

Clé

S O C I A L

SERVICE SUITE



Clé

[NOUN , FEMININE] FRENCH

Translation: **Key**

Something that is used to unlock, explain, solve or gives access to understanding; the key to something





THE GOAL

To CREATE *content*
that CAPTURES the
ESSENCE of *your* brand
at a *glance*.

Content + Scheduling

WHAT IT IS AND HOW IT SERVES YOU

Visuals and social media have never played such an important role as they do in today's fast-paced digital world. That's why strong visuals and thoughtful, consistent content matter; allowing you to communicate the essence of your brand.

We have created these offerings for business owners who understand the value of being present on social media but simply don't have the time to create, plan and post consistently themselves.

While we take care of the strategy, content and consistency, you remain the voice of your business; responding to comments, engaging in DMs and building genuine relationships with your audience in a way that feels natural and authentic.



The Offerings

FROM THE GROUND UP. BESPOKE OFFERINGS ALSO AVAILABLE.

FOUNDATION

Start here to build on. This offering is ideal for business owners who are looking to establish a consistent presence on their socials and are hands on with engagement and management of the account.

Deliverables:

2 Scheduled Posts p/week
2 Stories p/week

ESSENTIAL

You've built your foundation, now it's time to level up. This offering is for business owners who are ready to grow, stand out, and establish a strong presence in their industry.

Deliverables:

2 Scheduled Posts p/week
Including carousels
1 Reel per week
3 Stories per week

SIGNATURE

Our most immersive offering, designed for business owners who are ready to hand over the reins and experience the full scope of what Clé Social do best.

Deliverables:

3 Scheduled Posts p/week
Including carousels
2 Reels per week
3-5 Stories per week
Content Creation
+++

All of our projects start with onboarding, a audit and strategy process so that we can really get to know your business, ideal customers and the best ways to connect with them.

+++ Further inclusions, please refer to offering description found on page 9.

INVESTMENT:
\$500 PER MONTH + GST

INVESTMENT:
\$850 PER MONTH + GST

INVESTMENT:
\$2700 PER MONTH + GST



Onboarding

INCLUSIONS

1 hour 1:1 Brand consultation
Business Goal Setting
Key service and/or product to focus on
Creating your key content pillars
Brand Audit
Access to brand assets [Logos's, brand guide etc]
Access to brand images
Social Media Account Login and access

COMPLETE ONBOARDING PACKAGE

All of the above + Content Creation
Please refer to page 10 for all the inclusions

INVESTMENT OPTIONS

\$350 + GST
Onboarding only
No content required

\$1200 + GST
Complete Onboarding
Package

Foundation

INCLUSIONS

2 Scheduled Posts per week including carousels

2 Stories per week

Copy writing

Post layout design and cohesion

Scheduling at optimum times

Performance insights per month

Monthly Profile Optimisation

CLIENT ACCOUNTABILITY

Replying to comments on the posts

DM responses

Account engagement [following & commenting on other accounts & posts]

INVESTMENT

\$500 +GST PER MONTH
[Content creation additional]





Essential

INCLUSIONS

2 Scheduled Posts per week including carousels
1 Reel per week
3 Stories per week
Copy writing
Post layout design and cohesion
Scheduling at optimum times
Performance insights per month
Monthly Profile Optimisation

CLIENT ACCOUNTABILITY

Replying to comments on the posts
DM responses
Account engagement [following & commenting on other accounts & posts]

INVESTMENT

\$850 +GST PER MONTH
[Content creation additional]

Signature

INCLUSIONS

3 Scheduled Posts per week including carousels

2 Reels per week

3-5 Stories per week

Copy writing

Post layout design and cohesion

Scheduling at optimum times

Replying to comments on the posts [during business hours]

Account engagement [following & commenting on other accounts & posts]

x1 Full day of Content Creation per month [refer to page 10 for inclusions]

Monthly Profile Optimisation

Performance insights per month

CLIENT ACCOUNTABILTY

Replying to DM messages

INVESTMENT

\$2700 +GST PER MONTH





Content Creation

THE SERVICE

Creating content that is on-brand, authentic, and instantly captivating is what sets Clé Social apart.

Our Content Creation is a service built around your unique needs, whether that's one type of content format or a curated combination.

Every shoot is styled and every detail thought of.

The assets we create are yours to keep and can be used across your social media platforms and website.

TYPES OF CONTENT

Professional photography

Professional Videography

iPhone lifestyle content

Short-Form edited reels ready to post

Natural lifestyle

Capturing and story telling the experience

Surrounding attractions

Event Coverage

Service & Treatment walkthroughs

Behind the scenes moments

Interview style content

INVESTMENT

FROM \$500 +GST

Quotation is recommended for this service.

Brand + Service Consultation

THE GUIDANCE TO GROW ON YOUR OWN TERMS

An offering designed for those who are ready to build their business with greater confidence, clarity, and direction.

Penny and Caitlin believe that knowledge is power, and we're passionate about empowering you to create the business you truly desire and achieve the goals that matter most to you.

Our consulting sessions cover the full scope of what it takes to grow and thrive online. From branding and social media to digital marketing, funnels, lead captures, and digital advertising, no topic is off the table. Whether you're just getting started, navigating a pivot, or looking to deepen your understanding of your customer journey, we're here to guide you with honest insight, real expertise, and genuine care for your success.

To make the most of our time together, each consultation includes a pre-meeting questionnaire so we can get to know your business before we begin.

INVESTMENT

\$500 +GST

Appointment Duration 90 minutes





Expertise

WHAT WE DO BEST

Social Media Management
Content Creation
Account Management
Copywriting
Social Media Advertising (META Ad's)
Social Media graphic tile design
Photoshoot Styling and management
Email Marketing
Campaign Strategy, rollout & management
Lead generation
Branding
Websites
Podcasting
Coaching & Mentoring
Customer Journey Mapping



Additional Information

FREQUENTLY ASKED QUESTIONS

UPGRADING & ADJUSTING OFFERINGS

If you wish to make adjustments to your service package, we are happy to accommodate that, provided we are given at least two weeks' notice. If we are part way through a month, we will implement the adjustments for the following month.

LAST MINUTE POSTS

We understand that business can be fast-paced, and we will do our best to accommodate unforeseen circumstances and additional last-minute posts to be made within your month of scheduled posts allocated. Charges may apply.

META AD'S

Clé Socials specialise in Meta Advertising and can assist you with any Meta campaigns. This is additional to all the services listed in our Social Media Management offerings. If you would like to learn more please reach out.



Kind Words

FROM HAPPY CLIENTS

“Caitlin is pure joy to work alongside. We have been collaborating on photo shoots for clients over the last few years and Caitlin’s organisation, styling ability and relaxed approach have made our shoots efficient, well planned and always fun. Caitlin’s eye for detail and excellent work ethic are second to none, and I really love the energy she brings to our collaborative projects.”

BIANCA, PHOTOGRAPHER

“As a business owner, my to-do list is never ending. Handing over our social media to Clé was one of the best decisions I've made. They're consistent, reliable, and I never have to chase them or second-guess the work. I can just trust that it's being taken care of, I love that.”

EMILY, CLIENT

Questions? Reach Out

CONTACT US

studio@clesocial.com.au

Please note our office hours are
Monday - Friday, 9am-2pm.

