

GREY DOVE DESIGN HOUSE

Delivering your message

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Hi, I'm Sarah!

Are you ready to take your business to the next level?

It's no secret that running a business takes a LOT of work. Sometimes some of the most important areas of your business fall to the wayside. These include promoting your business, maintaining a public presence and proving your expertise in order to keep a revolving door of clients.

Some questions to ask yourself (and answer truthfully):

- Does your business have a strong social media presence? *Could it be better?*
- Do you have a social media plan in place for consistent posting?
- Are you utilizing the best platforms for your brand?
- Are you blogging frequently?
- Are you sharing your blog posts on social media to gain maximum exposure?
- Are you aware of long-tail keywords and the power they hold?
- Are you channelling the proper search traffic to your website over your competitors?

"I will refer Sarah over and over again. The strength and presence she has created for me as a real estate agent in an ULTRA competitive online industry is incredible. I have gained new clients as a result of the dominance she has created in my online presence and I am so thankful for her talents! She has been one of the greatest investments in my business to date. Thank you, Sarah!"
- Kelsey Smith

SOCIAL MEDIA MANAGEMENT

Get noticed online!

1. Let's set-up your social media:

- Optimizing social media platforms
- Optimizing Google Business
- Researching competitors
- Subscribing to social media scheduling tools
- Instagram hashtag research

450 / account (added to first-month of contract)

2. Select your package

Select the social media package that suits your business needs and goals!

Radiate

- 20 posts/month and corresponding stories
- Social media strategy
- Analytics on performance
- 2 hours of engagement
- 5 complimentary stock images
- 1 Story Takeover per month

2295 + one-time fee for set-up (450/account)

Shine

- 12 posts/month and corresponding stories
- Social media strategy
- Analytics on performance
- 1 hour of engagement

1445 + one-time fee for set-up (450/account)

Glow

- 8 posts/month and corresponding stories
- Social media strategy
- Analytics on performance

995 + one-time fee for set-up (450/account)

OR Build Your Own

Includes:

- Social media strategy
- Analytics on performance

Select what works for your business:

Post and corresponding story	125/post
Engagement	125/hour
Community Management	125/hour
Ad Creation	495/ad
Ad Management	295/ad
Boost	125/boost
Instagram Story Takeover	395/takeover

“78% of consumers’ purchases are impacted by companies’ social media posts.”



We're excited to announce we're now offering additional services!

Content Creation

Photoshoots

Reel/TikTok Filming

***Ask us for pricing**

* Prices are based on 3 accounts. Ea. additional account will be 100/mo.

* Prices exclude the cost of online advertising.

* Stock images will be billed at 10/per image and only purchased when received approval to do so.

* Applicable taxes will be added to the cost.

* Contracts are a 12-month time period.

* Glossary of social media terms on page 6.

* Items from the “Build Your Own” can be added to enhance the Radiate, Shine or Glow Packages.

* GDDH requires 30 days notice before adjusting any packages.

* A one-time ad campaign set-up fee of 450 will be added to the first month .

SOCIAL MEDIA MANAGEMENT

Social Media Process Outlined

1. Next steps:

- Select which social media package suits your businesses needs best
- Contact Sarah from Grey Dove Design House by phone at 306-502-5778 or email at sarah@gddh.ca and request a contract
- Once you've received the contract, reviewed and agree to the terms and conditions — sign and send back at your earliest convenience
- From there, Grey Dove Design House will set-up a one hour meeting to review a questionnaire and learn more about your business and what it's all about, along with expectations for social media management to ensure everyone is on the same page
- After this is complete, you will receive a checklist on how to grant Grey Dove Design House access to your accounts, a link to a shared G Drive, a document on how to use the social media scheduling tool Agorapulse, a schedule outlining important dates, a tip sheet to help tap into your current database and boost your followers

2. Every month, you can expect:

- A touch-base meeting to see what's on the go
- A proposed social media calendar
- An email requesting any content
- A monthly overview of all scheduled social posts in Agorapulse

3. Schedule and set-up process:

- Budget one month from the initial contract being signed, to the time when your business's social media accounts are set-up
 - Your social media and invoicing schedule will either be from the 1st to the last day of each month, or the 15th to the 14th of each month
 - Depending on your social media and invoicing schedule, you will receive a schedule for the year on when you can expect meetings, social media calendar proposals, content requests and all of the content to be scheduled via Agorapulse for the upcoming month
- *These dates are subject to change depending on holidays

“In the 2017 tax season when I started with Sarah my company filed 100 tax returns, fast forward two years and my business filed 312.”

*-Kim Besler
KB Accounting
Services Inc.*

SEEKING MORE INFORMATION?

Inquire with Sarah March at Grey Dove Design House.

SARAH MARCH

sarah@gddh.ca

306.502.5778

SOCIAL MEDIA BOOSTERS

Have a stellar social presence!

Social Media Guide

Do you own or manage a business with multiple employees using your businesses social media? If so, having a Social Media Guide created exclusively for your business is a great way to provide consistency on your social media accounts — regardless of who is posting!

