

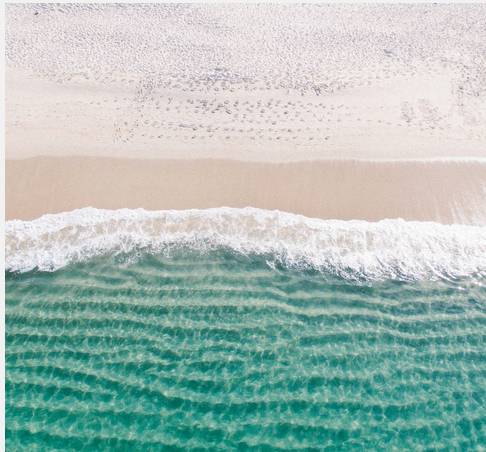


SURFSIDE SOCIALS

SOCIAL MEDIA AND DIGITAL MARKETING AGENCY

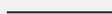
*Innovative / Creative / Aesthetic /
Collaborative / Authentic*





WELCOME TO SURFSIDE

Welcome to Surfside, where we offer a tailored approach to social media and digital marketing designed to elevate your brand. Sit back and unwind as we craft a unique experience that helps your company reach its full potential. At Surfside, we recognise the ever-growing importance of social media in business, and we're here to help you ride the wave to success.

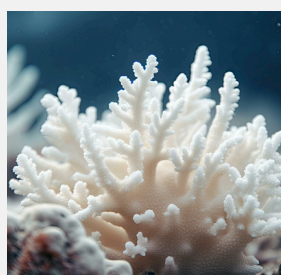


CONTENTS



POINT BREAK

1.



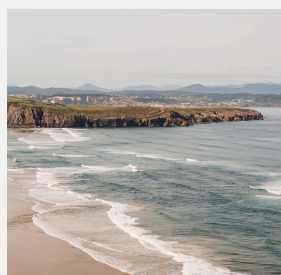
REEF

2.



SWELL

3.



CONTACT

4.



POINT BREAK.

THE ALL IN PACKAGE

Complete Social Media Management & Digital Content Creation



This package is ideal for those seeking comprehensive social media management with minimal effort. The Point Break package serves as your all-inclusive solution, where we take full control of your social media marketing.

From content production to editing, we handle every aspect to ensure your brand's online presence is both engaging and effective.

With this package, you can focus on your vision and business objectives, leaving the creation, editing, posting, and interaction across your social media accounts entirely in our hands.

WHATS INCLUDED

- 4 Instagram posts per week and 2 posts on an additional platform (Facebook, LinkedIn), including the creation and editing of 2 Instagram Reels.
- Daily Instagram stories to highlight business updates and recent posts.
- A monthly content calendar detailing the images, captions, and hashtags to be used.
- Posts are planned, scheduled, and posted on your behalf at optimal times for maximum engagement.
- 90 minutes of community engagement and management per week (commenting, liking, following, and engaging with content from your target audience).
- A monthly media report with insights on audience engagement, post performance, growth, and other relevant data.
- Creation of branded graphic content to match your page aesthetic and ensure page cohesion.
- Bi-weekly on-site visits to capture content of your business for half a day.
- A minimum 3-month retainer is required after a 1-month trial period.

ADD ONS

Marketing management: including the integration of advertisement on platforms (instagram, LinkedIn, Facebook, realestate.com Etc)

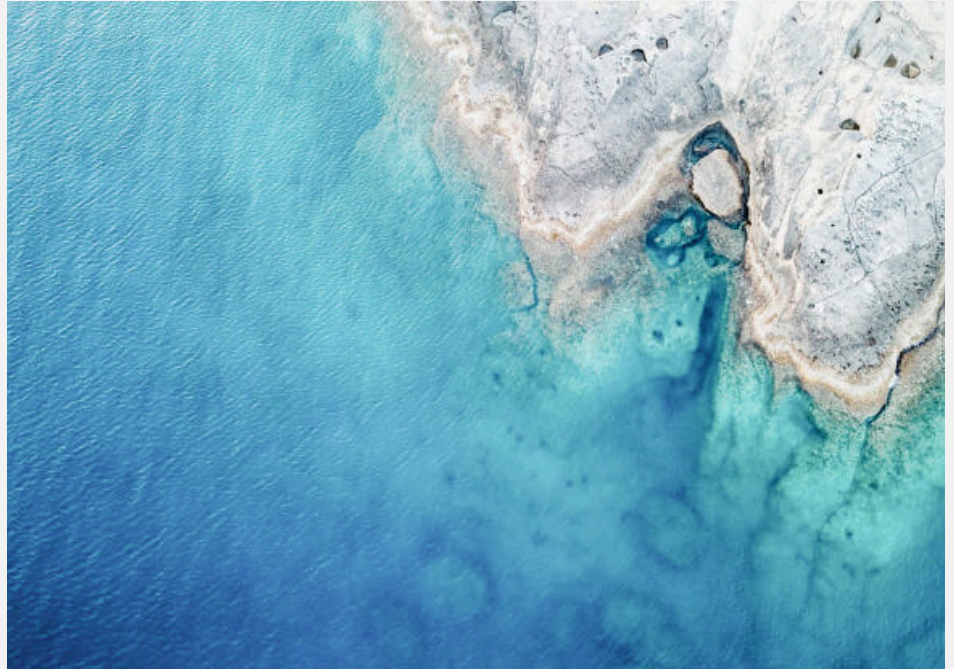
Costing is individualised based on specific marketing targets and goals.



