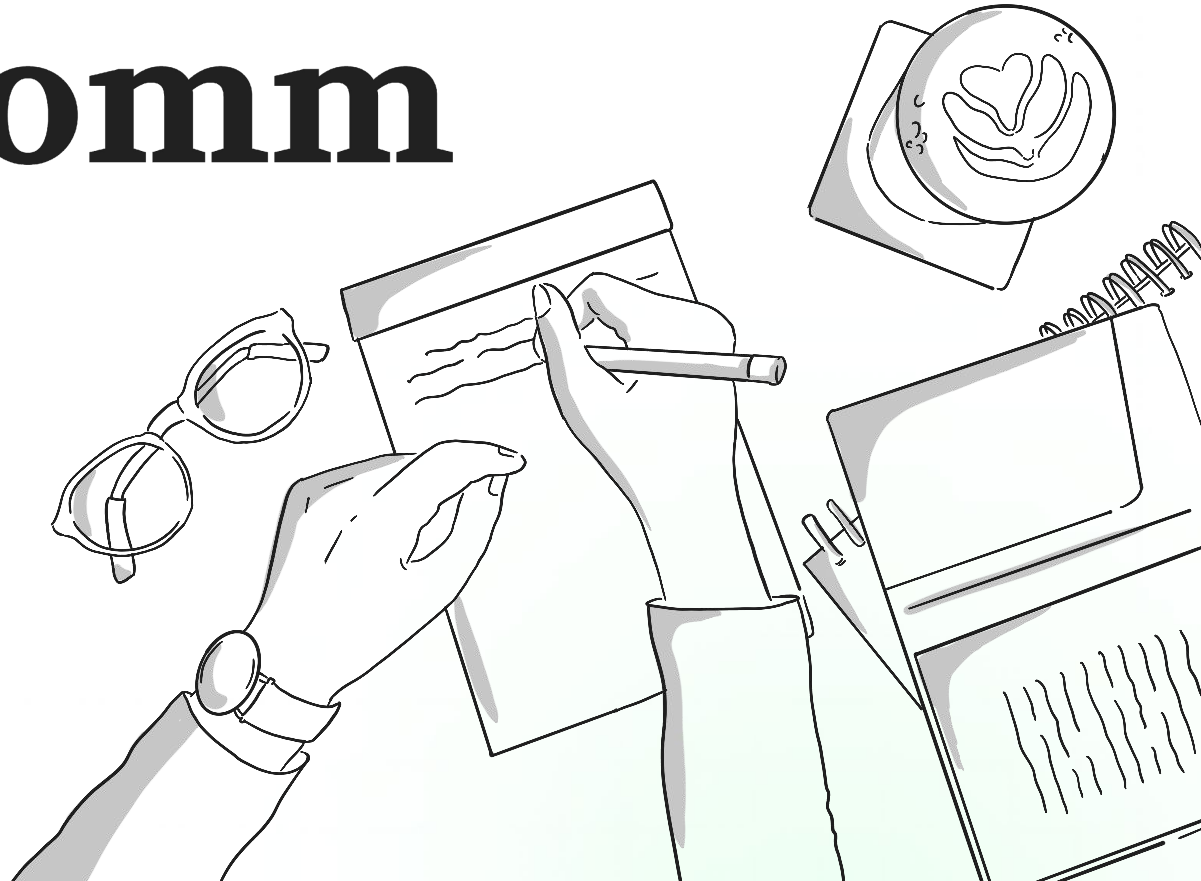


Oshcomm

-
Service
Packages



3 areas of expertise

CONTENT STRATEGY

Whether you've been going a while or you're just starting out, we create the strategy to get your content off the ground. We define your target audience, the channels they exist on and what they're searching for, and create a content schedule to engage them.

CONTENT CREATION

Whether we've created your strategy or you have one of your own - we can make the content for you. This includes content for your site, social channels or your emails. We create and deliver exactly to the brief and collaborate with your team so that you get exactly what your audience want.

CONSULTING

We work as your fractional Head of Content - helping make the right decisions for you. We manage contractors and suppliers, budgets and spend, and importantly liaise with you and your team on important marketing decisions. If you need someone for a few days a week to help with campaigns or day-to-day one of our consultants can embed themselves in your team immediately and get things moving.

The Content Problem Facing Businesses

Time and resource are the most common barriers to creating a scalable, sustainable content machine that delivers value. Growth and Marketing Managers rarely get the opportunity to tackle this enormous issue using in-house resource. Particularly when senior leadership demand immediate action and results.

