

HINDSIGHT CREATIVE



SOCIAL MEDIA WHAT WE OFFER

Our team of social media experts **craft** social media strategies that **earn trust**, **start conversations** and **grow your business**.





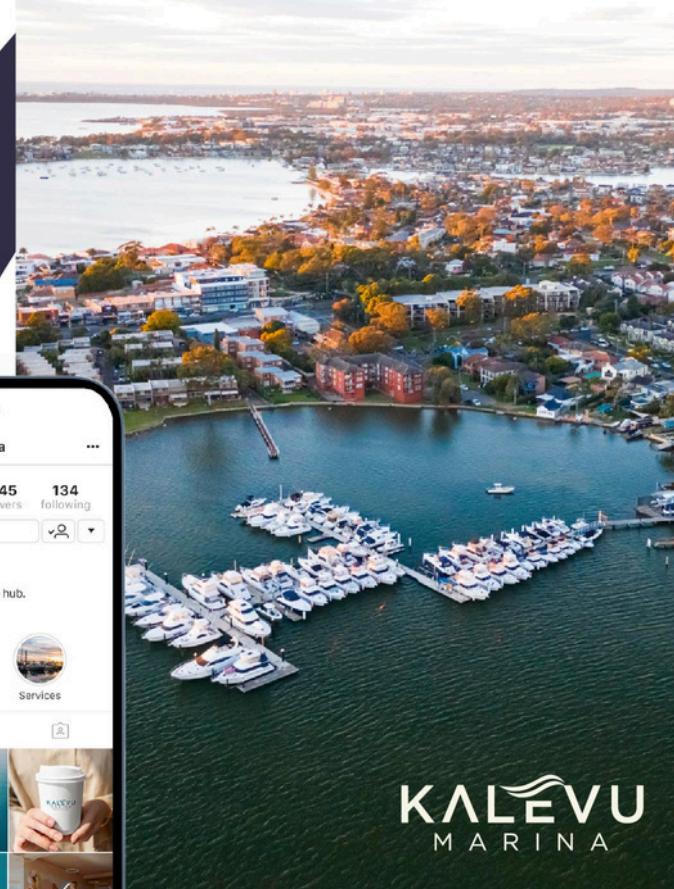
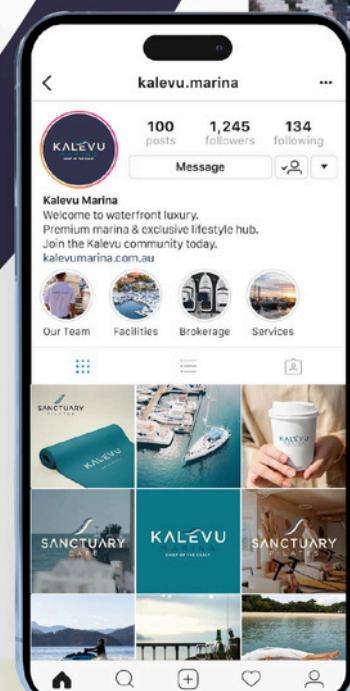
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Brands we've
brought to life
through social
media

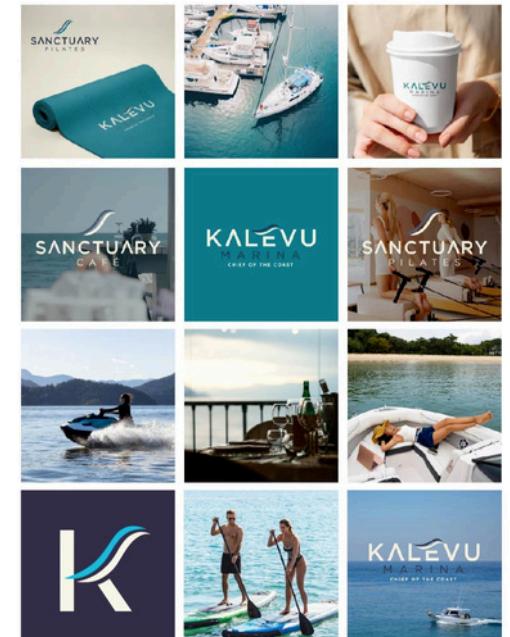


Kalevu

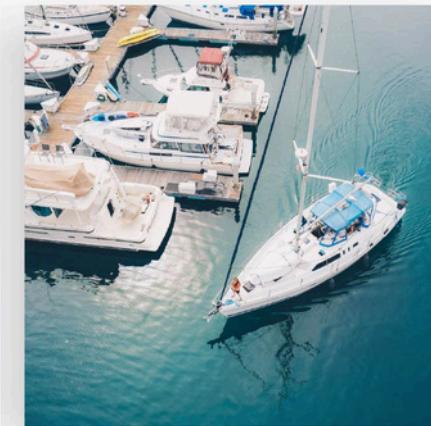
Kalevu Marina is a **premium Sydney marina** offering luxury berths, top-tier facilities, and a vibrant waterfront lifestyle.



