



Words | Will | Way

# ABOUT ME

My journey into social media management started with being thrown in at the deep end when I was asked to take over the social media accounts for a couple of local large-scale charity events. The content I created went down well, the events went with a bang and I got a taste for flexing my creative muscles by producing engaging social media content.

Working in a business development role for a small software company, I then grabbed every opportunity that I could to gain experience and undertake training in promotion, marketing, and social media. And I hold an industry-recognised certification in social marketing.

**More generally, I just love playing around with words and ideas and I've written copy for professional websites, had press releases published in local newspapers and business magazines and had several articles published on an international lifestyle website.**

It might be strange to learn that I'm a qualified psychologist, so how have I found myself in social media management? Well, communication, creativity, and analysis are at the heart of both. I'm well-practised in understanding people's needs and values and, now, at translating them into effective social media messages.

**Actually, I'm one of life's introverts and personally keep a fairly low profile on social media. Ironic? Perhaps, but I'd just rather be spreading the word about your business brand than publicising myself!**

You're welcome to take a look at my LinkedIn profile if you'd like to read more about my background and qualifications. For me, it's about working closely with a small number of businesses and developing a personal relationship with clients. I'm conscientious: if we work together, then I care about your business. I'm invested. Your success is my success. It's personal!

# WHY GET HELP WITH YOUR SOCIAL MEDIA?

Lots of reasons...but I would say that wouldn't I?! So, my advice is to have a good think about what the benefits of having someone take care of your social media would be for you.

Maybe it's about not having enough time? Updating your social media can often be the last thing that gets done - if it gets done at all. You won't be alone in having "post on social media" perpetually lingering at the bottom of your to-do list and niggling away at you. And I know that it can be pretty torturous trying to get creative and think of content ideas at the end of a long day. Working on your business can be the last thing that you've got the energy for when you've just spent all day working in your business (not to mention all the other responsibilities that you have in other areas of your life). Having that weight taken off your mind means that you can focus on what you do best, running your business.

**A sparse social media presence can give the wrong impression of your business, leading potential clients to wonder if your business is still active and thriving and even risk existing clients taking their custom elsewhere.**

Consistency is key on social media and "showing up" regularly and reliably by posting and being present is central to maintaining and raising your professional profile. A continued and coherent social media presence increases awareness of your business and encourages customer investment and engagement. Over time, social media can help you reach a wider audience of prospective new clients and help develop loyalty from existing clients securing repeat business.

**But that's just what I think. What would having your social media taken care of do for you?**

# CANNY CONTENT FOR AESTHETICS AND BEAUTY

Although, ultimately, you want social media to help sell your products and services, pushing too hard on the sales-front and simply broadcasting sales messages can be off-putting to your audience.

A mix of customised content that creates interest, engages and offers value to your audience is more effective. Find out what your ideal customer likes to consume on social media and give them more of it. How can you be helpful to them? What do they want to know? How do they want to feel? As an aesthetics client, I'm in your target audience but I also understand the need to stay within the advertising guidelines.

**Social media is more than your virtual shop window: it's a reflection of your brand, personality and values. People want to get to know the people behind a business. And developing the know, like and trust factor is particularly important in a field where people need to be able to trust you with their insecurities, their hopes and their face!**

## KEEPING IT REAL

Investing in your social media, posting content and developing an understanding of your audience won't produce overnight results but it's a long-game that will build your brand and credibility over time. I don't run ads or devise ad campaigns; however, you may decide to boost or promote any content as you wish.

# MY SERVICES

I'm not an agency and I don't outsource or delegate any of my client work to other people. I enjoy being part of a business's journey and - now more than ever - I want to offer affordable solutions and packages to support you with your social media.

I therefore have a current offer aimed at businesses that want to take some targeted action around their social media but keep hold of the reins themselves (*Social Strategy Pow-Wow*) and an on-going package for businesses who would like their social media taken care of but don't want to lay out expensive agency fees (*Compact Management Package*).

*More comprehensive, bespoke packages developed and priced on request.*

## SOCIAL STRATEGY POW-WOW

- Introductory telephone call (approx. 30 minutes) to learn about your business, determine your needs and agree the social media accounts for review
- Review of account(s) undertaken
- Face-to-face [currently socially distanced] or video consultation (approx. 1 hour) to share feedback, make recommendations and answer questions, resulting in an action plan
- Accountability follow-up call (approx. 15 mins) to check in on your progress and achievements

**Price: £75 (inclusive)**

# COMPACT MANAGEMENT PACKAGE

## Getting started together

- No-obligation call or meeting [currently socially distanced] to discuss your needs and for you to decide whether to progress to a paid one month trial (approx. 30 minutes)
- Detailed fact-finding consultation (approx 1.5 hrs) covering:
  - Brand personality, look, voice/tone & values
  - USPs & keywords
  - Which platforms, ideal followers & inspirational accounts
  - How social media aligns with and can help achieve your business goals
- Bullet-point summary report provided
- Follow-up call to agree plan

## Content creation

- Consistent posting schedule of 3 unique posts per week
  - Developed for one primary platform but will cross-post to one other platform
  - Daily posting (Mon-Fri) achieved by adapting content as Stories on the primary platform (i.e. Instagram or Facebook)
- Post creation and formatting
  - Individualised/custom-branded (logo/brand colours) graphics and accompanying copy (captions/text)
  - Hashtags as appropriate
- Engagement management on posts (replying to comments, appropriate reciprocal likes & follow-backs)
- Monthly check-in call to discuss outcomes and continuing direction

Price: £225 per month (inclusive)

## Need to know:

- After one paid trial month and review, continuing to work together is on the basis of one month's notice to end the arrangement
- I aim to be two weeks ahead with content creation to ensure that we have a sufficient bank of content (though there is also scope to be responsive to events), which will require you to provide "raw" content materials e.g. photos, brand materials etc. for this timeframe

# WANT TO TALK?

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