



SOCIAL MEDIA CONTENT MARKETING

WHAT'S IN IT FOR YOU?

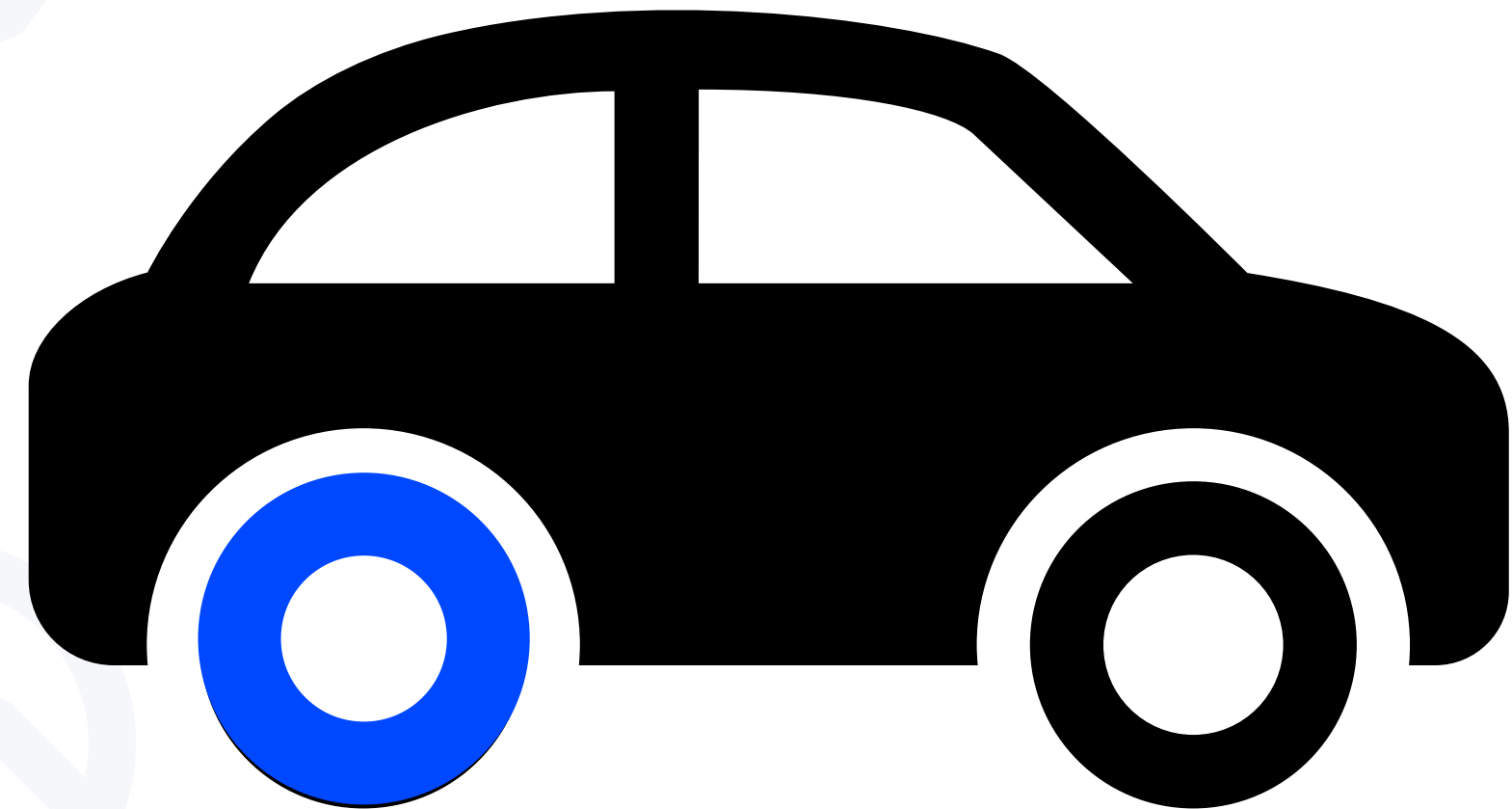
You're driving on 3 wheels

It doesn't have to drag

If you don't have a social media marketing strategy in place in 2024, you're running your business on 3 wheels.

Social media marketing is the most affordable and effective way of reaching your audience. Most people spend around **1/4 of their free time** on social media.

