia, and as far and wide as the US, UK, UAE, and wider Europe. We see each client as a unique identity and story to share. Developing our team to specialise in differing aspects of Marketing and Social Media Management means that we are always able to source trending solutions and identify opportunities to success.





MEET EDDY SCHULTHEIS

Eddy is our in-house Social Media Assistant! Supporting the Brand & Marketing Manager, Eddy facilitates our customer service experiences (think all-things answering inquiries & replying to DM's), and is our resident Google MyBusiness guru! Completing a range of Google-Certified courses means Eddy is able to set-up, manage and audit GMB profiles for success.

When Eddy isn't working you'll find him at the cricket nets - he is absolutely cricket obsessed! Aside from commencing Tertiary Education, Eddy is also currently developing his skills further in Google Analytics & SEO, and Meta Suite Advertising.



OUR *services*

See our complete service offerings. Further customisable options apply to Social Media Management packages - including paid advertisement management, EDM management, advanced copywriting, marketing strategy reports, and market research.

SOCIAL MEDIA AUDIT

Audit your social media accounts to leverage your brand awareness and identify relevant recommendations. Platforms are evaluated at an individual basis (up to 3).

Get ready to gain some quick tips to refresh your socials, as well as answering any questions you have. All audits provide recommendations that are tailored to your specific goals! For strategy development and action plans with resources – see Social Media Coaching.

SOCIAL MEDIA COACHING

Do you have big business goals but need strategic guidance to achieve them?! Our 1:1 Coaching Sessions are perfect for businesses looking to get ahead in their industry, achieve big goals, and increase their growth!

During a coaching session you will gain curated strategic advice from an experienced social media marketer, providing feedback and actionable recommendations that align with your goals. Each session will cover your unique areas of interest or concern for your business. This could include anything from branding, goal setting, social media, paid ads, or any general marketing related queries.

SOCIAL MEDIA CONSULTING

Need expert guidance without handing over the reins? Our consulting packages are designed for businesses who want to manage their socials in-house but with professional strategy, direction, and ongoing support.

We'll work with you to create an actionable plan, refine your content, and make sure your socials are consistently working towards your goals. Perfect for when you want the knowledge of a social media manager – in your back pocket.

SOCIAL MEDIA MANAGEMENT

Ready to take social media off your to-do list? Our full-service management packages handle everything – from strategy and content creation to posting, engagement, and reporting.

Whether you choose a complete handover or a collaborative approach, we'll make sure your brand shows up, stands out, and grows online, so you can focus on running your business.

PACKAGE *inclusions*

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STANDARD LIST OF INCLUSIONS | INSTAGRAM, FACEBOOK, LINKEDIN, THREADS, X & TIKTOK

Our standard list of inclusions are the base offerings featured in the previous package offerings - please note, lower packages may not feature all inclusions, see your individualised proposal for full details.

- * Social Media Channel Management (platform/s of choice)
- * Marketing Strategy Management
- * Platform Setup / Refresh (platform/s of choice)
- * Number of curated posts per month (customised to the needs of platform/s of choice)
- * Number of curated Stories posts per month (platform/s of choice)
- * Scheduling of Content for Social Media Channels (platform/s of choice)
- * Content Creation for Social Media Channels (platform/s of choice)
- * Development of Content Pillars
- * Ongoing DM & Messaging Management (Premium Package only)
- * Unique Hashtag Groups (updated regularly)
- * Opportunity for additional Paid Advertisement Management (to be discussed)
- * Strategic Social Media Engagement, e.g. liking, commenting, sharing (platform/s of choice)
- * Monthly Report
- * Monthly Trends Analysis (Premium Package only)
- * Complete Written Marketing Strategy during your onboarding (Premium Package only)
- * Quarterly Strategy Reviews with opportunity analysis for accelerated growth (Premium Package only)
- * Scheduled Monthly Meeting
- * Ongoing support from our team!



SOCIAL MEDIA MANAGEMENT

ACTION *plan*

STAGE 1 - CONTENT DEVELOPMENT

Once your package is approved we will commence the strategic Action Plan. Creating a new strategic direction for your brand - planning and optimising the opportunities present through analysis discovery meeting. We'll then develop content proposals and planning materials.

STAGE 2 - CONTENT COLLECTION

Creating opportunities to collect, store, and request content required for monthly posts. Our team will build a content library and connect with you for any additional materials needed.

STAGE 3 - CONTENT CREATION & APPROVAL

Using our content library a cohesive full-month content plan will be developed and presented for approval. This is when we revise any edits and prepare the content to be scheduled.

