

Social Media Pack

Description and terms and conditions

This pack is for you if you're looking to add some ease into your social media marketing. With ready-made graphics all you have to worry about is uploading them to your account and adding some writing. You get 8 striking images that suit your brand and support your messaging. If you post twice a week this will last you a month!

Unpacking the social media pack

Initial meeting/questionnaire

Good design is all about effective visual communication of core information. In this step, I will meet with you virtual or in person, or if that's impossible, I'll send you a questionnaire. I make sure I capture those crucial bits of information so that I can represent your business and its values well in my design.

Basic research (understanding the market, the competition and the customers)

In this step I help you stand out. By learning about the market you're in, discovering your direct competitors' strengths and weaknesses, and understanding who your core customers are, we can identify what to highlight that sets you apart from the competition while resonating with your customers.

Analysis of existing social presence

I look at your social media presence (if already established), analyse the pros and cons and make suggestions on potential directions.

Additional services

- Additional graphic per graphic \$20
- Resizing all pack graphics for other social platforms:
 - » Unchanged dimensions per social platform \$15
 - » Changed dimensions per set \$60

Adding further packs

Receive a \$100 discount on the branding or website pack if you already purchased the social media pack.

Timeframes

I strive for a turnaround time of two weeks for a full set of eight graphics. This is subject to my availability and given that you keep to your part of the timeline. I will create a specific timeline for you when we start working together. An initial meeting and a deposit of 50% of the total fee are required to start with the process. I generally send results by the end of each week, or I might schedule a short presentation with you. Your feedback is crucial to my workflow; please provide it timely.

Concepts and ideation

In this step, I come up with two ideas for the series of graphics and present them to you. We discuss them, and you decide on your favourite. Based on the analysis, this could be, for example, about your values, introducing the company and the team or highlighting products.

Eight social media graphics

I'll create a series of eight graphics for you, ready to be put on the platform of your choice. All you need to do is to write the posts.

Option for follow up subscription at just \$120/month*

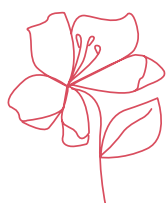
You love the service and want to continue having the ease of ready-made tiles? You can subscribe to a monthly service that provides you with eight graphics. That's your social media taken care off with two posts a week ready to go.

Content creation & Photography

If you need help with your copywriting or photography, let me know. I have talented photographers and content writers in my network and am happy to engage them on your behalf or to make the introduction.

Get in touch for a quote if you have any other design needs.

- Research, ideation and concepts 1 week
- Design 1 week



The fine print

- The social media pack includes a maximum of two rounds of iterations on the chosen concept
- Additional iterations will be charged at an hourly rate of \$60
- The final files won't be released until you signed them off
- Signoff means that you accept all responsibility for the content of the design
- All designs are 100% owned by you once all project fees have been paid in full (until then I remain the copyright)
- Due to limited capacity I might have to refuse or delay the project
- I remain the right to use the designs for self-promotion purposes
- You'll receive an invoice of 50% of the charges at the time of acceptance of the proposal
- Payment is required for the project to commence
- The final 50% will be invoiced on project completion
- I hand the files over once I received the final payment
- All prices will have 15% GST added

*If purchased, the subscription can be cancelled month to month with two weeks notice.

In case you accepted the terms and conditions via the website regina-speer.com no further steps are needed.

If you didn't order through the form on the website please sign this form and email a copy of this document to say-hi@regina-speer.com.

If you have any questions, please get in touch.

Your full name

Your Signature