Reaching your audience on a consistent basis is invaluable for sustainability and growth. We're not here to offer you a quick fix, we're here to support you on your journey as a business.



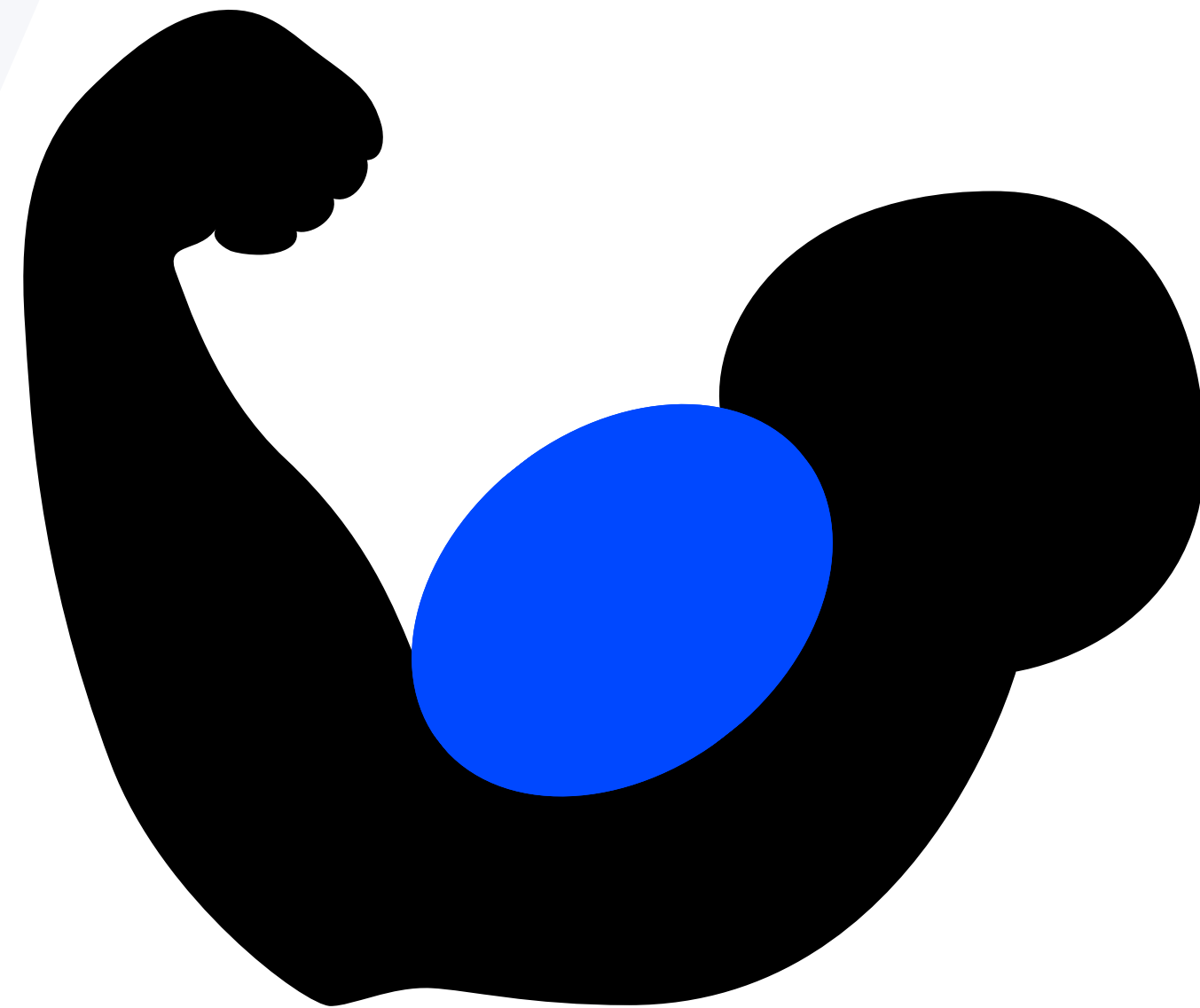
Support your Growth

Everyone needs a little help

Why do people hire personal trainers? It's simple: **results**. We provide consistency and accountability to help push your business in the right direction.

We remove the pressure of "DIY" and implement structure to make social media marketing efficient; **saving both time and resources**.

We work with you to grow your business in the right way. Amplify your brand's mission and values through specially curated content for your audience.