STAGE 4 - SCHEDULING

Once approved, content will be scheduled as per the content calendar to ensure optimal posting time for content to go live.

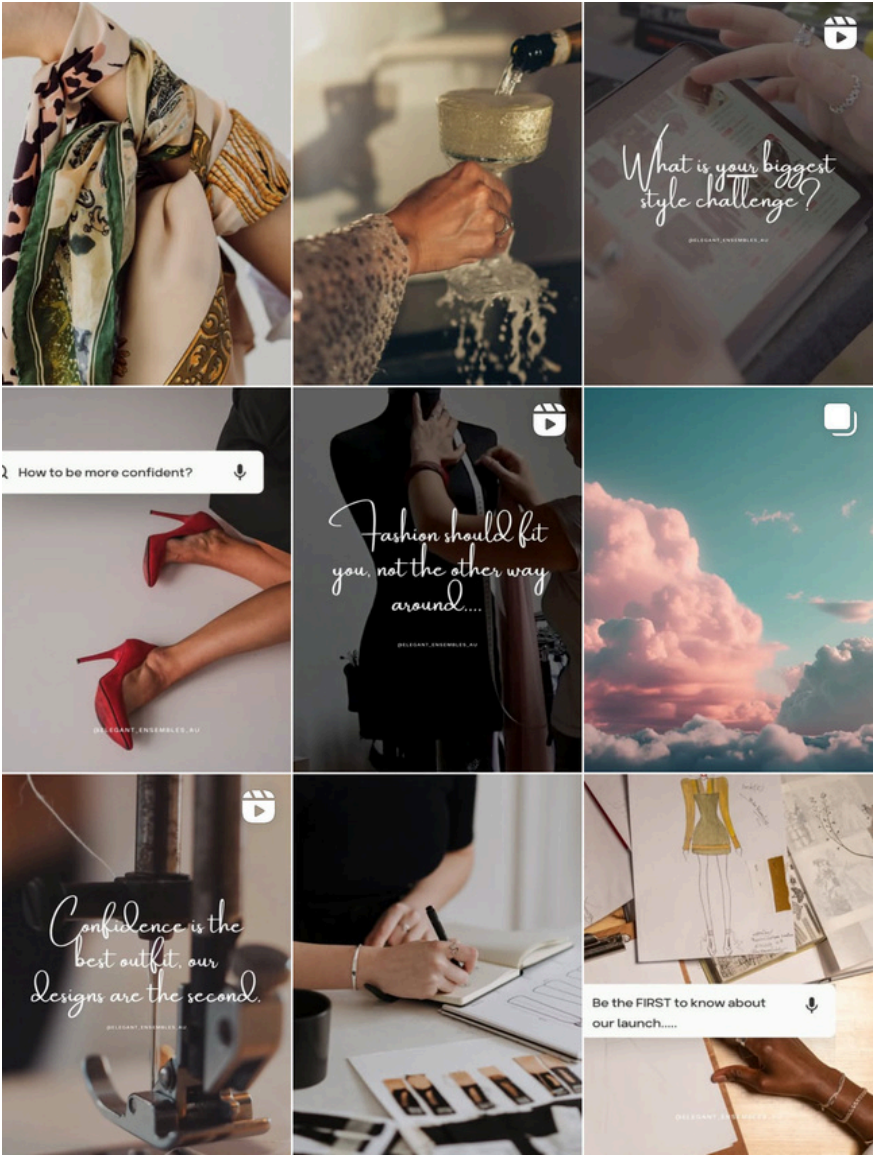
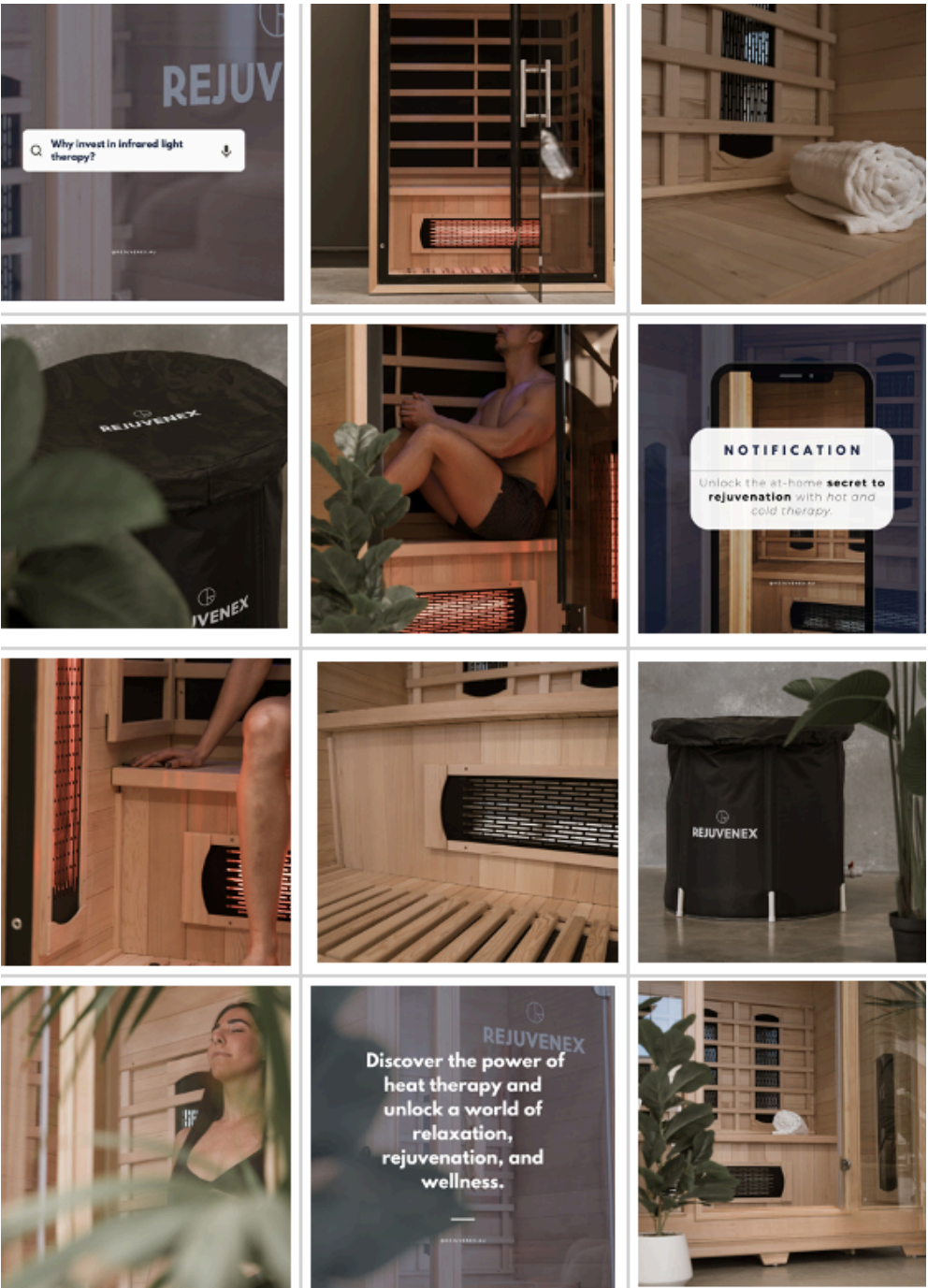
