



ACT STUDIOS

SOCIAL MEDIA MANAGEMENT

BROCHURE AND TRAINING PACKAGE

ACT
Studios

WHO ARE ACT STUDIOS?

As a company we've been around for 6 years, but our experience stretches far beyond that. We have an impressive 127 years combined experience in the holiday rental industry. We live and breathe it.

We've helped many businesses grow their social media presence, and have achieved some fantastic results.

Our social media package is aimed at businesses looking to improve their social media presence and grow their audience. Whether you have 1 follower or 10,000 - we can help you.

Social media can be a good platform to drive direct bookings. However, we understand that many small business owners wear a lot of hats and struggle to find the time to commit to building their presence. That's where we come in, with our social media management service. We use our knowledge and expertise to post on behalf of your business. We'll take time to *truly* understand your business and carefully curate posts to encourage your audience to engage and ultimately book direct with you.

We also offer a social media training package. The aim is to teach you how to manage your social media feeds yourself. We can show you anything from the basics for beginners to more advanced techniques that will take your social media skills to the next level. For more information on our training package please see page 4.



#ACTReinvigorate

WHAT WE DO

1. Publish three posts per week on Facebook and three on Instagram. If you would like to use different platforms or would like more/less posts, we're happy to discuss this further.
2. Customised content: We will carefully curate your posts based on your audience interest and what we believe will gain most traction on the specific platform.
3. Customised graphics: Our posts will include customised graphics when relevant (e.g. if you have a promotion, we will make a graphic to boost engagement.)
4. Monthly reporting: We will analyse and monitor the results and send the report to you monthly, so you can keep track of the performance.
5. Monthly catch-up call: You will receive a 15 minute call every month to discuss your monthly report results; and to plan and develop ideas and goals for the month ahead.
6. Follower engagement: When your followers comment on your posts or get in touch, we will respond on your behalf when it is appropriate to do so. We will also proactively follow relevant accounts and engage in the right conversations.

HOW IT WORKS

We do all the work, leaving you to focus on other parts of your business. We will create your posts based on our extensive knowledge of the industry and continuously develop content based on your audience's interests.

If you have commissioned ACT Studios to produce photography and 3D tours, we will use these to produce posts that stand out and encourage engagement. We will also need you to send through regional updates (e.g. local festivals and events) and regular photos of your property (e.g. a special sunrise photo or your property with a Christmas tree) - that way we can build a really up-to-date social media presence.

Ultimately we take care of your social media marketing for you and produce real results that will increasingly drive direct bookings. We will help grow your audience and create a useful platform that builds trust.

It all starts with an in-depth exploratory call where we'll gain a good understanding of your business aims and social media opportunities. We also conduct our own research into your business.

What our clients say

"I worked with the marketing team at ACT Studios throughout 2020, and during that time the reach of my Facebook page has increased by 50%. They have helped to highlight important messages at key times and created posts that perform really well - I get a lot of engagement from my followers which is perfect! If you're short on time or need to grow your audience, I'd recommend using ACT's social media management service."

- Rachel Mee, Burlton Cottages

TRAINING PACKAGE

We base each training schedule on the specific needs of your business. Here are some examples of what that may include:

Month 1: Your social media manager will take care of your account entirely this month (see standard package). They will encourage you to monitor every post that is added to your page, so you start to get a feel for the type of content.

Month 2: Your social media manager will arrange a 1 hour call with you each week to plan and schedule the posts for the week ahead. You will do this together

Month 3: This month you will take over. Your social media manager will be with you every step of the way. You will schedule all posts and your manager will provide feedback before posting.

By the end of month 3 you will have a good understanding of how to build up your social media presence and engage with your audience. This is where your monthly training ends, we'll send you off with lots of handy resources to help you thrive.

HOW MUCH DOES IT COST?

Standard package - £250 per month

Training package - £250 per month

One-off set up fee - £99

Nb: You are not tied into a contract, so you can use the service as much or as often as you like.



#ACTReinvigorate

WHAT YOU CAN EXPECT

We achieve fantastic results for our clients and work hard to ensure we meet mutually agreed, measurable goals. When you sign up we will discuss your aims and ambitions. At this point we will talk about what we expect to achieve for you.

When the goals are set, we will create target metrics and then review them with you every month. We are really transparent about the stats we achieve for you.

Due to the nature of social media we can't promise you'll be an internet sensation in a few months, but we can assure constant growth.

Our social media management service sets out to grow your audience organically. This means we will not pay to boost your posts or pay for ADs (unless you want us to), so the engagement you receive is genuine interest.

Some pages make the mistake of trying to grow too quick and gain disengaged followers. The key with social media is to slowly, but surely, build a high quality audience of people who enjoy your content.

SOME STATS FROM OUR CLIENTS

870%
INCREASE IN ORGANIC ENGAGEMENT IN 1 MONTH

FACEBOOK

NEW FOLLOWERS IN 1 MONTH ON FB & IG

99

65%
INCREASE IN ORGANIC ENGAGEMENT IN 1 MONTH

INSTAGRAM

Get in touch

T: 0333 344 6897

E: contact@act-studios.co.uk

W: www.act-studios.co.uk