KALEVU
MARINA



KALEVU
MARINA



Core services



Social Media Strategy

We work closely with you and your business to create a custom social media strategy tailored to your unique brand and objectives.



Videography

Our videography brings your ideas to life through captivating social content that connects and converts across platforms.



Competitor & Market Analysis

We analyse your competitors and current market trends to uncover opportunities, benchmarks, and insights, giving your strategy a competitive edge.



Concept Ideation

Original concepts and scroll-stopping ideas, crafted by our team to match your brand, drive your goals and connect with your audience.



Content Creation

We capture your products and services with compelling videos and striking static visuals that resonate with your audience.



Content Scheduling

Our team plan and schedule your content strategically to ensure it reaches the right audience at the right time, driving consistent engagement.



Photography

We bring your products and services to life with high-quality videos, eye-catching static visuals, engaging content, and captions that connect to your audience.



Copywriting

Social media copy that reflects your brand's personality and speaks to your audience, from engaging captions to persuasive campaign messaging.



Social Media Insights & Reporting

In-depth performance metrics and insights help optimise your content, drive engagement and grow your online presence.

Our growth Strategy

Each step works together, turning scattered posts into a **connected, thriving brand**.

3. Growth (Leaves)

Refine, optimise and grow through data-driven adjustments

2. Activation (Trunk & Branches)

Build a strong visible presence with purposeful content and structure

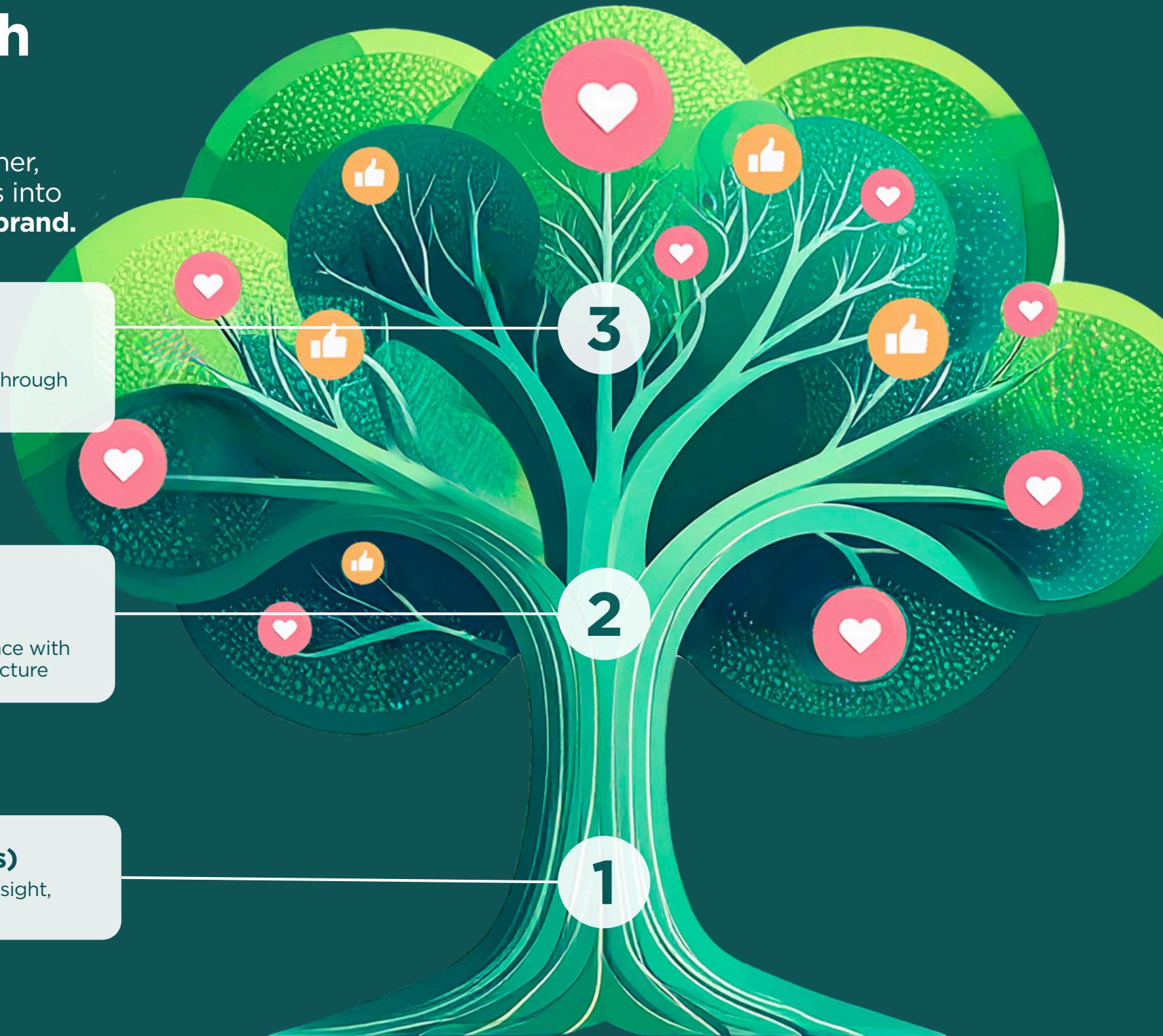
1. Foundation (roots)

