

PACKAGES 2024

Social media.

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Teapot.



THE CREATIVE DIGITAL AGENCY

Creating digital experiences, growth and brand presence.

Teapot is an integrated agency driving innovation, creative journeys and digital performance. We've got you covered for brand development, creative coding, digital marketing, and more - growing alongside our clients and community.

Our team create change by empathising with your challenges and responding with inspiring solutions. We believe in doing good as well as doing good work, so are committed to social responsibility; from green hosting to local charities.

SOCIAL MEDIA

How to engage with audiences.

Teapot offers social media services to help you to grow your brand via awareness and community engagement to convert customers into advocates, drive and improve your customer retention.

This document has been compiled as a guide to provide Teapot social media clients with a clear outline of:

- Strategic campaigns
- Channel design
- Content planning
- Content creation
- Copywriting
- Channel scheduling
- Account monitoring
- Post boosting
- Social budget planning
- Social media consultancy
- Social media audits



SOCIAL MEDIA AUDITS

The best place to start.

An audit of all your social media accounts will help you understand what's happening on each channel. Or in some cases, what's NOT happening. We will delve into your social presence and analyse it with a fine tooth comb. What we can do for you in a social audit include:

- Tell you what's working
- Tell you what's not working
- Pinpoint what channels you need to revive, repurpose or shut down
- Define new opportunities to grow and engage your audience
- Streamline key goals for each network

It's also important to note that a social audit is not just a one-off process. You should look to conduct regular audits to ensure all is on track, and look for any changes in the way your channels are performing. Doing this will ensure that you regularly look back to compare and reflect from the work you do day-to-day with the goals outlined in your social media strategy.

STRATEGY

Campaign and channel design.

Be it a brand new campaign to launch across your platform(s) or to plan a look and feel for your channels to make them cohesive and engaging - Teapot has got you covered! We will research your industry and get to know your brand back-to-front, in order to propose the best way to promote your brand and campaign on social media for either a specific time frame or as an ongoing project. These proposals can include, but are not limited to:

- The best times and days to post on your channels per your target audience(s)
- Optimising budget for the best results
- Colour palette and fonts
- Content creation, graphic design and imagery
- Tone of voice
- Community engagement
- Influencer and ambassador outreach with partnership suggestions and curation
- Competitions and promotions



CONTENT

Content really is still king.

Content planning.

If a project has a clear strategy and defined goals, success rates increase. Teapot will work with you to create a tailored content plan specifically for your chosen social media channels that will work the best for your industry and your online community of followers. Content plans are used to design the best plan of action to reach your target audiences on each of your social channels. The plan will also propose a personalised creative flow to your content.

Content creation.

Our team of designers can create dynamic graphics and images that can enhance your social posting. The best type of content is unique, exclusive and engaging, so you may want a little help with these but if you do have any images that you'd like to use, we can resize them to suit each social media platform. With a cohesive visual look and feel across all channels, this will help to create and further your brand's presence within your online community, increase your followers and improve overall content engagement.

Post copywriting.

Copy for social media posts and platforms will be created to match images and correspond with information provided by you as part of an agreed content plan.

Creating detailed and engaging copy that draws in both previous and new customers, is a great way to become an authoritative hub for information and become a page worth following.





ACCOUNT MONITORING

Keeping things running smoothly.

You might have the best social media plan but as with anything digital, you should ensure that your account is monitored regularly. This is especially important when it comes to engaging with your audience and responding to queries and comments in a reasonable time frame.

Various forms of account monitoring include but are not limited to:

- Replying to and interacting with comments
- Replying to messages from followers
- Engaging with relevant accounts and posts
- Instagram story re-shares and more!

Social Media can be monitored intermittently by Teapot during office hours so you're free to get on with day to day business. Please note that social media should also be monitored by the company's in-house staff and any issues following a post should be dealt with as soon as possible. The company is free to contact Teapot during office hours should a problem arise and we will deal with it but outside of hours, the responsibility lies with the company's own staff members.



CHANNEL SCHEDULING

Take the hassle out of posting.

We will work with you to agree upon how often your business needs to be posting on each of your social media channels. You might want two posts a week, a daily post or maybe just weekly. We will then ensure that posts are scheduled in advance. Whether you want to be posting on all channels once a week or a certain platform more frequently, we can help.

All social post scheduling will work to your industry's and each platform's best times and days to post based on your target audience. Hashtags will also be researched thoroughly for maximum visibility and relativity.

ADDITIONAL SERVICES

Levelling up your socials.

Paid post boosting and budget planning.

Paid post boosting and planning will be suggested to you as and when we feel it's a good idea to do so. A budget will be agreed with you for any post boosting and advice will be given based on factual data acquired. We want to help you make the most of your posts.

Social media consultancy.

A bi-monthly meeting with you will be carried out to discuss post performance and results of all social media campaigns. We will also review your content plan based on the new data to instruct and advise on any changes that should be considered.

