

BAILLEY & ROSE



SOCIAL MEDIA MANAGEMENT



ABOUT ME

Hey there! I'm Alexandra Edwards (but you can call me Alex) — a solopreneur, blogger, cat-mom & the founder of Bailey & Rose.

You can usually find me snuggled up on the couch with my cat Moon while working on my laptop with a mug of cold coffee next to me

I haven't always been a social media manager/business owner...In fact, I studied for 5 years to be a lawyer. I thought I had it all figured out until I realised that a legal career just wasn't for me. So , after finishing up my LLB I landed an internship at a local magazine doing all their social media, newsletters & website management. It was the break I needed to get into what I loved doing — all things digital media.

Soon enough I started Bailey & Rose to help business owners take their brands to the next level & tackle the world of social media. I focus on providing a range of *cost-effective packages* that offer various solutions that SMEs need in order to fulfil their digital & social media needs, while still delivering *tangible returns* on their investment.

MY 3-PRONGED APPROACH



BUILDING YOUR BUSINESS

Leveraging from my own experience & knowledge I will help you build & grow your businesses. I will help you amp up your br& presence online through social media, website development & PPC marketing.



BR&ING WITH PURPOSE

A purposeful br& is a profitable br&. My strategies will help you clarifying your message & presentation. I can help you create a br& that your followers can't get enough of & won't stop talking about.



BROADCASTING

After building & br&ing, you need to reach & grow your audience. I do this through SEO, Google AdWords, social media advertising, & e-mail marketing. Communicate a clear & confident message to your customers.

BASIC PACKAGES

KICK STARTER

R **3500** / mo

Perfect for Small Businesses

2 Platforms

Tailored Strategy

Aesthetic Development

Monthly Report

5 x weekly posts

2 x stories per post

Respond to comments*

Follow & like 20 relevant accounts

N/A

N/A

N/A

PREMIUM

R **4500** / mo

Perfect for Medium Businesses

3 Platforms

Tailored Strategy

Aesthetic Development

Monthly Report

10 x weekly posts

3 x stories per post

Respond to comments*

Follow & like 40 relevant accounts

Comment & like 20 posts

N/A

N/A

PREMIUM

R **8000** / mo

Perfect for Large Businesses

4 Platforms

Tailored Strategy

Aesthetic Development

Monthly Report

15 x weekly posts

5 x stories per post

Respond to comments*

Follow & like 60 relevant accounts

Comment & like 25 posts

3 x Authentic Blog Post

Facebook & Instagram Ad Management

CLIENT TESTIMONIALS



Simple, clean & classic posts. It didn't take long to realise Bailey & Rose could be trusted to uphold the standard we were looking for.

Clifford Collard
Director, Wine of the Month Club

CLIENT TESTIMONIALS



Alex was my Digital Superstar she was responsible for managing the execution of various forms of digital content including social media, our website, bi-weekly newsletter, & online advertising campaigns.

She was able to grasp our br& strategy & tone fast & always made sure our content was relevant & high st&ard for our premium audience. Alex was responsible for driving engagement & conversations & was largely responsible for growing our loyal social media community. She was also great at keeping up to date with the latest trends within the digital l&scape.

Pro-active, solution & deadline driven are just some of the fine qualities this young lady!

Liza Weschta
General Manager, Good Taste Magazine

CLIENT TESTIMONIALS



Alex has a great understanding of executing digital campaigns. She understands online metrics, is independent & self-motivated. She has the ability to juggle a number of projects concurrently whilst still being able to pay us special attention.

We love her style, & are grateful she is part of our Afribeing family.

Lindi Hingston & Liza Weschta
Founders, Afribeing

CLIENT TESTIMONIALS



For the past 3 months Alex has provided us with weekly social media content & reports while growing our social media base considerably, she is also currently revamping our old & tired website. We truly appreciate her attention to detail, her professional approach & super quick response times!

I am more than happy to recommend her to others.

Gareth Hadden
Director, Formative

LET'S WORK TOGETHER

I CAN HELP YOU TAKE

YOUR BR& TO THE NEXT LEVEL.