Lay the groundwork with insight, strategy and direction

3

2

1



Our growth Strategy

Our **three steps** to grow an organic,
thriving Social Media presence

1

2

3

Foundation

Roots

Research, a digital audit and market
insights tailored to your brand
provide a clear, strategic direction



Activativation

Trunk and Branches

Actioning your strategy with
engaging content and creative
production builds a clear and
consistent presence for your brand



Growth

Leaves

Performance reports, analytics
and ongoing optimisation drive
consistent growth and stronger
results



Packages Breakdown



Step 1: Start with your **Custom Brand Strategy** the foundation for all your brand's content creation.

Step 2: Then select from our **Basic, Standard** or **Premium** Packages to add onto your Custom Brand Strategy.



Select your Package

Basic Package

Standard Package

Premium Package

Custom Brand Strategy



Custom Brand Strategy Inclusions

- Digital Audit - Insights and gaps
- Competitor & Market Analysis
- Define Brand Voice & Objectives
- Define Target Audience Personas and platform recommendations
- Instagram Bio and highlights updates
- Strategic content topics (content pillars)
- A strategy plan you're able to continue with in-house

\$2200 one-time fee

Every piece of content
is **driven by this strategy**



Turn Strategy into Growth

Choose a package to complement your Brand Strategy and let us build a seamless, results-driven social presence for your brand.



Basic Package

\$1200 per month + Brand Strategy

6 static feed posts across 2 chosen social media platforms using supplied or stock images

Captions written with platform specific hashtags & keywords

Strategic and creative prompts to create content in house

Manage **scheduling and posting** your content.

Monthly **performance report** with key insights.

Monthly content calendar outlining what to post and when

Standard Package

\$2400 per month + Brand Strategy

2 hour content creation on site. (Travel fee if outside 30kms)

8 static feed posts across 2 chosen social media platforms

2 reels across 2 chosen social media platforms

Captions written with platform specific hashtags & keywords

Manage **scheduling and posting** content and content calendar

Monthly **performance report** with key insights.

Monthly strategy check-in to adjust strategy.

Premium Package

\$3200 per month + Brand Strategy

6 hour content creation day on site (quarterly)

6 static feed posts across 2 chosen social media platforms

4 reels across 2 chosen social media platforms

Captions written with platform specific hashtags & keywords

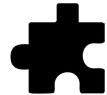
Manage **scheduling and posting** content and content calendar

Expanded monthly performance report with key insights.

Monthly strategy check-in to adjust strategy.

60 minutes a week of **community engagement** (liking, following ect) excludes inbox management

Add more value to your package



Custom Social Media Package

Use the packages as a starting point, then tailor a social media strategy to suit specific goals and needs. A plan will be built with exactly what should be included.

Starting from \$1200 per Month



UGC or Influencer Outreach

Based on your social media strategy, we'll craft a pitch and reach out to the right people to share your product on their platforms.

Starting from \$500 per Month



Full day on-site Content Creation

A full-day shoot that covers both photo and video, edited and ready to use. Travel costs apply if the location is more than 30km from Hindsight Studio. (6-8 hour shoot - depending on travel time)

Starting from \$1000 per Month



Paid Social Media Advertising

A customised paid advertising plan that amplifies and complements your wider marketing strategy.

Starting from \$1000 per Month



Social Media Management Workshop

A practical session in-person or over zoom to help manage a strategy in-house. This training covers how to schedule, post and keep social accounts running smoothly. Session length is flexible and tailored to your experience level.

Starting from \$500



Inbox Management

For two chosen platforms, direct messages and comments will be monitored. Relevant questions will be passed on for expert answers, and an automatic reply will be set for after hours so customers always feel supported.

Starting from \$500 per Month