Includes:

- Overview of business's accounts
- Social Media Post Requirements and Recommendations
- Social Media Post Ideas
- Post Do's and Don'ts
- Social Media Story Requirements and Recommendations
- Hashtags and Quick Tag Best Practices and 120 researched hashtags

1295

Social Media Policy

Do you own or manage a business where multiple employees are known to work for your company and promote the affiliation on their personal social media accounts? OR — are you concerned how your employees conduct themselves on their personal social media accounts as it is an extension of your brand?

Includes:

- Purpose and Scope
- Principles
- Rule of Thumb
- Violations

1295

Social Media Set-up

Are you planning on managing your own business's social media accounts but want them to get off to a stellar start?

Includes:

- Optimizing social media platforms
- Optimizing Google Business
- Researching competitors
- Subscribing to social media scheduling tools
- Instagram hashtag research

450 /account

SEEKING MORE INFORMATION?

Inquire with Sarah March at Grey Dove Design House.

SARAH MARCH

sarah@gddh.ca

306.502.5778



SOCIAL MEDIA BOOSTERS

Post like a Pro!

Social Media Training — GROUP

Are you looking to grow your business through social media and multiple employees in your business need direction? Or — are they representing your business on their own personal accounts? This 8 hour training session can be offered in-person or via Zoom depending on your preference.

Includes:

- The role social media has on purchasing power
- How to optimize social media platforms
- The anatomy of a social post, story and other ways to share content
- Branding personal social media accounts
- Storytelling for social media
- Building a social media strategy
- Analyzing past content and refining it to maximize results
- A collaborative social media guideline (for you and your employees to use after training)

8000

Social Media Training — INDIVIDUAL

Are you looking to grow your business through social media and need some one-on-one training to do so? This 8 hour training session can be offered in-person or via Zoom depending on your preference.

Includes:

- Understanding who you're communicating to through Client Avatars
- Branding your business for social
- Creating content tailored to Facebook, Instagram and TikTok's unique features
- Storytelling like a pro and producing content that resonates with your audience
- Utilizing platforms such as Canva and Meta Business Suite to manage social media accounts efficiently
- Monitoring social media accounts and engaging effectively
- Planning for the future with content calendars, image banks and other time saving hacks
- Analyzing analytics and knowing when and how to pivot

1250

SEEKING MORE INFORMATION?

Inquire with Sarah March at Grey Dove Design House.

SARAH MARCH

sarah@gddh.ca

306.502.5778



MARKETING + COMMS

Grow your business!

Blog Post **395/per**

**Based on a blog article between 500-750 words*

**A list of keywords are required*

Campaign **995/per**

**A one-time set-up and first month of execution will be billed at 2995, every month commencing will be billed at 995*

**Details of what is included will be outlined in the contract before commencing with the project at hand*

Copy Writing **395/per**

**Based on a one-page document*

E-Newsletter **295/per**

**A one-time set-up fee of 450 will be added to the first month*

News Release **395/per**

**Based on a one-page document*

Website Updates **90/hour**

**Every touch point is billed at 15 minutes and invoiced monthly*

**Applicable taxes will be added to the cost.*

**Stock images will be billed at 10/per image and only purchased when received approval to do so.*

**Contracts will be on a per need basis*



GRAPHIC DESIGN

Add to your arsenal!

Brochure Design 900

*Price may vary depending on scope of project.

Business Card Design 300

*Price may vary depending on scope of project.

Flyer Design 900

*Price may vary depending on scope of project.

Infographic Design 600

*Price may vary depending on scope of project.

Layout Design 1200

*Price may vary depending on scope of project.

Logo Design 1200

Includes:

- 3 logo variations (different orientations)
- Coloured option(s), negative and positive copy
- Print and web formats (.pdf, .eps, .ai, .png, .jpeg)
- Business card design
- Branding Style Guide

Newsletter Design 450

*Price may vary depending on scope of project.

Poster Design 600

*Price may vary depending on scope of project.

Template Design 600

*Price may vary depending on scope of project.

Website Banner Design 300

*Price may vary depending on scope of project.

**Applicable taxes will be added to the cost.*

**Stock images will be billed at 10/per image and only purchased when received approval to do so.*

**Details of what is included would be outlined in proposal before commencing with the project at hand*



GLOSSARY

Grey Dove Design House's Glossary

AgoraPulse

- A robust social media scheduling tool that you will receive access to, allowing you to visually see upcoming posts on a calendar, keep track of when your business is being mentioned on social media, the ability to respond to comments/messages from the platform and access to real-time analytics
- Bonus! If you want to use the platform to schedule more social posts, you have the ability to do so

Analytics on Performance

- A monthly overview on an accounts performance from followers, top performing posts and engagement

Campaign

- *Idea Generating* — determining the goals, desired messaging and target audience to generate a campaign that will reach your businesses needs
- *Communication Strategy* — expanding across multiple mediums depending on the business and its key communication channels (i.e. social media, newsletters, news releases, mailouts, etc.)
- *Creative Design* — designed and produced to assist in the delivery of the campaign and communication strategy
- *Analytics Tracking* — Reviewing performance on the communication strategy and pivoting where necessary