When you win, we win

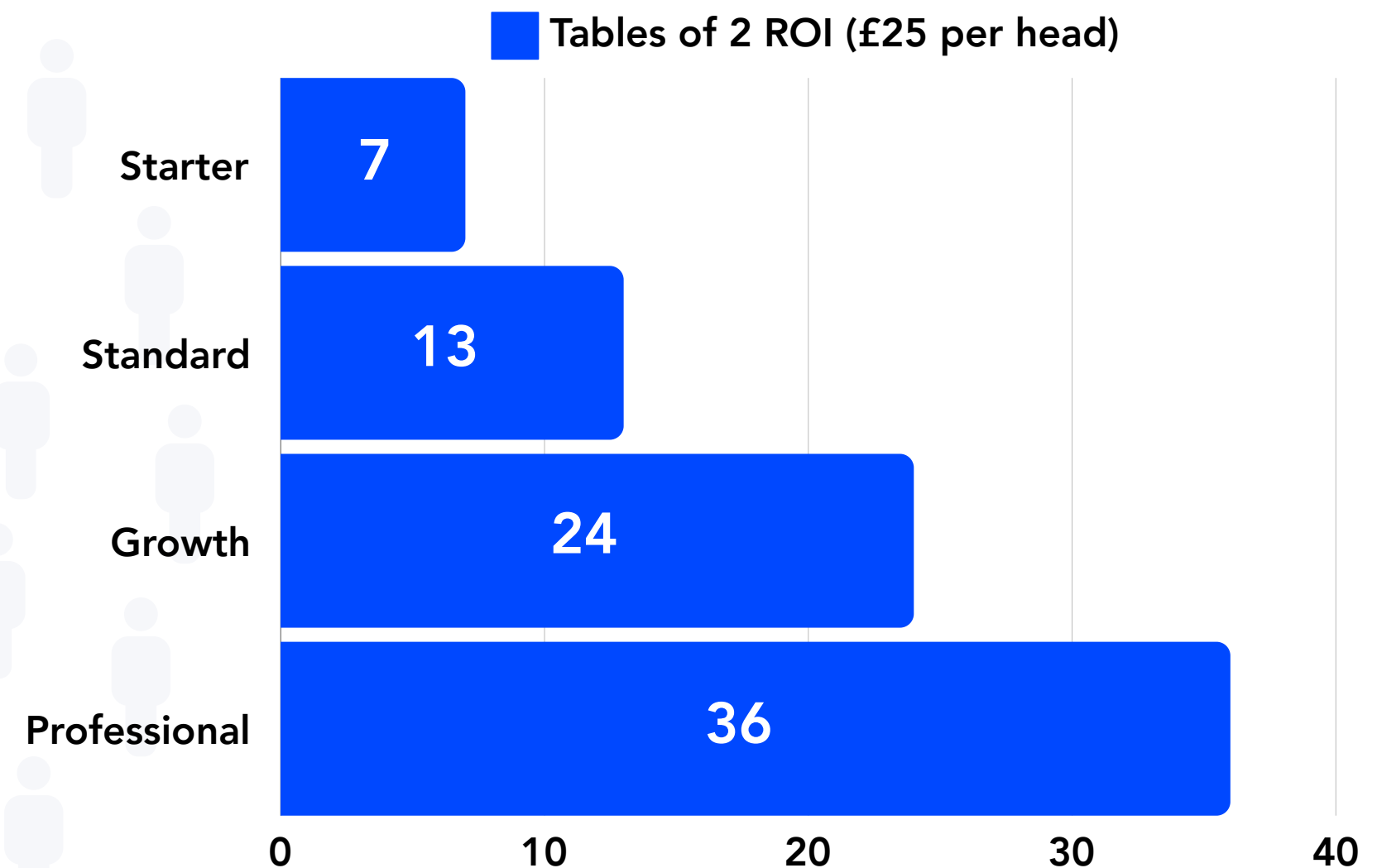
That's why we're transparent.

A little investment goes a long way. On average, the spend per head for restaurants in England is **£25.14** per person (Statista).

Assuming a minimum table size of 2, on our Growth plan, you would only need to seat **24 tables** a month to receive a return on your investment. That's less than **1 table a day**.

Social media marketing is crucial to growing your recurring customer base and building your brand presence within your existing audience.