REEF.

THE UNWIND PACKAGE

Social Media Management



WHATS INCLUDED

- 4 Instagram posts per week (includes editing + creation of 1 Instagram Reel as part of that quota, raw footage will need to be provided by you).
- Customised graphics content creation. *High res images (of your product or service) will need to be provided by you.
- Posts planned, scheduled and posted on your behalf at optimal times for maximum engagement.
- Monthly posting content calendar showing what image, caption, and hashtags will be used.
- Monthly reporting showing insights on audience and post-performance.
- Guidance of content creation (1 on 1 consultation of what to film and how to film it effectively)
- 90 mins of community management per week (ie commenting, liking, following & engaging with content from your target audience).
- Minimum 3-month retainer required after 1 month trial period.

Do you find yourself with photos or videos of your work, or from your clients, piling up with no time or motivation to post them? And when you finally do get the chance, does your Instagram page lack cohesion and flow? If so, the Reef package is the solution for you.

The Reef package allows you to delegate all posting responsibilities to us while you focus on content creation. With guidance from the Surfside team, we collaborate to plan content for you to capture and provide to us. We then handle the scheduling and posting at the most suitable times.

This package eliminates the stress of spending your valuable business hours, or your well-deserved downtime, worrying about social media management.

Modern art interior design is all about creating a sleek, sophisticated space that reflects your personal style and aesthetic.

SWELL.

PHOTOGRAPHY / VIDEOGRAPHY

Digital Content Creation

Watch your brand Swell with our On-Site Content Creation Service. We visit your location for a half-day session, capturing high-quality photos and videos tailored to your vision. With a pre-shoot consultation and professional editing, you receive ready-to-post content plus a complete album from the day. Ideal for businesses needing fresh, dynamic updates regularly, with custom requests accommodated.

WHATS INCLUDED

On-Site Content Creation Package

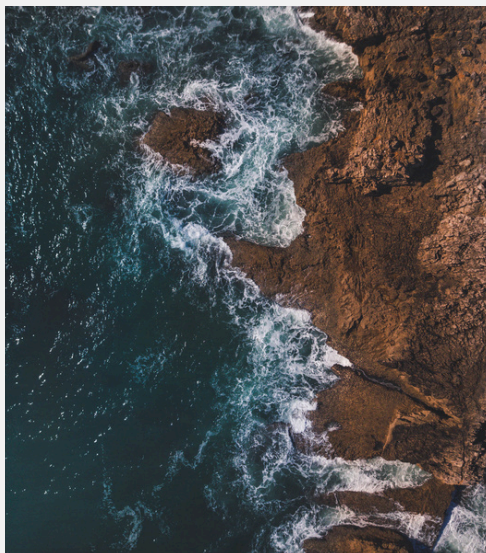
- We provide a half-day, on-site content capture session tailored to showcase your business or product.
- A pre-shoot virtual consultation is included to align on the creative direction, goals, and vision for each session.
- Post-production, you will receive a curated selection of edited photos and videos, ready for immediate use.
- Additionally, you will receive a complete album of all captured content from the session.
- Custom photo or video requests can be accommodated upon request.

For ongoing content that stays fresh and relevant, we recommend scheduling this package every two weeks.



CONTACT.

We'd love to hear from you. Whether you're interested in exploring our existing packages or looking to create something completely bespoke for your company, we're here to make the process easy and tailored to your needs. Get in touch to schedule a no-obligation meeting where we can talk through your goals, discuss options, and provide a free quotation for a package crafted just for you. Let's work together to bring your vision to life.



P - 0447 583 875
E - ally@surfsidesocials.com
W - surfsidesocials.com.au

INSTAGRAM
[@surfsidesocials](https://www.instagram.com/surfsidesocials)
