

SERVICES & PRICING GUIDE



Welcome!

We've got your back with our social media design and planning services.

We're affordable, professional, and always here to boost your online presence. Reclaim precious hours spent on content creation to focus on what truly matters: nurturing your business!

We understand how difficult it is to keep up with the ever-changing world of social media and marketing, which is why we offer premium social posts, banners, branding pages & posters for all your social & media needs.

Take your audience engagement to the next level with our expertly designed posts all customised to suit your specific needs.



Optimise Facebook & Google My Business

Google checks this page when a client searches for "waxing near me" or similar



Your Google Business Page is a tool which enables business owners to manage how they appear online across Google and make their business stand out. Your GMB & Facebook are fantastic FREE opportunities to promote your business!

\$199

FACEBOOK BUSINESS PAGE	GOOGLE BUSINESS PAGE
<ul style="list-style-type: none">✓ Ensure profile is complete & you are using the best template for the salon, Update your About Us Tab✓ Update your banner to a branded banner or seasonal focus✓ Ensure Links to your Website, Online Services etc✓ Set up a facebook shop & add Voucher Sales✓ Add 6 main Service Departments to the services TAB	<ul style="list-style-type: none">✓ Ensure profile is complete, add missing links such as social pages, websites etc✓ Update profile photo & add a description, business hours etc✓ Supply a Review Us On Google QR code to print & display in salon✓ Ensure your service summary is listed in the services TAB✓ Add voucher sales to your products TAB

EXTRA – Add Your Entire Service List!

Google Business & Facebook Shops allows for the addition of services with links to BOOK NOW or CALL. We can add your entire services list with relevant buttons for an added \$149

SOCIAL MEDIA MARKETING OPTIONS

These packages offer consistent branded content creation and posting to enhance your online presence.

Social Spark

Minimum 3 month

Facebook and Instagram
Management

\$400

MONTHLY

- ✓ 15 minute planning meeting
- ✓ 4 Posts per Week
- ✓ 4 Stories/Reels per Week
- ✓ Content Creation
- ✓ Content Scheduling
- ✓ Captions to match posts
- ✓ Basic Analytics
- ✗ Monthly Performance Report
- ✗ Audience Growth Strategy
- ✗ Add Offers to Google Business
- ✗ Blog Article to Google Business

Social Boost

Minimum 4 month

Facebook, Instagram & Google
Business Page Management,
with Audience Growth Strategy

\$600

MONTHLY

- ✓ 15 minute planning meeting/mth
- ✓ 4 Posts per Week
- ✓ 4 Stories/Reels per Week
- ✓ Content Creation
- ✓ Content Scheduling
- ✓ Captions to match posts
- ✓ Basic Analytics
- ✓ Monthly Performance Report
- ✓ Audience Growth Strategy
- ✓ Add Offers to Google Business
- ✓ Blog Article to Google Business

click to
learn more

Signature Service

Want more? Chat to us about
an individualised service.

AUDIENCE GROWTH STRATEGY

An audience growth strategy takes time and consistency. Building an engaged and loyal following is a gradual process. Patience and persistence are key.



What you'll get:

- ✓ **Define Your Target Audience:**
Identify your ideal customers. Are you targeting local residents, beauty enthusiasts, or a specific demographic?
- ✓ **Content Planning:**
Create a content calendar that includes a mix of beauty tips, behind-the-scenes looks, client testimonials, and promotions.
- ✓ **Use Relevant Hashtags:**
Research and use popular and relevant hashtags in your posts to increase your content's visibility.
- ✓ **Encourage User-Generated Content:**
Ask satisfied clients to share their before-and-after photos, tagging your salon, sharing reels.
- ✓ **Focus on building Google Reviews:**
Set up a QR Code for front desk promoting Reviews. Optional post visit SMS from Smallbiz linking to a review request * sms credits extra
- ✓ **Setup & maintain a free [Link.tre](#) for Instagram :**
Help your followers discover everything you do, with one simple link.

LANDING PAGE DESIGN & HOSTING

An SMS landing page is what customers see after clicking the link you sent them. It is a unique web page that cannot be accessed through normal search activity or browsing on your website so you can tailor it to your salons needs.

\$99

Your 1st Page

This includes a 1 off set up fee for all your branding & social links, your content, offers, Book & Buy now links etc

\$75

Subsequent Pages

Once branding is established pages can be produced in a swifter manner

\$149

Newsletter

Just like your print or email newsletter but designed for mobile, you can add articles, multiple promotions or external links

\$199

Set of 3 Pages

Great for Auto-SMS Marketing, set & forget in Smallbiz. We Miss You, Welcome to salon, Birthday message, Aftercare information Review Request

Learn More

*click to
learn more*

Want to know more about how to use SMS Landing Pages?

MOBILE MARKETING STRATEGY

SMS landing pages provide numerous benefits for your mobile marketing strategy. If you haven't yet explored the idea of creating distinct pages to complement your SMS approach, here are several compelling reasons to get started.



What are the Advantages of an SMS Landing Page?

- ✓ **Showcase New Product Arrivals**
Introduce a new line of products or highlight seasonal items, utilizing an engaging SMS landing page is the way to go. You can lead with an appealing photo display of your merchandise, enabling customers to explore your latest products and discover complementary items they might not have encountered otherwise.
- ✓ **Deliver Personalized Offers**
Who doesn't appreciate a special treat on their **birthday**? If a customer shares their birthdate, you can send them a coupon or promo code for a complimentary treat or a discount on their purchase. You can even ask for **Google Reviews**!
- ✓ **Generate Excitement for Exclusive Sales**
When it comes to promoting holiday or seasonal sales or clearing Retail with special clearance events, you can highlight "limited-time-only" sales, creating a sense of urgency for customers looking to purchase your products at discounted prices.
- ✓ **Conduct Surveys and Collect Information**
Landing pages serve as a valuable tool for distributing surveys and other forms you'd like your customers to complete.
- ✓ **Gather Valuable Data**
Perhaps the most significant advantage of a landing page is data collection. When your SMS campaign is linked to a unique URL, it becomes simpler to track conversions resulting from that campaign. This also enables you to monitor metrics like, open rate, and ROI (Return on Investment).

RECENT PROJECTS



SK BEAUTY GALLERY

Sarah implements a seasonal strategy & Smallbiz provide:

- Poster Design
- Web site banners
- SMS Landing Pages
- Social Media Posts
- Assistance in Marketing Selection & sending



SENSE OF BEAUTY

Nook engages Smallbiz to manage:

- Website creation & maintenance
- Social Media Posts
- Google Business Page
- Blog Posts
- Landing Pages
- Design of Referral & Discount cards
- Design of Promotional Posters