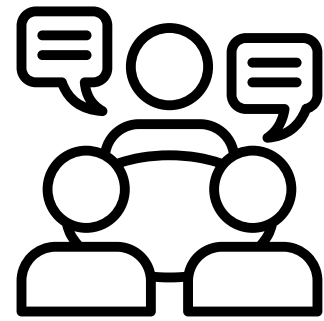
Use our online calculator to work out your ROI
<https://www.bhscenes.co.uk/roi-calculator>



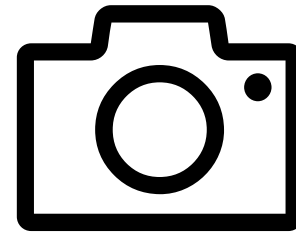


CONTENT PLAN

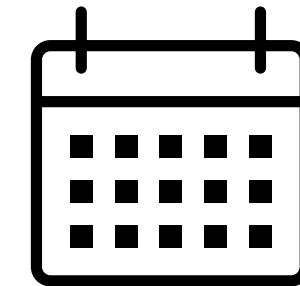
WHAT WE PROVIDE



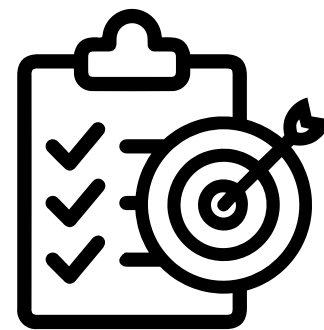
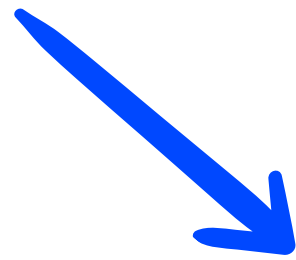
We start with an introductory meeting to understand your business, it's objectives and it's current position within the market.



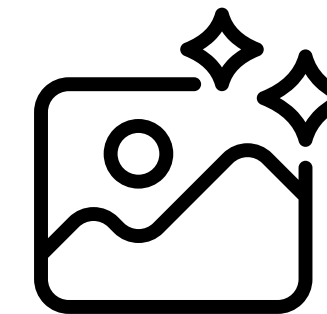
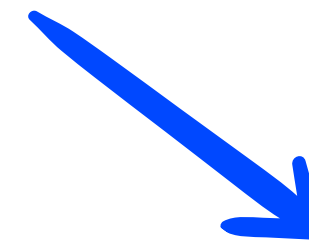
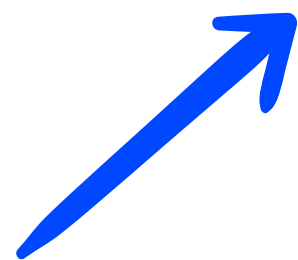
On the day of the shoot we'll be geared up and ready to create. Duration varies from 2-8hrs depending on your package.



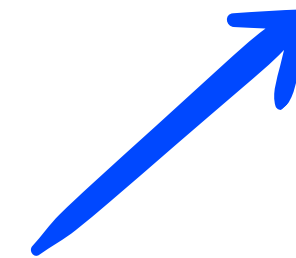
Once approved, the content is delivered ready to distribute. So all that's left now is to revert to the calendar and schedule in your posts!



Once we build out your profile, we will begin content planning for the upcoming month. There will be an opportunity to review this before



