

LET'S GET SOCIAL.

MAKING UPSWEPT A PART
OF YOUR SOCIAL MEDIA
MARKETING



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WE'D MAKE A GREAT TEAM.

We're so glad you want to partner with us to get your business laser-focused. We're excited to talk with you about helping you grow with social media! That's why we're giving you this guide, as a sneak peek at what it's like to work with us.

Before we get on a call together, be sure to read through this packet thoroughly, and make sure that our processes and expectations work for you. If you have any questions, please don't hesitate to ask!



WE'RE HERE TO SOLVE YOUR PROBLEMS.

We believe that a website or social media presence is about more than just making things pretty or getting the most “likes.” We know you’re coming to us because you have a problem, and we have the smarts to help you connect with your true audience.

“...as a designer, the goal is not to be self-expressive, the goal is to solve a problem for someone else.”

—Tinker Hatfield

We've collected over 20 years of experience in website design and social media, and we love creating powerful online presences that grow your business to its real potential. That's why we create wild automations, beautiful designs, and on-brand content that make your day-to-day life easier and empower you with the tools you need to Get Things Done.

Clarity

You can't get somewhere if you don't know where you're going, right? That's why we guide you through getting clear on the full picture of your goals for your organization. We help you understand how design can fuel your vision for the future, so our work is strategically created to get you there.

Curiosity

We believe that getting curious is how you get to amazing results. We dig into the details of your story to get at the root of what's missing from your vision. We might even solve a few problems you didn't know you had.

Collaboration

We know that open communication and collaboration helps projects sail smoothly. That's why, when you work with us, we won't just disappear behind a curtain and reappear with an out-of-the-box design. **We want you to be as invested in the process as we are.**

That means our communication will be open and frequent, and we're here for your honest opinion. We also set you up with your own personalized client portal, so you have one-stop access to all your project information.

A TASTE OF WHAT YOU'LL GET:

Discovery Process

Our process includes guided questionnaires and a one-to-one Discovery Interview Call to zoom in on your needs, get us both on the same page, and solidify our content strategy for your social.

Content Creation

Whether we advise you or create from the bottom up, you'll get relevant, engaging, on-brand content that amplifies your message and reaches your ideal audience.

Social Media Management

We handle the details with comprehensive content management. That means all scheduling, posting, and comment moderation is done for you.

Reporting & Strategy

No more trying to make sense of analytics! We'll condense it all into an easy-to-read report for you—and work with you to make changes as needed, based on the data.

WHAT WE'LL NEED FROM YOU:

For us to present your business as accurately and awesomely as possible, we'll just need a few things from you:

Brand Guidelines & Inspiration

We will want to understand the aesthetic and feel you're looking for in your social feeds, whether that means sharing the details of your established brand or examples of feeds whose approach you love.

Answers to Our Questions

Our Discovery process involves picking your brain, so we can get an in-depth look at your business and create a strategy that works just for you. Don't worry, there's no "wrong" answer, as long as it's true to you.

Prompt Feedback

We'll request feedback and share post ideas and content throughout our work together, so you can review them! Our goals for you depend on your timely feedback and approval, to make sure you see those key stats go up.

THE NUTS & BOLTS



HOW LONG A PROJECT TAKES

Our social media agreements are centered around a 6-month commitment. This is because it takes time to see lasting results on social, and we want to be there to help you navigate the unexpected, from algorithm updates to suddenly-viral posts.

Our timelines also assume you can give us feedback promptly, so you'll want to be sure you set aside enough time to give us your notes and seal of approval.

WHEN WE CAN START

If we're full-up on clients, we may not be able to take you on for a month or two. If we have an open spot, though, we can start right away!

We periodically announce when we have space for new clients on our social platforms—so we recommend you keep an eye on our [Facebook](#), [Instagram](#), and [LinkedIn](#) accounts.

WHAT YOU CAN EXPECT TO SPEND

Our Social Media plans currently begin at **\$1,200/month** for scheduling and analytics, while our plans that include content creation can be **\$2,500/month or more**. We'll always let you know about costs up-front and get your approval on any additions before we start work.

Not sure which option is the right fit? No worries: we'll always be real with you about what you need. This means, for example, that we won't push you into being on more social platforms if you don't need to be there (or if you're just not feeling ready for it).

PAYMENT SCHEDULES

We like to make costs easier for you to plan for, so we'll get you set up with a monthly payment schedule. We also collect monthly installments with auto-billing, so you don't have to worry about searching for invoices or missing a payment.

It's as simple as this:

- You send your initial deposit (work does not begin until received).
- We'll collect monthly installments of equal amounts, to begin one (1) month after your initial deposit is due.

If you anticipate any issues with this payment structure, please let us know *before* the contract is signed, so that we can chat with you about an alternative schedule.

WHEN YOU CAN REACH US

Your best bet is to reach out to us during our working hours: **Monday thru Friday, 9:30am-4:30pm**. We check email throughout the day: ask@upsweptcreative.com.

Once you've signed on for a project, you can also reach your Project Manager directly via email. They can easily answer your

questions, or make sure your query goes to the right member of our team.

During your project, we'll have calls booked with you at important points in our project timeline—usually for us to review your monthly analytics with you. If you'd like additional time to chat about your project via phone or virtual call, you'll be able to use our online scheduler to reserve time with us.



READY? LET'S TALK ABOUT IT.

Are you stoked to get started on your social media management project? Awesome. We're looking forward to talking with you at your scheduled consultation!

If you haven't scheduled your social media consultation yet, never fear: you can [click here to get on our calendar](#).