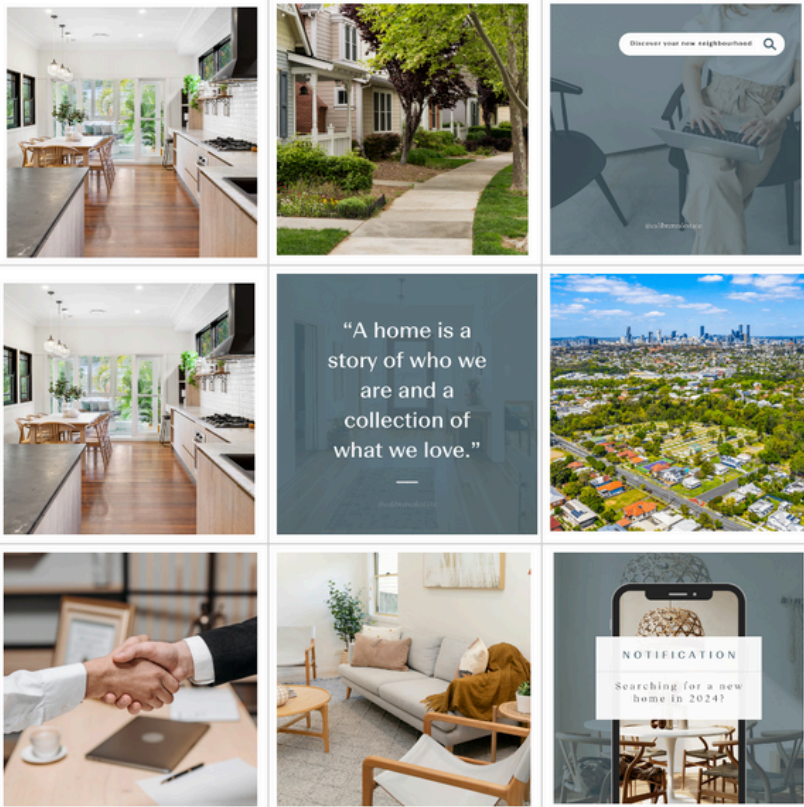
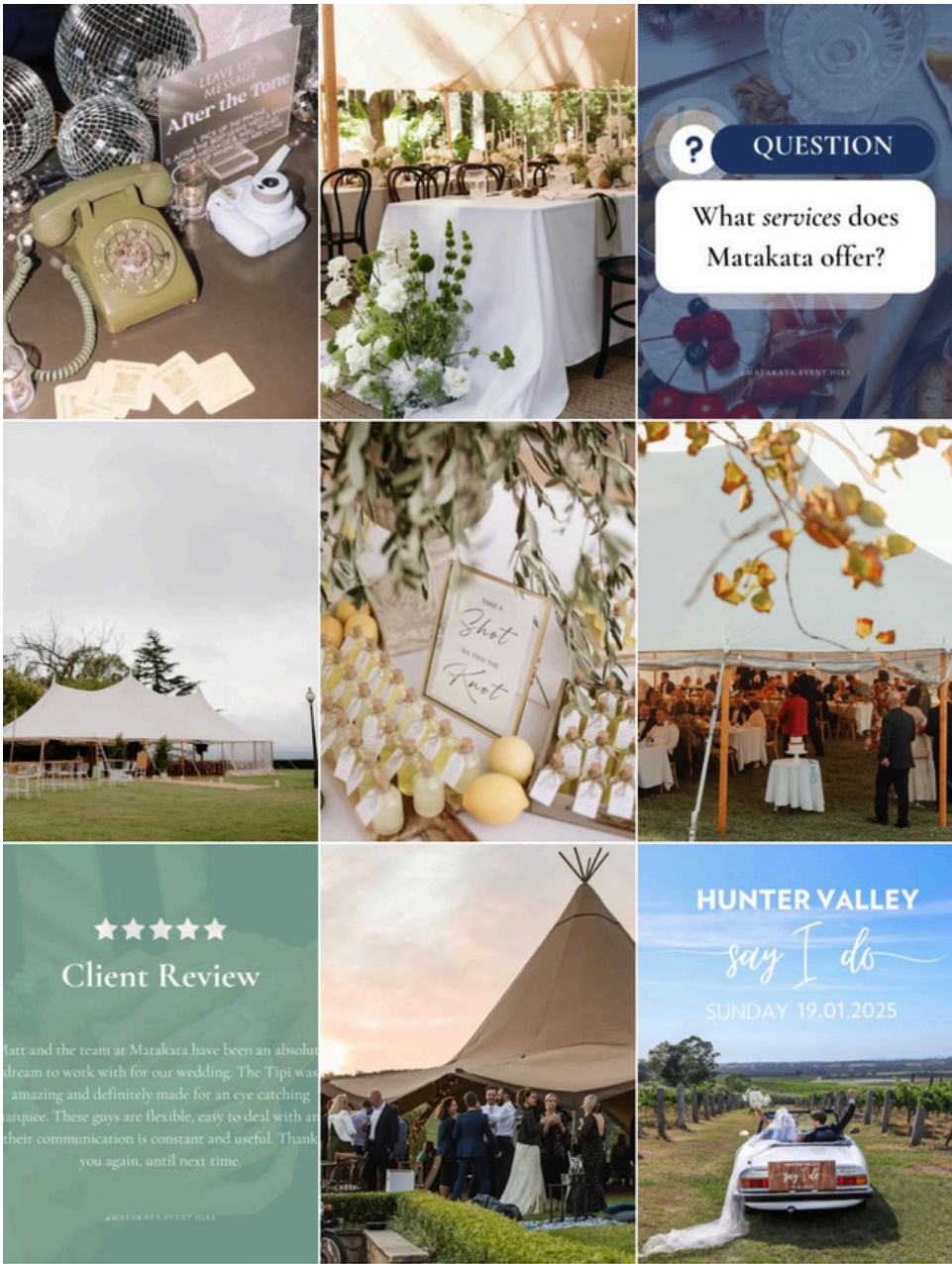
STAGE 5 - MANAGEMENT