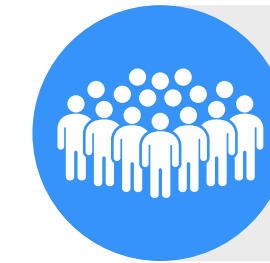
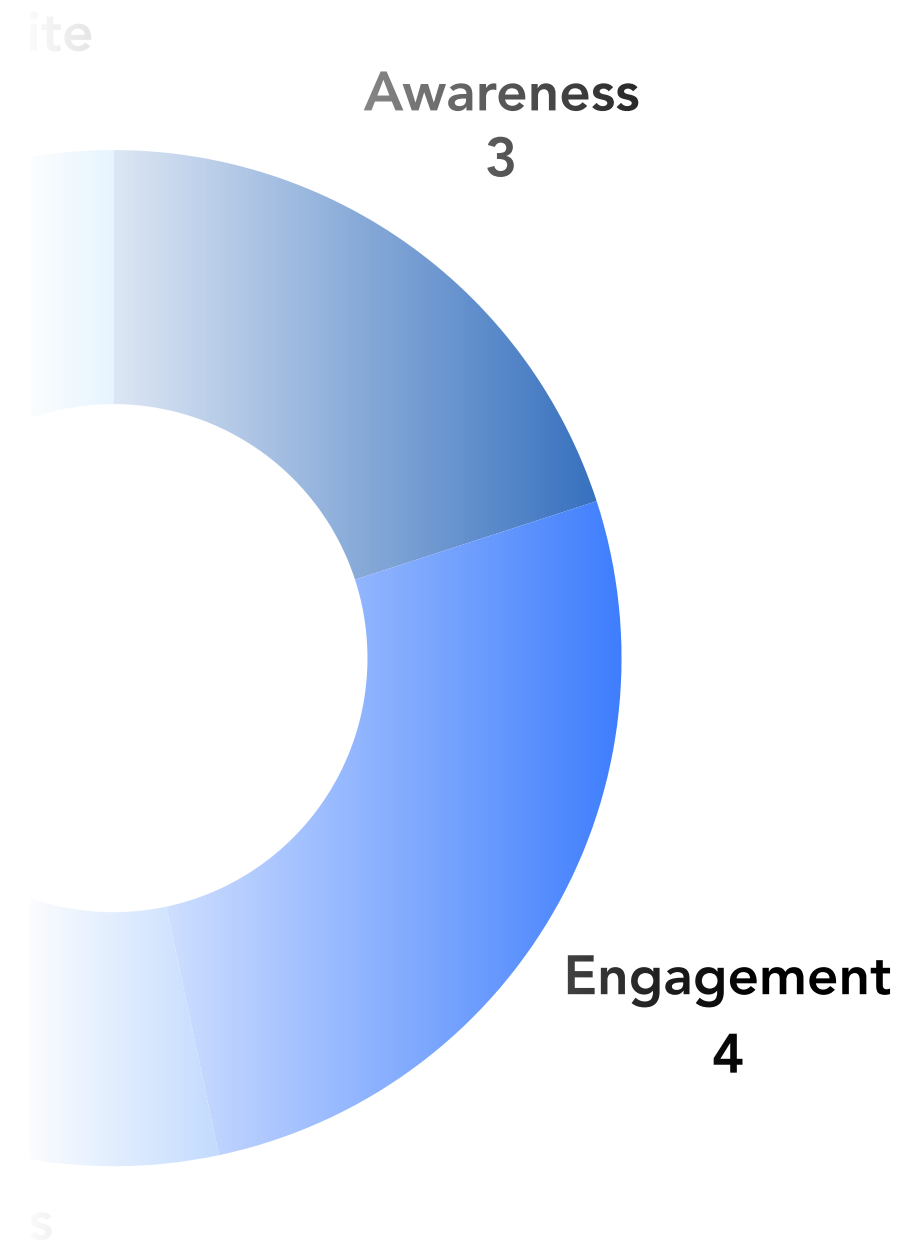
Then it's back to the editing suite where we will be hard at work preparing your content for review by the deadline.



Content with Strategy

Set your goals

When we design your content, we keep your goals at the forefront- ensuring the effective communication of your product/services. Align your content with your business objectives to support growth.



Audience

Increase total followers



Engagement

Increase likes/comments



Awareness

Increase brand awareness



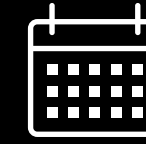
Sales

Increase customers & leads



Website

Increase website traffic



Content Calendar

A schedule you can stick to

Unlike other companies, we don't manage your social media platforms. We give you the formula; and if you want to change it, you can. The power is in your hands.

Thursday	Friday	Saturday	Sunday
28	29	30	1
5 Cocktail Shake	6 How To	7 Student Discount	8
12	13	14	15
19	20	21	22
26	27	28	29
2	3	4	5

Advanced Scheduling

Plan your posts

We take the guesswork out of when to post your content. Using audience analytics and content analysis, we'll help you decide when and where to post your content.

