

2024

Amy Nichols Studio



Client

WELCOME PACKAGE



CREATING SUCCESS

WELCOME!

I AM HAPPY TO WORK WITH YOU

Thank you for considering Amy Nichols as your Social Media Manager partner! I am so excited about this partnership and want to take a moment to personally thank you for choosing me. This Welcome Package is designed to provide information and expectations on working with Amy Nichols for your business' new brand and website. Please take the time to review this package and proposal so that you can be more familiar with the entire process.

If you have any questions, please contact me at any time.

Sincerely,



Amy Nichols

MY CONTACT
digitalamynichols@outlook.com

PACKAGE DETAILS

WHAT'S INCLUDED

Thank you for considering Amy Nichols as your Social Media Manager! I am excited about this partnership and want to take a moment to personally thank you for choosing me. This Welcome Package is designed to provide information and expectations on working with Amy Nichols for your business' socials. Please take the time to review this package and proposal so that you can be more familiar with the entire process.

PROCESS

Feature One

- Strategy Proposal Presentation and how we will move on including layouts.

Feature Two

- Market research
- Social Media Audit
- First draft

Feature Three

- Social Media Strategy
- Social Media Content Calendar
- Publish

Strategy Proposal Presentation **1**

Social Media Audit **2**

Branding Template **3**

Social Media Strategy **4**

Social Media Content Calendar **5**



TIMELINE

You will receive status update emails every Friday in order to keep you updated on how your project is progressing. If you have other questions, you can respond to that email and I will be happy to discuss them with you!

STAGE -2

Week One Monday

- Coming soon page created
 - 1hr consultation about design and style
-

Team Work

STAGE -4

Week Two Finishing

- Content scheduling
 - Community engagement
 - Reporting
-

Team Work



STAGE -1

Pre-design

- Create Inspiration board
 - Complete questionnaires
 - Compile content
-

Client Work

STAGE -3

Week One

- Brand applications
 - 1hr consultation about brand strategy
 - Instagram & Facebook ads
-

Team Work

BUSINESS HOURS

HERE'S A LOOK AT MY BUSINESS HOURS

OUT OF OFFICE

Generally, I am available but in the event that I am not your social posts will be scheduled in advance. You may email digitalamynichols@outlook.com while I am OoO, which is monitored at all times

My office hours are from 11am-6pm CST, Monday - Friday. Meeting times outside of those hours are available upon request, so please let me know if you have a less common schedule, and I'll be happy to work with it!

Though always available for emergencies on nights, weekends, and bank holidays, I generally do not respond to emails during those times.

If your question is urgent, please send a text message to (817) 304-5360. Examples of emergencies include: lost access to an account, account hacking, unexpected bill for advertising spend, etc.

(These issues are very rare, so don't fret!)



Thank you!

COMMUNICATION

HERE'S A LOOK AT OUR COMMUNICATION

EMAIL

In general, email is the preferred form of communication. You can expect an email response within 24 hours, but typically much sooner!

PHONE

I am available by text during business hours and anytime for emergencies.

Most standard social plans include 1 monthly phone chat, but I am often available for additional pre-arranged phone chats. Just send me a message and we'll work out a time that is convenient for us both!



BILLING

HERE'S A LOOK AT OUR BILLING PROCESS

BILLING

Monthly plans are invoiced on the service start date.

We focus on meaningful, organic account growth, and put time and effort into starting your social accounts with care, reporting on success, and optimizing for improvements. Because of this, monthly plans are generally written with a minimum 3-month commitment for full-cycle reporting and analysis.

Payment is considered late (and will incur a late fee) 5 days after the due date, however I know that in running a small business, sometimes things come up. Please let me know in advance if payment will be late so I can do all that I can to best assist.

Invoices are sent through Intuit. I'm able to accept credit, debit with a 3% transaction fee, as well as cash or check with no fee.

Please see your contract for details on termination.

ESSENTIAL CONTACT INFORMATION

PHONE NUMBER:

(817) 304- 5360

EMAIL:

digitalamynichols@outlook.com

SCHEDULER:

<https://calendly.com/amynicholscreative>

LET'S GET STARTED!

I look forward to embarking on this exciting journey with you, growing your brand's reach, engagement, and impact.

Together, I believe we can create a powerful social media presence that resonates with your audience and supports you in achieving your goals.

Thank you for considering Amy Nichols Studio as your partner in social media management. I'm excited to get started!

Amy Nichols

digitalamynichols@outlook.com

