



# OAK & OLIVE

creative | marketing | design

**For small businesses**  
grow your sales leads, build brand  
awareness, and target new  
customers



# ABOUT US

## It's more than just a business...

Oak & Olive is a freelance social media marketing business. For us, the most important attribution to our economy is small business owners. It's these business owners who have to work the hardest to make a success of their brands. We know just how busy you are, and social media marketing is not always top priority when you are trying to run a business, and keep things afloat.

that's where Oak & Olive comes in.

we help businesses reach their full potential in this digital era we live in. There is a smarter way to reach new clients. If you think about it, every single person has a phone, and everyone has some part in social media, whether is be Instagram, Facebook, Linkdin, Threads or TikTok, or any of the other platforms. The digital age has given us the ability to reach literally anyone and everyone. But reaching everyone doesn't happen overnight. It takes specific metrics combined with demographic and targeted audiences, content strategy, and a lot of planning and preparation.

let us help you reach your target audience and ultimately grow your sales leads, build brand awareness, and reach new customers. Let us grow your business with you, on your terms, because after all, it's not just a business. It's your dream, your passion, and your heart and soul.



OAK & OLIVE

CREATIVE | MARKETING | DESIGN



Photo credit: @Elisphotography1

# AGREEMENT

## 30-DAY TRIAL

With each new client, we first want to ensure compatibility, and that you are happy with our services. We therefore start off with a paid trial for one month. If you are happy with our services, we then continue with either a 3, 6 or 12-month contract.

## HOW DOES IT WORK?

1. Firstly, we have either an in-person, or virtual meeting.
2. We establish who you are as business owner, as well as your business; what your business goals are; who your audience is; what your online aesthetic should look like; and what you would like from us.
3. We discuss goals that are attainable and come to an agreement.
4. We then meet again after a couple of days, in which I have researched your brand and its goals, and also present a content strategy planning for the month.
5. If the proposal is approved and accepted, the payment is made for your desired package.
6. As soon as payment has been made, you can add me as admin or editor on your social media platforms.
7. Then posting starts!
8. Remember that I will require some images of your products, and all posts will first go through approval from you, the client. This will happen weekly.
9. At the end of the month, you will receive a monthly report.
10. If you are happy with our services, I will send through a contract (you can decide whether a 3, 6 or 12-month).
11. Please note that we use organic content and organic content boosting and ad campaigns. We don't buy followers, we reach actual customers. The 30-day trial is therefore primarily to establish if you are happy with our services, and if you see a future with Oak & Olive growing your business digitally.
12. Please note that all traveling fees are excluded from packages.

## DESIGN

Aside from the social media management, we also offer web design. If you are starting up, or would like us to "audit" your website (for example see if everything is there, if the home page SEO is findable on Google, if you have added your Facebook pixel, etc), let us know. Web design references:

<https://www.sammyjadephotography.com>

<https://sonsdaughterssa.wixsite.com/sons>



OAK & OLIVE  
CREATIVE | MARKETING | DESIGN

# 2024 PACKAGES

## SOCIAL MEDIA *Managing*

creative | marketing | design

### **DREAM R1899**

Research & goals proposal.  
Monthly strategy.  
Facebook | IG | TikTok  
3x posts per week.  
3x per week group shares  
Weekly content approval.  
Weekly meeting.  
Monthly Analytics report.  
Initial Web Design &  
Maintenance.

### **BASIC R949**

Research & goals proposal.  
Monthly strategy.  
Facebook | IG  
2x posts per week.  
1x per week group shares.  
Weekly content approval.  
Weekly meeting.  
Monthly Analytics report.

### **ULTIMATE R4499**

Research & goals proposal.  
Monthly strategy.  
5x posts per week.  
Facebook | IG | TikTok | Threads | X  
Weekly content approval.  
Monthly Analytics report.  
Initial Web Design & Maintenance.  
1x Targeted Ad Campaign  
1x monthly professional product  
photo shoot.  
Website design/create &  
maintenance  
Weekly meeting.

CONTACT US

[hello@oakolivecreative.com](mailto:hello@oakolivecreative.com)

Sammy - 082 413 0616