Community Management

- Checking in on your business's social media accounts to see if anyone has commented on a recent social media post or messaged your business with a question, inquiry or order

Engagement

- Spending time on your businesses social media accounts actively liking and commenting on your target audience's accounts to look "active" on social media and get noticed

Hashtag Research

- Researching hashtags related to your industry and target location to include in future social posts and help your business get found

Social Media Strategy

- Monthly content calendar and strategy to work towards your business's goals

Social Post

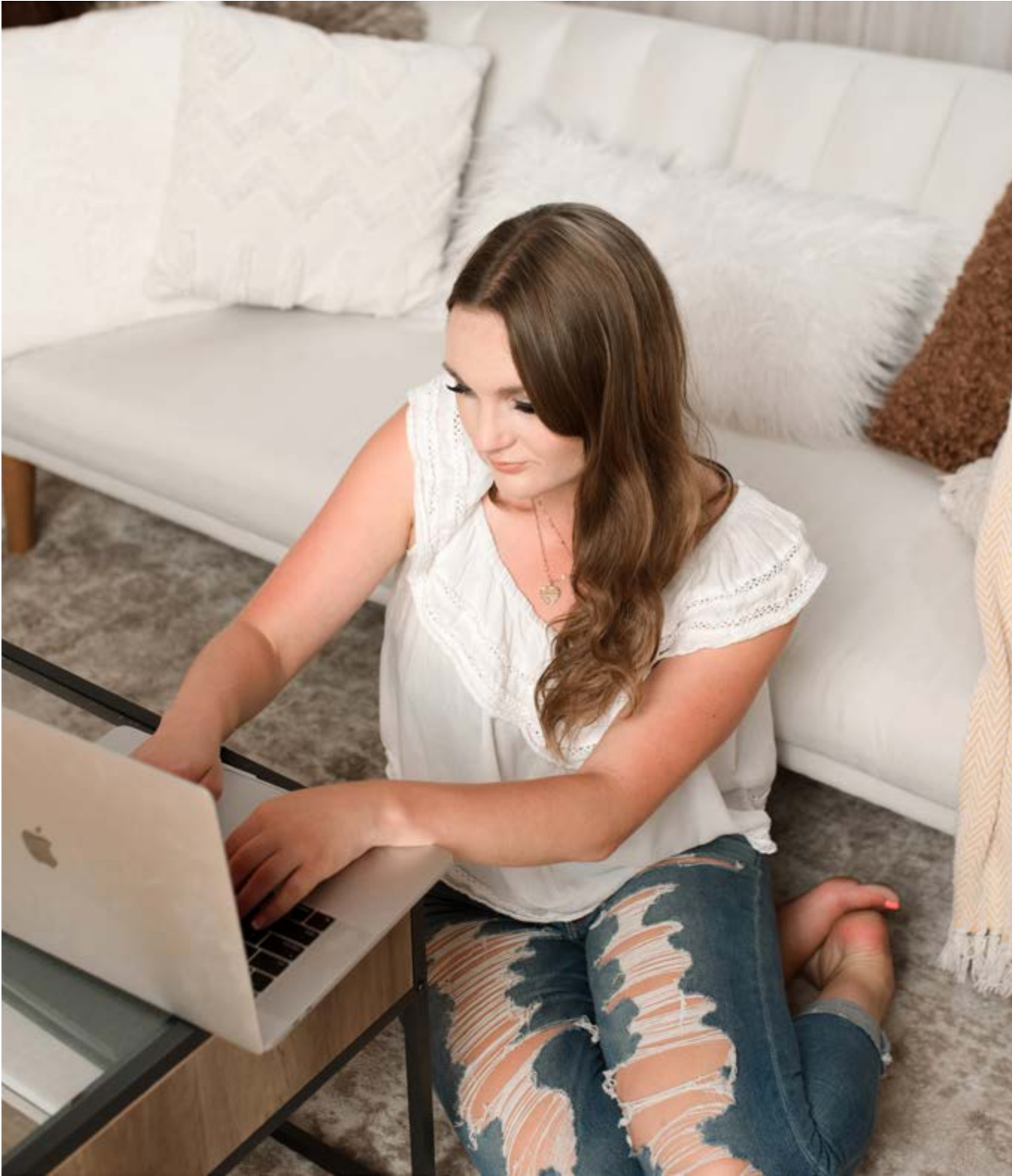
- Content shared on a social media account which usually consists of a visual accompanied by copy on a feed

Social Story

- Content shared on a social media account which consists of a visual and shortened text, location and hashtag and only lasts 24 hours

Social Story Takeover

- Sarah from Grey Dove Design House will go to a location (new home build, your storefront or office space) and spend 30 minutes creating a series of social stories on your accounts sharing a certain aspect of your business (creating a story)



EXAMPLES



EXAMPLES



COMPANY WE KEEP

NWL

CONTEMPORARY DRESSES



Big Brothers
Big Sisters



COMPANY WE KEEP





10-23

greydovedesignhouse

Business

Meet

Stay

My

Projects

GREY DOVE
DESIGN HOUSE

DRIFT STONE

2023