*Included in Standard, Professional & Enterprise packages**

Cocktail Shake	How To	Student Discount
Thursday 7th @6PM	Friday 8th @ 9PM	Saturday 9th @10AM
Video	Video	Video
15s process of a Martini being made in a classy style.	Static cocktail pouring with listed ingredients on screen.	Candid shot of young group enjoying food in the restaurant.
Shaken not stirred	For that friday night cocktail special	You've earned it! Have 10% on use
#jamesbond #martini	#recipe #ciroc	#studentdiscount #fries

1/2

Audience Analysis

Know your customer

Going that extra mile helps you connect you and your media to your clients. We'll go the extra distance to make sure that our content is reaching the right people.

*Included in Professional & Enterprise packages**



- Personality**
Outgoing & Adventurous 
- Values**
Environmentally Concious 
- Interests**
Gym & fitness enthusiast 
- Lifestyle**
Enjoys travelling & culture 



Multi-Platform Targeting

Reach your audience

Not all social media is built the same. Ensure you're active on the platforms that are most effective for your business. Create content specifically for those platforms.

*Included in our Enterprise package**

Instagram & Facebook



Stories (polls, links, Q&A)

Carousels (multiple photos)

Reels - (vertical videos)



Long-form entertainment
18-49 years



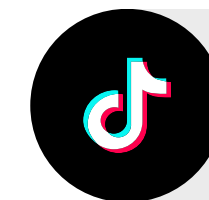
Professional curated content
30-55 years



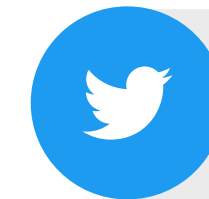
User-generated & promotion
25-64 years



Lifestyle visual content
18-34 years



Viral and short-form trends
16-24 years

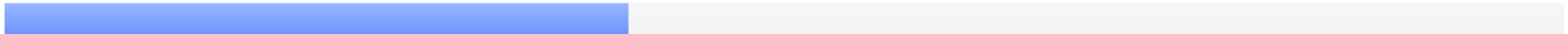


Conversations & sharing
18-49 years



We're here to support you

Every step of the way



Discovery Phase	Pre-Production	Production	Post-Production	Distribution
Identifying Goals Brand Messaging Market Positioning	Storyboarding Location & Logistics Strategic Development	Cinematography Camera Setup Lighting & Sound	Editing & Sound Motion Graphics Colour Grading	Online Storage File Versions File Preservation

SOCIAL MEDIA MARKETING

CLIENTS

2024 CONTENT PACKAGES



We've been busy!

With over 7 years of experience and a portfolio to back it. We've been hard at work crafting content for local & international clients from all industries. We put you and your business first.



"Dedicated to the craft. The quality of the work produced has led to the growth of my brand and I can't thank them enough." - Preacher

"The consistent phenomenal work is second to none! They're happy and always willing to give advice throughout the whole process." - Katie

"Professional demeanour. fast outcome. very responsive and accommodating. Highly recommend for high-quality film." - Kayleigh

GET UP TO 50% OFF YOUR FIRST MONTH WITH US! – OFFER VALID UNTIL 31st MAY 2024

Choose your package for your business

*Each video credit is up to 15s & can be combined for a longer video.

Starter
Up to 2hrs

- ✓ 4 Photo Posts
- ✓ 2 Video Credits*
- ✓ Content Calendar
- ✗ Curated Captions

£240 off your first month!
Code: **NEWSTARTER**

£480 /month
£400 ex. VAT

Standard
Up to 3hrs

- ✓ 6 Photo Posts
- ✓ 3 Video Credits*
- ✓ Content Calendar
- ✓ Curated Captions

£240 off your first month!
Code: **NEWSTANDARD**

£690 /month
£575 ex. VAT

Professional
Up to 5hrs

- ✓ 10 Photo Posts
- ✓ 5 Video Credits*
- ✓ Hashtag Optimisation
- ✓ Advanced Scheduling
- ✓ Audience Analysis
- ✗ Multi-Platform Targeting

£360 off your first month!
Code: **NEWPRO**

£1110 /month
£925 ex. VAT

Enterprise
Up to 8hrs

- ✓ 18 Photo Posts
- ✓ 8 Video Credits*
- ✓ Hashtag Optimisation
- ✓ Advanced Scheduling
- ✓ Audience Analysis
- ✓ Multi-Platform Targeting

£790 off your first month!
Code: **NEWENT**

£1740 /month
£1450 ex. VAT

Visit www.bhscenes.co.uk/smcp to kickstart start your content journey

ANY QUESTIONS?
BOOK A CALL WITH US TODAY!
www.bhscenes.co.uk/book-call



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