



# PIXILLUSIONS

Web Design & Digital Marketing

## SMM CONTENT PACKAGE

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Elevating Your Social Media Presence



GRAPHIC  
DESIGN

SOCIAL  
MEDIA

WEB  
DESIGN

BUILDING BRAND AWARENESS FOR BUSINESS



**PIXILLUSIONS**  
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# SOCIAL MEDIA MARKETING

SETUP PLATFORMS | DESIGN | MANAGING



## SMM PLATFORM SETUP

Setup of platforms the Right Way	Already Setup by Client	R0
Setup of platforms the Right Way	WIX Integration	R0
Branding   Banners   Highlights   Status	Facebook + Instagram	R1000.00 (optional)

*(Excl. VAT on Total amount)*

## META BUSINESS MANAGER

Package deal (6 month retainer)	Monthly	R4800.00
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*(Excl. VAT on Total amount)*

## SOCIAL MEDIA MARKETING PACKAGE

- Getting Setup The Right Way - Facebook Business Manager
- Create your Avatar
- Tracking & Targeting Pixel
- Creating Your Audiences
- Objectives, Budgets + Placements
- Ad Account Setup for Campaign - Paid Ads
- Create A Winning Ad (1 Reels | 2 Stories | 4 Posts)  
+ 1 unplanned Post or Reels  
- Ad Design - Captions - Prompts - Hashtags
- Strategy planning, including content calendar postings. Hashtag Strategy, Key Dates, Planning ahead
- Analytics and performance tracking for continuous optimization every 3 months
- Monthly reporting to keep you informed about growth and engagement.

All login and password to be supplied	Gmail Account for SMM	Website
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## ELEVATE YOUR BRAND: DIGITAL BUSINESS CARD & BIO.

DIGITAL PLATFORM - Design & Setup of Bio	1 Profile	R1900 (Flat Rate)
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*(This package is WIX integrated. No monthly hosting charges, T&C).*

*(Excl. VAT on Total amount)*

# SMM Content Package - Starter

# R4800.00

## Reels (1 per month): Less than 90sec

Engaging video content showcasing your products, services, or behind-the-scenes moments. Designed to capture attention and tell your brand story creatively.

## Stories (2 per month): 24 Hours

Daily stories to keep your audience engaged. Organic Ads to be shared to Groups. Featuring promotions, updates, and interactive elements for increased user participation. Also available for WhatsApp status.

## Posts (4 per month):

Permanent content to showcase your brand and products. Crafted to maintain a consistent and appealing profile aesthetic.

## Budget Allocation (R4800 per month):

Design and content creation for Reels, Stories, and Posts.  
Strategy planning, including content calendar creation.  
Analytics and performance tracking for continuous optimization every 3 months  
Monthly reporting to keep you informed about growth and engagement.

## Engagement and Interaction: (by the client)

Regular engagement with your audience through captions, comments, messages, and likes. Timely response to inquiries and customer interactions. Applying the (x3) Golden Hack & Recipe.

## Duration:

A monthly retainer to ensure long-term growth and sustained online presence for **6 months**.

## Optional Add-ons:

Paid advertising strategies can be explored based on specific business goals.

## Next Steps:

Regular consultations to align strategies with your business objectives. Flexibility to adjust the content plan based on evolving needs. This comprehensive package aims to enhance your brand's online visibility, engagement, and overall digital presence.

## Material:

Client needs to supply Pixillusions with the needed. Photos or Video Materiales This will be align with the strategy plan for the month.



## CLIENT PROCESS

- Create Contract & Invoice
- Client Pays
- Set up Social Media Platforms
- Design Client Checklist Example
- Setup Client Payments for Paid Ads
- Project Starts
- Follow up 1 week - Questionnaire due
- Consultation Call to Finalise Details
- Post



# General schedule for posting- SMM

This schedule provides a balanced distribution of content throughout the week. However, it's essential to track engagement metrics and adjust the schedule based on when your audience is most active. Additionally, consider using platform insights and analytics tools to refine your posting schedule over time.

## FACEBOOK

- Day 1 (Monday): 1 post at 12:00 PM
- Day 2 (Wednesday): 1 post at 3:00 PM
- Day 3 (Friday): 1 post at 7:00 PM

## INSTAGRAM

- Day 1 (Monday): 1 post at 10:00 AM
- Day 2 (Wednesday): 1 story at 1:00 PM
- Day 3 (Friday): 1 post at 6:00 PM

## YOUTUBE | TIKTOK

- Day 1 (Monday): 1 video (Reel) at 2:00 PM
- Day 2 (Wednesday): No upload
- Day 3 (Friday): 1 video (Post) at 5:00 PM

## GOLDEN HACKS 3 x CCC

- Consistency
- Clear Content
- Conversation
- Be Brief, Be Bright, Be Fun, Be Done!

## SECRET RECIPE 333

- 3 x **Likes**: Show appreciation by liking posts that align with your brand.
- 3 x **Comments on Someone's Posts**: Engage meaningfully with your community.
- 3 x **Watch Stories**: Stay connected with your audience's daily updates.



# STORY BRAND



## Step 1

### A CHARACTER

What do they want?

### WITH A PROBLEM

External - (Confusion)

Internal - (Insecurity)

Philosophical - (Purpose)

## Step 2

### GIVES THEM A PLAN

Summarize you Plan

### MEETS A GUIDE

Empathy (understand)

Authority (Expertise)

### THAT CALLS THEM ACTION

Direct

Transitional

### FAILURE

Tragic Results - (Avoid)

### SUCCESS

Successful Results - (Brand Promise)

## Step 5

## Step 6

By applying the StoryBrand framework to your website, you create a narrative that engages visitors, addresses their needs, and guides them toward taking action.







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