



SILLY GOOSE DIGITAL | SERVICES & PRICING GUIDE

Silly Goose Digital was created as an extension of your existing marketing team.

In October 2023, I decided to go freelance and create Silly Goose Digital - a playful agency for playful brands which is focused on being an extension of your existing team.

From unknown to unmissable. What drives online success?



Hey, there!

I'm Becca, the owner of Silly Goose Digital.

In October 2023, I created Silly Goose Digital - a social media marketing agency designed to align with your team and business goals.

I have over 6 years of experience in marketing and have worked with a range of clients in both B2C and B2B industries.

If you're reading this, you're probably curious to see what Silly Goose Digital is all about. Using a social-first approach, we can help build your brand's social community.

Coming from a brand performance background, I use my knowledge of the other channels to drive social performance making sure social is looked at from an overall channel perspective rather than in isolation (to get better results).

Looking for someone to manage your social media marketing? Browse our range of packages and let's have a chat to discuss your requirements!

Your Silliest Goose,

becca

Founder, Silly Goose Digital

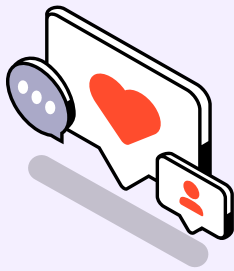


Our Services

If you have landed on this page, odds are you're looking for someone to manage and market your social media for your business. When you work with us, we cover social media marketing across a range of areas.



Social Media Management

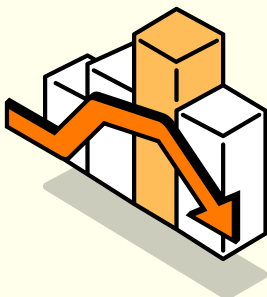


Social media management is exactly what it sounds like—taking care of your social media platforms. This includes planning, posting, and (you guessed it) managing everything.

It's all about running your social media day-to-day to help you gain more customers, boost revenue, and build a strong community.

We handle social media management across a range of platforms such as Facebook, Instagram, TikTok, and LinkedIn.

Social Media Advertising



Social media ads are a powerful tool for reaching your ideal audience, reconnecting with current customers, and attracting new ones, given the vast user base on each platform.

That's where we step in—to ensure your message reaches the right people: your customers.

Our social media advertising services are an investment in your business, designed to grow your brand, strengthen your presence, and boost revenue.

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Social Media Audit

Want to take control of your social media management but need a fresh pair of eyes?

Our social media audit services gives you insights into your current social media performance, insights and actionable recommendations.



Social Media Strategy

Ah, strategy. It's a term thrown around a lot, but what does it really mean?

A robust social media strategy is the blueprint that ties everything together. It involves crafting the best approach to connect with your audience and devising a plan to attract, convert, and retain them.

Our social media strategy services also encompass monthly reports and regular calls to keep you informed because when your business succeeds, we succeed.

Our Packages

We offer a range of packages based on what type of social media marketing you're looking for.



Feather (Lite)

£200

Per month + VAT

- ✓ 2 social posts per week
- ✓ Management of 2 social platforms
- ✓ Top-level monthly report
- ✓ Monthly social media plan & scheduling



Grow Your Flock

£400

Per month + VAT

- ✓ 3 social posts per week
- ✓ Management of up to 3 social platforms
- ✓ Monthly social media plan & scheduling
- ✓ Monthly report & recommendations



Rule The Roost

POA

- ✓ Bespoke package
- ✓ Tailored to your business
- ✓ Full reporting & performance optimisation
- ✓ Campaign planning and execution
- ✓ Monthly reporting & catch up calls



BEST CHOICE

*The above package is based on 5 hours of work per month. If more hours are needed, they will be charged at the standard hourly rate.

*The above package is based on 10 hours of work per month. If more hours are needed, they will be charged at the standard hourly rate.

*The above package is based on a quoted set of hours based on your requirements and a standard hourly rate.

✉ hello@sillygoosedigital.co.uk

 sillygoosedigital.co.uk

How We Work

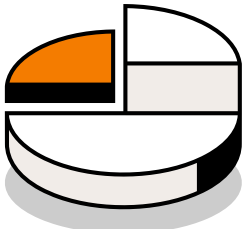
1



Aligned with your business goals.

When you look for someone to handle your social media, there's a business reason behind it. We start by discussing your KPIs, ensuring they align with your expectations and overall business goals. Say goodbye to random KPIs that don't make sense!

2



No Jargon Reporting.

Tired of long calls discussing metrics without context? Our reports focus on performance marketing, using data to inform decisions and provide actionable recommendations. You'll understand exactly what's working and why, without the confusing jargon.

3



An Extension Of Your Existing Team.

We don't just work for you; we work with you. Staying updated with your business activities, we align our social media efforts with your current priorities. This collaboration ensures we drive the best results, seamlessly integrating with your existing team.

**The Result?
Working together with you.**

By aligning with your business goals and working in tandem with you and your team, our social media marketing services are centred around you and your needs.

