



OAK & OLIVE

CREATIVE | MARKETING | DESIGN

SOCIAL MEDIA

Managing

PORTFOLIO & PACKAGES
JANUARY 2024

I'm Sammy

I am a proud mom of three boys, a professional photographer with a B.Ed degree in English, and I am passionate about being a social media manager knowing just how important one's social media presence is in this busy day and age. I love helping business owners see the potential and power in the consistency of social media marketing, and to ultimately convert their social media followers into customers, increase their brand awareness, and boost their online presence, all the while taking the heavy load off of their shoulders.



WHAT DOES A SOCIAL MEDIA MANAGER DO & WHY DO YOU NEED ONE?



A social media manager (SMM) is someone like me who makes life easier for business owners. I make sure their social media marketing is always planned and scheduled ahead with specific content strategies and planning set in place, and also with constant prioritising. My clients can therefore focus on running their business and not worry about any algorithms or keeping up with all the latest trends.

When you look at what business owners do, the list becomes endless. When someone is busy running a business, caring for clients, attending meetings, keeping finances in tact, making sure products uphold a specific standard, caring for employees, (the list is endless!), then usually their social media is their last priority as they don't answer to anyone regarding social media. And face it, when something is not prioritised and no one keeps you accountable, it won't get done. And unfortunately, social media marketing should be on the top of a business owner's list as this is what drives new customers to them, and keeps their doors open!

If you are the type of business owner who sits late at night in bed to type something quickly and post it every so often when you remember to get a chance, then you are desperately in need of someone like me. I am here to make your social media marketing a priority so that you can focus on running your business.

TOOLS & SYSTEMS I USE

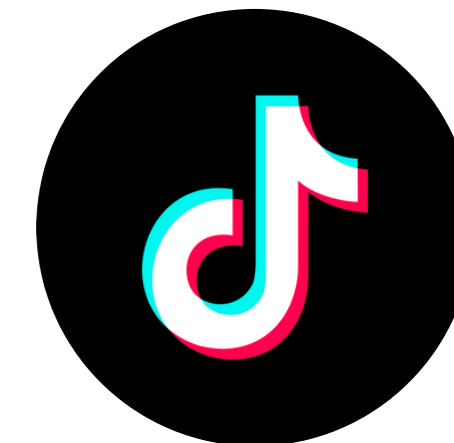
The different social media platforms I manage are Facebook, Instagram, TikTok, and Threads.

For management and scheduling: I do organic scheduling through Business Manager Suite and also make use of Metricool scheduling across different platforms.

I do all my content planning on Google Sheets to which my clients have private access in order to do Content Approval.

Metricool, Google Analytics and Facebook Analytics are used to generate all necessary analytics.

For designing, creative, mood boards, editing and photography I use Adobe Lightroom, Photoshop, and Canva.



Testimonials are basically proof of life! It is here where any potential client can see the validity and credibility of Oak & Olive Creative, and I am so happy to share what some of my happy clients have to say.

”

Vandat jy my bemarking oorgevat het is ek amazing besig, en die mense kom van oral! Baie dankie!

-Yolanda Marais (Coffee Shop & restaurant)

”

Ek moet sê ek kry baie terugvoer en ek het onbekende nuwe mense wat navrae doen. Eks baie dankbaar vir jou.

-Anel Lategan (Hair & nail salon)

”

Jy het my lewe en my Facebook Page net so gebless. Jou foto's {van my juwele} is so stunning! Wow, ek LOVE dit, jy het so talent. Jy's die beste en ek is so dankbaar!

-Monique Jordaan (Fine Jewellery)

I can present my business to my heart's content, but ultimately the proof is in the pudding. Please browse through some of my clients' Facebook Analytics as listed below. If you like what you see and think we might be compatible, feel free to contact me. I'd love to hear from you!

NATIVE COFFEE + KITCHEN

AFTER THEIR 30-DAY TRIAL
THEIR FOLLOWING
INCREASED WITH 55.1%

196 TO 304 FOLLOWERS

18K TO 29K IMPRESSIONS

387 TO 1935 POST INTERACTIONS

ESPERANZA HAIR & NAIL SALON

AFTER THEIR 30-DAY TRIAL
THEIR POST INTERACTIONS
INCREASED WITH 12590,91%

718 TO 720 FOLLOWERS

2.6K TO 7.7K IMPRESSIONS

13 TO 1396 POST INTERACTIONS

SONS & DAUGHTERS

AFTER THEIR 30-DAY TRIAL
THEIR POST COMMENTS
INCREASED WITH 534,7%

1204 TO 1446 FOLLOWERS

182 TO 428 REACTIONS

23 TO 123 POST COMMENTS

HOW DOES IT WORK?

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.



DESIGN

Aside from social media management, we also offer web design, brand design, business cards design, logo design, marketing material design, product photo shoots, and content shoots. Web design references:

<https://www.sammyjadephotography.com>

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

WHAT HAPPENS NEXT?

1. Firstly, we have either an in-person, or virtual meeting.
2. I ask a few questions regarding your business; audiences; your online aesthetic, expectations, etc.
3. After our meeting I present a content strategy and planning for the month.
4. After you approve the content strategy, posting starts!

Please note:

- Sometimes I will ask you for some images/photos of your products/ team/services/etc.
- Content Approval: you are requested to approve all posts weekly.
- At the end of the month, you will receive a monthly report.
- 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 primarily to establish if you are happy with our services, and if you see a future with Oak & Olive managing your online aesthetic.
- Please note that all traveling fees are excluded from packages.

When the 30-day trial is over and you are happy with my services, I will send through a contract (you can decide whether a 3, 6 or 12-month).

THE MINIMALIST

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.

THE DREAMER

R1999

- Research & goals proposal.
- Monthly strategy.
- Facebook | IG | TikTok
- 3x posts per week.
- 2x per week group shares
- Weekly content approval.
- Weekly meeting.
- Monthly Analytics report.
- Website Create/Design
- Website Maintenance.

THE PROFESSIONAL

R4499

- Research & goals proposal.
- Monthly strategy.
- Facebook | IG | TikTok | Threads
- 5x posts per week.
- 3x per week group shares
- Weekly content approval.
- Weekly Meeting.
- Monthly Analytics report.
- Website design/create
- Website Maintenance
- 1x Targeted Ad Campaign
- 1x monthly professional product/content/professional portrait photo shoot

CONTACT ME



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