

BAILEY & ROSE



SOCIAL STRATEGY SESSION



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 brand presence online through social media, website development & PPC marketing.



BRANDING WITH PURPOSE

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



BROADCASTING

After building & branding, 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.



WHY DO I NEED A SOCIAL STRATEGY SESSION?

Social media for business is effective when it:

- Personalises & humanises your brand
- Is strategic & targets your key audience
- Builds trust & relationships
- Provides value to your audience
- Is consistent
- Creates awareness around your brand
- Builds on your knowledge & offering to the market
- Brings you ROI

I focus on personalising & humanising your brand. I believe by *offering value* to your audience it creates awareness, builds trust & relationships, & in return you will see ROI.

Your social media strategy should fit into your overall business marketing plan & be *highly targeted* to your ideal customer.

Through my one on one social strategy sessions I will provide you with a *focused guide* to managing your social media.

WHAT'S INCLUDED IN YOUR SOCIAL STRATEGY SESSION?

SOCIAL STRATEGY SESSIONS INCLUDED

A consultation via phone, video conference or face to face if local.

Brainstorm areas including your aim, purpose & voice on social media; your pitch & points of difference; a competitor analysis; detailed customer avatars; content marketing plan, reporting and metrics KPIs.

Social media audit of existing platforms & insights into what is working & what can be improved

A tailored strategy document to help keep your focus & provide you with a guide to manage your own social media —

A list of social media resources to get you started

Optional: You can request extra time for Social Media Training or consulting at the rate of R400 per hour.

SOCIAL STRATEGY SESSIONS

R 4500

LET'S WORK TOGETHER

I CAN HELP YOU TAKE

YOUR BRAND TO THE NEXT LEVEL.