Package 1

Feather (Lite)



This package is ideal for businesses who are looking to improve their social media presence and post more across a couple of platforms.

Even though it's our most basic package, it's also a perfect package to begin establishing your brand on social media.

LET'S WORK TOGETHER

YOUR INVESTMENT
£200

WHAT YOU'LL GET:

- ✓ Monthly social plan and scheduling of up to 2 platforms.
- ✓ Management of up to 2 platforms including responding to comments and messages.
- ✓ Top-level reporting giving you an overview of how your social media pages are performing.

*The above package is based on 5 hours of work per month. If more hours are needed, they will be charged at the standard hourly rate.

Package 2

Grow Your Flock



This package is ideal for businesses who are looking to do more than just post on social media.

This package includes a more strategic overview including recommendations based on performance.

LET'S WORK TOGETHER

YOUR INVESTMENT
£400

WHAT YOU'LL GET:

- ✓ Monthly social plan and scheduling of up to 3 platforms.
- ✓ Management of up to 3 platforms including responding to comments and messages.
- ✓ Monthly reporting and recommendations based on performance.

*The above package is based on 10 hours of work per month. If more hours are needed, they will be charged at the standard hourly rate.

Package 3

Rule The Roost



This package is called Rule The Roost for a reason as it's completely bespoke and tailored to your business.

This includes being aligned to your business goals, agreement of KPIs (and working towards these) as well as everything you get in the other 2 packages (monthly social plan & management)

LET'S WORK TOGETHER

YOUR INVESTMENT
POA

WHAT YOU'LL GET:

- ✓ KPIs aligned to your business goals and reporting against these.
- ✓ Campaign planning & execution.
- ✓ Management and marketing of as many social platforms as you need.

*The above package is based on a quoted set of hours based on your requirements and a standard hourly rate.

Onboarding Process

01

BOOK A DISCOVERY CALL

An initial 30-minute call to understand your requirements and business goals.

02

PROPOSAL

A proposal of ideas from ourselves on how we'll set out to achieve your business goals and requirements.

03

MONTHLY WORK

Work will be based on a set number of hours per month depending on your package. This will include a social plan & scheduling (once approved).

04

REPORTS & PERFORMANCE

Your package type depends on the level of reporting you're looking for, but all of our reports include an overview of the month's performance so you know how things are going!



COMMUNICATION

CONTACT DETAILS

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PR1 1AT

OFFICE HOURS

Monday - Friday: 9-5pm

WEBSITE

sillygoosedigital.co.uk

SOCIAL MEDIA



Wide Industry Experience

With over 6 years of marketing experience, we have worked with a range of clients in both B2C and B2B industries.



E-Commerce



Manufacturing



Hospitality



Health & Fitness

Our Work

Case Study

Decking manufacturer for the holiday home & caravan industry.



The Brief

Paid and organic social media including campaign management, optimisation and reporting. To build an online presence and engage installers.

Platforms



The Results

- ↗ **+62.2%** increase in impressions YoY.
- ↗ **+47.8%** increase in website visitors from social YoY.
- ↗ **+37.7%** increase in total audience size YoY. Steady flow of enquiries from social YoY.

*2023 vs 2022

Our Work

Case Study

E-commerce store selling various branded welding equipment.



The Brief

Increase sales for welding products through Meta Ads and increase brand awareness.

Platforms



Meta
Ads

The Results

↗ **5 million** impressions.

↗ **13.7x** average return on ad spend (via Meta Ads).

↗ **69,000** link clicks.

FAQ 's

What Are The Benefits Of Using A Social Media Marketing Agency?

By using a social media agency, you don't have to worry about needing to post on social media. We look after the management and performance side of things so you can concentrate on what you do best, running your business.

What Is Social Media Marketing?

Social Media Management refers to the process of creating, curating, scheduling, and analysing content across various social media platforms. It involves strategising, planning, and executing a consistent online presence to engage with your target audience effectively. We understand that not all businesses will be able to have this resource in-house which is where we come in, as your digital partners.

Why Is Social Media Marketing Important To Businesses?

Ahh, another question which has become very apparent over the past few years due to the growth & reach of social. Social Media Management is essential for businesses because it allows them to connect with their audience, build brand awareness, increase website traffic, generate leads, and ultimately drive conversions. It's a powerful tool to create a direct line of communication with customers and showcase your brand's personality.

Can Social Media Marketing Help Increase Sales?

Social media management can lead to increased sales by engaging with potential customers, showcasing your products or services, and running targeted advertising campaigns. Through this approach, you can drive traffic to your website and encourage conversions.

What Platforms Are Included In Our Social Media Marketing Services?

We can build an effective social media strategy across a number of platforms. Social Media Management can cover a wide range of platforms, including but not limited to Facebook, Instagram, LinkedIn and TikTok. The choice of platforms depends on your target audience and the nature of your business.

Let's Get Started!

Looking for your social media marketing partner? Get in touch with us to see how we can help! (We don't peck!)

[SCHEDULE A CALL](#)

[LEARN MORE](#)

I look forward to discussing your requirements and seeing how we can help!

becca



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