Scripted

Ideas. Crafted. Scripted.

Department and Workflow Brochure

1. Execution & Operations Department

Main Focus:
The brain and backbone of Scripted. Ensures everything runs smoothly, clients are happy, and creative direction stays true to your brand identity.

Detailed responsibilities:

1. Overlook all departments and ensure flow between them.
2. Define the vision, tone, and creative direction of Scripted.
3. Approve all major ideas, scripts, and brand campaigns.
4. Manage ERP and content calendar.
5. Handle client relationships post-acquisition.
6. Maintain a live dashboard (pipeline, projects, revenue, team workload).
7. Handle HR responsibilities — onboarding, role distribution, team motivation.
8. Manage tech tools — ERP, automation, internal drive, dashboards.
9. Conduct weekly review meets for feedback and alignment.
10. Final sign-off on all deliverables before they go to the client.

2. Marketing Department

Main focus:
Get clients, grow visibility, and make Scripted a recognized name in the creative market.

Detailed responsibilities:

1. Identify potential clients (startups, local businesses, creators).
2. Send personalized outreach (emails, DMs, cold calls).
3. Maintain a lead sheet to track communication.
4. Lock clients and update ERP so operations can take charge.
5. Manage Scripted’s online presence (Instagram, LinkedIn).
6. Research competitors and agency trends.
7. Experiment with ad strategies and campaigns for Scripted.
8. Track which outreach methods work best and optimize.

3. Content and Design Department

Main focus:
Bring creativity to life. From catchy lines to cinematic visuals, this team shapes how brands look, sound, and feel.

Detailed responsibilities:

1. Write ad copies, slogans, scripts, taglines, and captions.
2. Create posters, flyers, reels, short videos, and brand kits.
3. Design campaign visuals aligned with client goals.
4. Maintain Scripted’s content calendar.
5. Brainstorm creative campaign directions and storytelling ideas.
6. Edit video content (reels, brand teasers, animations).
7. Maintain and organize a shared drive of templates, assets, and brand kits.
8. Collaborate with execution team for revisions and approvals.

4. Finance and Pricing Department

Main focus:
Manage the business side — pricing, billing, budgeting, and profitability.

Detailed responsibilities:

1. Track all incoming/outgoing payments.
2. Maintain an invoice & contract system.
3. Plan pricing strategies and retainers.
4. Create monthly profitability reports.

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Workflow

PHASE 1: CLIENT ACQUISITION (Marketing Team)

Main Goal: Identify potential clients, connect, and lock deals.

Steps:

1. Prospect Research:
   Marketing team shortlists local startups, brands, and small businesses needing ad or social content.
2. Outreach:
   Personalized DMs, emails, or WhatsApp intros.
   Highlight Scripted's creative approach and affordable model for startups.
3. Client Lock:
   Once the client shows interest:

- Marketing team conducts a quick discovery call.
- Lock the client for a 1-week trial period after explaining how Scripted works.
- Collect advance trial payment (e.g. 30–50%).

4. ERP Update:
   Marketing updates the ERP / Sheet with:
   - Company Name
   - Occupation / Industry
   - Services Required (posters, reels, social ads, etc.)
   - Trial Payment Status
   - Brand’s social handles and references

PHASE 2: REVIEW & TASK ASSIGNMENT (Execution & Operations Department)

Main Goal: Approve and distribute client work systematically.

Steps:

1. Client Brief Review:
   Execution team reviews all client details from ERP.
2. Creative Direction Setup:
   Define:
   - Brand tone (e.g., playful, premium, corporate)
   - Target audience
   - Posting frequency
3. Task Assignment:
   Assign roles to the Content & Design team:

- Content Team → writes captions, ad copies, or script ideas.
- Design Team → creates visual direction, color palette, mockups, or sample creatives.

4. Internal Timeline:
   Set a 7-day trial schedule → divide work into:
   - 1 day brainstorming
   - 4 days content & design
   - 1 day feedback
   - 1 day final sample submission

PHASE 3: TRIAL ROUND (Content & Design Department)

Main Goal: Deliver one week of creative samples to impress the client.

Steps:

1. Creative Brainstorm:
   Content + Design + Execution team discuss brand personality and post themes.
2. Production:
   - Content writes captions, post lines, ad copies.
   - Design creates visuals, animations, or reels.
   - Combine both to make 4–6 sample posts (depending on deal).

3. Internal Review:
   Execution team reviews all samples for tone, style, quality, and alignment.
4. Submission to Client:
   Send a preview folder or PDF deck with:
   - Designs
   - Captions under each
   - Short message explaining creative direction

PHASE 4: CLIENT FEEDBACK & DECISION

Main Goal: Close the deal for full-time content handling.

Steps:

1. Client Review:
   The client gives feedback on design, style, tone, and quality.
2. Adjustments:
   Content & Design make small tweaks based on feedback.
3. Final Confirmation:
   If the client likes the style:
   - Marketing / Execution sends full project proposal
   - Client makes full payment

PHASE 5: FULL CONTENT EXECUTION (Design + Content + Execution)

Main Goal: Create and deliver consistent weekly content.

Steps:

1. Content Calendar Creation:
   Execution & Content team finalize a 4-week posting schedule (themes + post types).

2. Weekly Routine:

   - Content Team: Prepares captions, hashtags, ad copies, story scripts.
   - Design Team: Delivers 5–10 visuals or reels weekly (according to the plan and client).
   - Execution Team: Reviews, approves, and sends to the client for weekly check.

3. Posting & Delivery:
   After client approval, Design team or Execution posts the content on the client's social pages.

4. Tracking:
   Maintain a weekly "Progress Sheet":

   - Delivered posts
   - Approved posts
   - Pending approvals
   - Revisions if any

PHASE 6: FINANCE & MONITORING (Finance Department)

Main Goal: Ensure proper payments and financial tracking.

Steps:

1. Payment Monitoring:
    - Track invoices and payment dates per client.
    - Follow up if delays occur.
2. Monthly Report:
   Prepare a mini summary:
    - Clients onboarded
    - Total revenue this month
    - Pending payments
    - Profit after expenses
3. Renewal & Retention:
    - Offer monthly retainer or discounted long-term plans.
    - Use performance metrics to upsell next month.

PHASE 7: INTERNAL IMPROVEMENT (Monthly)

Main Goal: Review performance, boost efficiency.

Steps:

1. Monthly internal review with all 4 members:
    - What worked, what didn’t.
    - Which campaigns stood out.

- Where delays happened.
- Client satisfaction.

2. Adjust internal systems and create templates for faster future work.

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