



SERVICE PROCEDURE OVERVIEW

2025/2026

This document outlines how each of our core services is delivered following the onboarding stage. While our onboarding process ensures alignment and clarity from the outset, the procedures below detail how we manage, execute and report on each service once work is underway.

Each activation plan is supported by a clear workflow that integrates relevant services. Our core service areas include:

- Organic Social Media Strategy and Management
- Paid Advertising (Social Media & Search Engine)
- Brand Identity and Design
- Website Development and UX Optimisation
- Email Marketing, Design and Campaign Management
- Photography and Videography (for campaign content, brand visuals, and promotional assets)
- Print Design (including brochures, signage, event collateral, packaging and in-store marketing)
- Messaging Strategy and Copywriting
- Marketing Management (retainer-based and operational marketing delivery for growing businesses)

1. Organic Social Media Management

Monthly Content Planning

We plan content monthly, guided by your brand messaging and campaign goals. Any seasonal, event-based or reactive content is factored into the schedule.

Content Creation and Design

We create custom-designed graphics, write platform-appropriate captions and prepare content in line with your tone of voice and strategy.

Internal Review

Before sharing content with you, all posts are reviewed internally for brand alignment, grammar and visual quality.

Client Review and Approval

Each month, content is uploaded to Notion. You are notified when it is ready for review. Feedback is integrated before scheduling.

Scheduling and Publishing

We use Meta Business Suite, LinkedIn Scheduler or third-party tools (as agreed) to publish content at optimal times.

Performance Monitoring

Engagement and reach are monitored. Key observations are flagged for review and used to inform future content.

Quarterly Review (Optional)

We offer quarterly reviews for clients on ongoing retainers to assess performance, adjust strategy and explore new content opportunities.

2. Paid Social Advertising

Campaign Setup and Launch

We structure campaigns with clearly defined objectives, budget allocations and targeting settings in Meta Ads Manager or LinkedIn Campaign Manager.

Creative Testing

When appropriate, we test multiple ad variations to determine which creative performs best. This includes split testing visuals, copy or CTAs.

Live Monitoring

All campaigns are monitored closely, particularly in the first 7 days. We make light-touch adjustments based on performance trends.

Monthly Reporting

We provide monthly reports detailing impressions, clicks, conversions, spend and return on ad spend. Reports are shared via email or live Google Data Studio links.

Optimisation

Ongoing adjustments are made to improve performance. This may include refining targeting, reallocating budget or refreshing ad creative.

Strategy Review

We review the campaign strategy periodically to ensure continued relevance and alignment with your wider business objectives.

3. Email Marketing

Campaign Planning

We prepare a content calendar if emails are ongoing or draft messaging structures for one-off campaigns. Audience segmentation is reviewed or advised on.

Design and Build

Emails are created using your platform (e.g. Mailchimp, Klaviyo). We handle layout, copy, calls to action, mobile responsiveness and link tracking.

Internal Testing

Before sending, all emails are tested across devices and reviewed for typos, layout inconsistencies and correct link behaviour.

Client Approval

You are given a test version or preview link to review and approve before send.

Send and Monitor

Once approved, the email is scheduled or sent. We monitor open rates, click-through rates and general engagement.

Post-Campaign Review

Results are shared with comments on what performed well and what can be improved in future campaigns.

4. Branding and Design Projects

Creative Briefing and Timeline

A timeline and deliverables checklist is agreed. If the scope includes multiple stages (e.g. logo, templates, signage), these are phased logically.

Concept Development

Initial creative directions are developed and internally reviewed before presentation. You are guided through each design to understand the reasoning.

Feedback and Refinement

Revisions are carried out promptly based on your feedback. Where appropriate, we provide rationale to guide decisions.

Final Delivery

Files are delivered in multiple formats, typically including JPG, PNG, SVG, PDF and vector. A basic usage guide is included if branding is newly developed.

Additional Asset Design

If your package includes branded collateral (e.g. templates, business cards), these are delivered following final sign-off of the core identity.

5. Website Design and Development

Content Preparation and Site Structure

We confirm your sitemap and advise on any missing content. Copywriting can be provided as an add-on if not supplied.

Build Phase

Your site is developed in sections, typically beginning with the homepage. Internal links, anchor points, forms and basic SEO features are implemented as standard.

Design QA and Testing

We test the site on desktop, mobile and tablet to ensure consistency. Functionality such as contact forms and responsiveness is thoroughly reviewed.

Client Review

You receive a staging link to view the full site. All revisions are collected and applied before launch.

Launch and Final Checks

Once approved, we connect domains, complete technical setup (such as Google Analytics and SSL), and publish the site.

Training or Handover

If included, a handover session or training guide is provided to help you manage your site content moving forward.

6. Marketing Management

Scope and Structure

Marketing management services are delivered on a retainer basis, providing strategic oversight and execution across all areas of your marketing. This may include campaign planning, coordination of external suppliers, and performance reporting.

Planning and Prioritisation

At the start of each month or quarter, we define your marketing focus based on upcoming launches, events, promotions, or seasonal trends. A rolling roadmap is maintained to ensure clarity on what's in progress, what's upcoming, and what's on hold.

Day-to-Day Delivery

Tasks may include briefing internal or third-party teams, approving creative, managing paid ad campaigns, updating website content, reviewing analytics, and ensuring all outputs remain aligned with brand objectives.

Reporting and Review

We provide a monthly activity summary with performance insights and recommendations. This may include social analytics, ad performance, email metrics, and qualitative feedback from your audience or team.

7. Copywriting

Briefing and Discovery

Copywriting begins with a clear brief, either provided by you or developed in consultation. We clarify tone, audience, purpose, format, and any key phrases, CTAs, or compliance requirements.

Drafting Process

We produce initial drafts for review, formatted for the intended use — whether website, social media, email, press, or print. We follow house style where available or can help define it through tone of voice documentation.

Revisions and Approval

Two rounds of amends are typically included. Revisions are handled quickly to ensure momentum and alignment.

Delivery

Final copy is delivered in your preferred format (Google Doc, Notion, PDF), ready for publishing or design integration.

8. Print Design

Briefing and Scope

Print projects start with a clear brief including size, orientation, format, content, intended use, and deadline. This applies to brochures, signage, menus, packaging, leaflets, stationery, and more.

Content and Layout

We work with supplied copy or develop content in-house. Visual direction is established using brand guidelines or developed during the design process. We ensure print suitability for layout, margin, bleed and output resolution.

Review and Proofing

Drafts are shared via PDF for review. Two rounds of amends are standard. We advise on material selection, finish, and print method.

Print Management (Optional)

We can liaise directly with printers, supply final artwork, confirm proofs, and oversee delivery where required.

9. Photography & Videography

Pre-Production and Planning

We begin with a scoping session to define the shoot goals, subjects, usage, and required formats. A shot list or storyboard is developed, and logistics such as location, timing and permissions are confirmed.

Shoot Delivery

On the day, our team manages set-up, lighting, shot composition and direction. For videography, we also handle interview prompts, scene sequencing and sound quality.

Post-Production

We handle editing, colour grading, cropping, compression and format delivery. For video, this includes transitions, captions, and background music where agreed.

Usage and File Delivery

Final assets are supplied via shared folders in both high- and web-resolution formats, ready for use across digital, social, or print.