Actioning ongoing management then takes place as per your selected package - optimising account engagement, resharing stories, replying to DM's, and building conversation. We complete each month with a social media report to capture key trends.



EXAMPLES

social media management



Example of client style grids - please note, The Social Edit Co., are not responsible or representative of past content or actions of clients, or any future instance that we do not endorse.

PREVIOUS

social media management






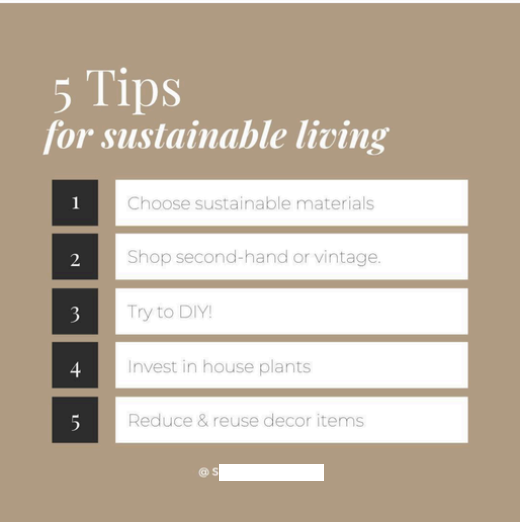
Liked by **_erin.page** and **others**

Discover the secret to relaxation, detoxification, and improved health 🔥

At **The Social Edit Co.** we want to create accessible and affordable wellness tools for everyone. Whether you are looking to promote relaxation, improve your sleep quality, enhance muscle recovery, reduce inflammation, or simply want to just try for yourself - it's time to explore the benefits of Infrared Light Therapy ✅

Want to chat about installing an Infrared Sauna in your home? Send us a DM, we would love to chat 📩





Liked by **sue.michael71** and **others**

How can you make sustainable design choices?

creates a luxurious and practical accessory to enhance your home living - but how else can you make sustainable design changes?

Here are a few quick ways you can make subtle decor choices to compliment your **home** at home 🏡

1 Choose sustainable materials

2 Shop second-hand or vintage


3 Try to DIY


4 Invest in house plants

5 Reduce & reuse decor items

Have another to add? Drop your favourites below 📩

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Liked by **fionaschultheis6** and **others**


It's all in the details 🌿

Need a fast-acting solution that works? You can stop the stress knowing your buddies are using the very best with **My Buddy & Me** 🐾

Keep your buddies feeling fresh for longer this summer 💧

Check out our newly launched website & find your solution NOW 📄





Liked by **sue.michael71** and **others**

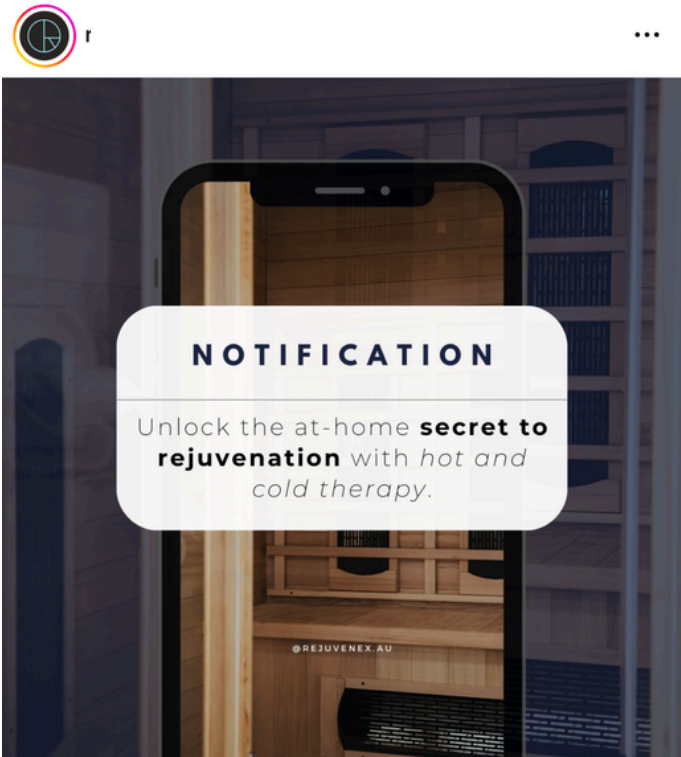
Let **The Social Edit Co.** elevate your life with a little bit of luxury 🕯️