Owned Content Strategy

- Not enough time to plan and run analysis.
- Multiple stakeholders to convince, with little resource to do it.
- Wider attitude of 'just get it out there'.

Content Management

- Lack of time to put high quality content together.
- Lack of expertise to build strategy and track performance over time.
- Demand for immediate results pushes longer term planning back.

Social Media Management

- Can't adapt to ever changing trends.
- Know that it's not enough to just 'be on social' but don't have the resource to make social presence count.

Content Consulting

This is what we do. We create a strategy and guide you through the process of making content to connect with your audience and help you grow. We meet with you regularly and provide a monthly report to show you and your team the progress being made.

Work with your business on defining; brand strategy, tone of voice and content plan.



Online twice per week to organise the creation of content, the maintenance of channels and the scheduling, as well as attend meetings.



Social strategy
Content calendar
Channel management
1 x monthly report

(Price and package are bespoke based on needs)

The End-to-End Content Solution

The end-to-end content solution means you'll get a full strategy and content plan across your site and social. Oshcomm will put it into action and manage the content. And report back to you with results.

- Work with your business on defining; brand strategy, tone of voice and content plan.



- Editorial approach to content
- Keyword research
- 4 x 800-1500 word blog posts
- 3 x Web page copy
- 2 x marketing email copy p/month
- GA4 tracking and monthly report



- Social strategy
- Content calendar
- Channel management (6 posts per month across Twitter, Instagram, LinkedIn TikTok)
- 1 x monthly report

(Price and package are bespoke based on needs)

The Content Engine

The Content Engine means that you'll get the content you need out, at the highest standard and tracked and reported for you each month.

- Editorial approach to creating meaningful content
- Keyword research
- 6x 800-1500 word blog posts
- GA4 tracking and monthly report



- Social strategy development
- Content calendar
- Channel management (6 posts per month across Twitter, Instagram, LinkedIn, TikTok)
- 1 x monthly report

(Price and package are bespoke based on needs)

The Standalone:

Blog

Content

If you're looking for searchable blog content or a handful of posts each month to keep your channels growing and engaged.

- Editorial approach to creating meaningful content
- Keyword research
- 4 x 800-1500 word blog posts

Social

Social Media Posts

- Channel posts (6 posts per month across Twitter, Instagram, LinkedIn)

(Price and package are bespoke based on needs)

Results

By going for the full end-to-end content solution, you'll have a funnel which keeps growing your community and seeing increased purchase in your brand and product.

Oshcomm will design and deploy messaging across social media and email to drive awareness of your brand.



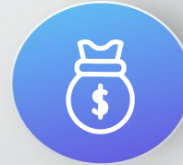
Awareness



Oshcomm will deliver engaging content that your following wants to see, discuss and share.

Engagement

See the benefits as more and more people buy into your brand and then your product.



Purchase



Create advocates who will help grow your community and keep engaging with you and your products.

Advocate

Previous Work



Content Writing

Thought leadership is an important top funnel magnet for awareness and consideration. For tech festival **Turing Fest**, which brings together some of the leading lights in the B2B tech space, I developed several thought leadership pieces that showed their expertise and encouraged newsletter signups.



Social Media Management

For many businesses it's hard to create a cohesive plan for social content simply because social moves at such a fast rate and along with other business needs.

For **Utility Warehouse** I worked with the marketing team to produce a sustainable content machine that supported the company's broader goals of growth and engagement.

Previous Work

Content Writing

Creating a catalog of searchable web content can really drive your growth. I worked with fintech, **Earnr** for several months creating SEO optimised blog posts each week, establishing their voice in the freelance finance industry.



Brand Relaunch

Reworking the entire website for a brand during its relaunch is a fine balancing act. Here I worked on Web3 community and token, **We're Gonna Make It's** website. This was critical in defining what the community stood for and how it worked, capturing the brand personality along the way.



Testimonials



“Working with Oshcomm was an absolute delight. You can tell Oisin really cares about quality and really gets to know your brand and business goals to ensure he produces excellent work. I look forward to being able to work together again in the future!”

Danni, Head of Marketing



“Oisin is a great comms professional, able to execute social media and marketing projects to a high standard.”

Eric, Marketing Manager

Website: oshcomm.co
Mobile: +447908496986
Email: oisin@oshcomm.co



“Oshcomm played a vital role in our website rebrand and the management of our content thereafter. He was incredibly accommodating and communicative throughout too which made the process so smooth and successful”

Johnny, Treasurer and CEO