Relax this winter with your favourite sustainable scent flickering away in your home. We've eliminated the need for traditional wax and single-use candle jars - instead enjoy **The Social Edit Co.** your way! 🕯️

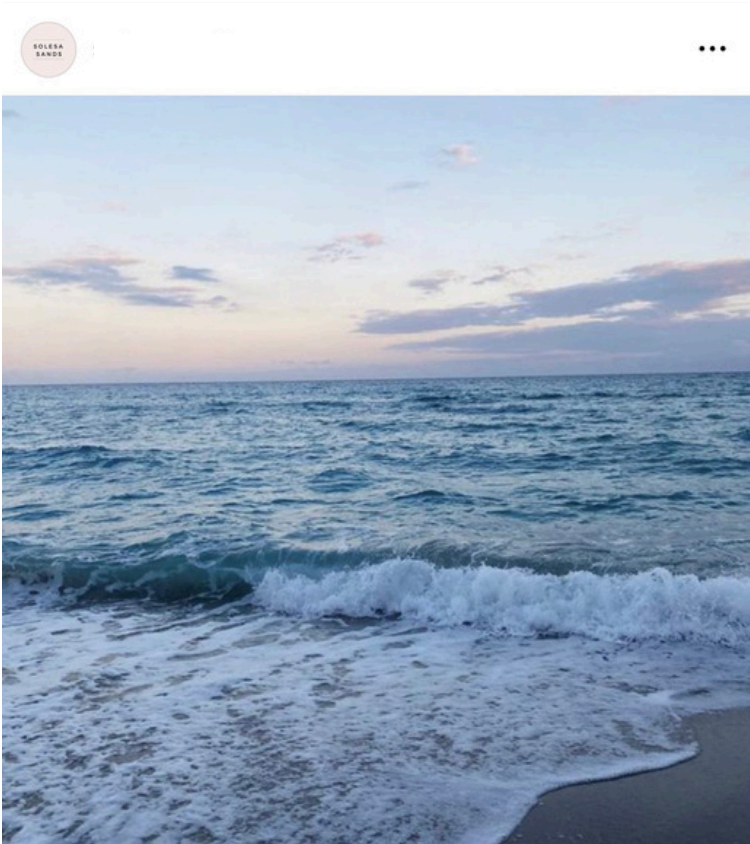
Example of client style post material - please note, The Social Edit Co., are not responsible or representative of past content or actions of clients, or any future instance that we do not endorse.

WHAT MAKES *a social post?*

Example of client style post material - please note, The Social Edit Co., are not responsible or representative of past content or actions of clients, or any future instance that we do not endorse.



Styled branded graphic, grabbing immediate attention and educating audiences.



Organic image - sourced to compliment brand aesthetic and copywriting direction/messaging.

Liked by erin.page and others

Shhhh... want to know the secret wellness tool everyone is talking about? 🤫

It's adding a sweat session to your daily health and wellness routine 🧘‍♀️

Elevate your muscle recovery and overall health from the comfort of your own home sauna. Gone are the days of crowded pools or gyms - simply fit a sauna session into your day where it suits!

Secure yours now | email [redacted]

#rejuvenex #rejuvenexsaunas #rejuvenexchillpod #rejuvenexicebath #rejuvenexinfraredlighttherapy #saunas #infraredlighttherapy #relaxation #rejuvenation #wellness #spa #relax #fitness #musclerecovery #luxuryspa #spaathome #saunatime #relaxtime #selfcare #wellbeing #infraredsauna #infraredtherapy #infraredbenefits #redlighttherapy #fitnessrecovery #homesauna #healthylifestyle #luxuryathome #painrelief #postworkout

Caption and copywriting from Promotional content pillar - informing of product offerings and including a sales call to action.

Liked by thesocialeditco and others

Ocean Breeze 🌊

Escape to a warm, beachside retreat with this refreshing scent. A luxurious combination of sweet florals, zesty undertones, and fresh marine notes that will transport you straight to a beach-side escape 🌊

What's your scent of choice? Let us know below 📩

Scent Menu | <https://buff.ly/3BKl2gh>

Caption and copywriting from Community content pillar - informing of product offerings and including opportunity to engage in the comments below.

Hashtags increasing reach potential - strategically chosen to source new audiences in the specific industry niche.

THANK *you!*

We are excited to bring these package details and Social Media Management opportunities to you for consideration, and are excited at the opportunity of strategically elevating your social accounts in 2025!

Olive & The Social Edit Co. Team

