antony & mates
DIGITAL | CREATIVE | ADVISORY

# 3 Month Model

A campaign-based social media content & marketing plan.

# The Aim

TO SUSTAINABLY INCREASE BRAND REACH AND WEBSITE CLICK-THROUGH IN ORDER TO DRIVE BUSINESS GROWTH & SALES.

| THE PAST | TODAY |
| --- | --- |
| Leverage the high organic reach available from organic posts. Little to no use of paid promotions. | Organic posts now only reach approximately 6% of total page likes on Facebook* - use paid advertising service to reach customers. |
| Daily posting to constantly be in the presence of the customer. | Quality over quantity of posts. A focus on paid posts, with some organic, is recommended. |
| The chasing of vanity metrics such as 'Likes' & 'Followers'. | Reach and click-through metrics are the most important for 2021. |

*Strategies for platforms such as Youtube, Pinterest, Snapchat & Tiktok etc require a more bespoke plan and can be discussed.

We recognise the all-consuming nature of social media and the drain that places on your most valuable resource – time!

# What we bring to the table.

At Antony and Mates, we traverse the media landscape and create compelling content that fits into the specific niches and interests of audiences that you are trying to convert.

Designed to be a comprehensive content and advertising campaign, the **3 Month Model** will give your business a strong market presence at an affordable price point.

We can tailor your campaign towards a range of objectives:

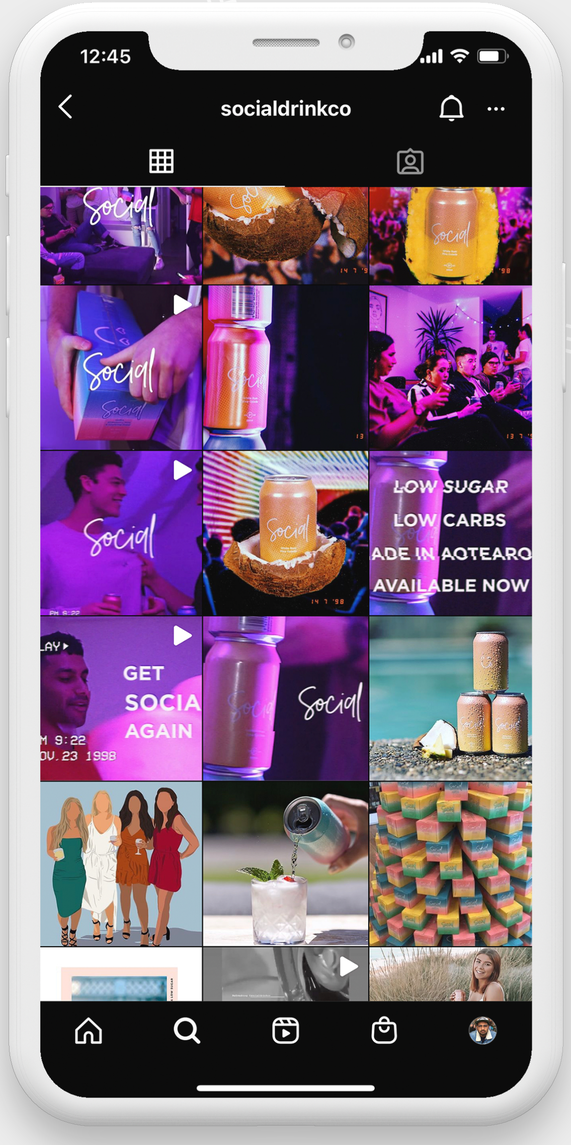
- Find new customers
- Build a database
- Drive conversion
- Bespoke business objectives

# campaign

(noun) /kam'pein/

1. A group of similar ads with a unified tone or message

    a) The advantage of a campaign over a standalone ad is the ability to convey a consistent idea over a sustained period of time.




AFTER an A&M Campaign

BEFORE an A&M Campaign

MODEL THE 3 MONTH

A RELATIONSHIP BUILT ON **TRUST**.

# Why Campaign-Based?

## 81%

OF CONSUMERS SAID THAT THEY NEED TO BE ABLE TO TRUST THE BRAND TO BUY FROM THEM. (EDELMAN, 2019)

# 1. Creative

Campaign-based marketing, allows a business to show the depth of their brand and product/service. A creative narrative that can be seen in video and image content, drives interest in a business.

# 2. Attention

Great creative also means that the customers' attention will be won! Attention is incredibly important in order to convert interest into brand consideration and conversions.

# 3. Time

An important factor in capturing customers' attention is the time spent interacting with the brand. This can be measured by seeing how long customers engage with a piece of creative and to what level they engage.

A RELATIONSHIP BUILT ON **TRUST**.

# 4. Relationship

The desired outcome of all campaigns is to form a relationship with your customers. As a brand develops a relationship with a customer, loyalty and trust will follow as the customer knows the brand and its values, and they will be more willing to spend money.

The stronger the relationship with a brand, the more likely they will be to engage in repeat sales or conversion.

# What is the 3 Month Model?

The 3 Month Method is a *fixed-priced* social media marketing model that encapsulates all the elements required for a successful marketing campaign.

# Step 1: Strategy

In collaboration with you, we set your campaign objective. Whether that be brand awareness, lead generation, driving of conversion or a bespoke business objective. From here, we devise an idea to be the creative nucleus of the campaign.

# Step 2: Creative

We extrapolate the meaning of the idea and create a concept that:

- Authentically demonstrates your brand
- Tells a story
- Is visually appealing

# Step 3: Production

The secret sauce! A unique package of video and static content. No two campaigns are ever the same and all content is created in-house.

# Step 4: Ad Delivery

Social media ad delivery is highly measurable and targeted. Our regular campaign reports will give you a transparent look at success of your campaign.

We ensure that the campaign is seen by the audience that best matches you target customers, at the right place and time.

# Our Process

THE METHODOLOGY: Over 3 months, we run a hero and supplementary video campaign, alongside image content, to reach your specified audience and drive business growth along with all important engagement.

THE 3 MONTH MODEL

### INITIAL CONTACT

You meet with our Strategic Director, discuss marketing goals and lock in objectives.

### CREATIVE BRIEFING

A secondary meeting where our Campaign Coordinator and Creative Director join the conversation to hear from you and throw around some initial ideas.

### CREATIVE TEAM MEETING

The team take the initial ideas and create a melting pot of potential campaign concepts.

## CAMPAIGN FORMULATION

Our Creative & Strategic Teams collaborate to formulate your campaign including all creative, media strategy and delivery.

## CLIENT COLLABORATION & GUIDANCE

A&M lead a collaborative session, allowing you add your brand authenticity to the campaign.

## CAMPAIGN PRODUCTION

The A&M Production Team take over and the campaign idea comes to life.

## CAMPAIGN ONLINE DELIVERY

Ongoing optimisation of audiences, spend and regular communication of results.

THE 3 MONTH MODEL THE 3 MONTH MODEL

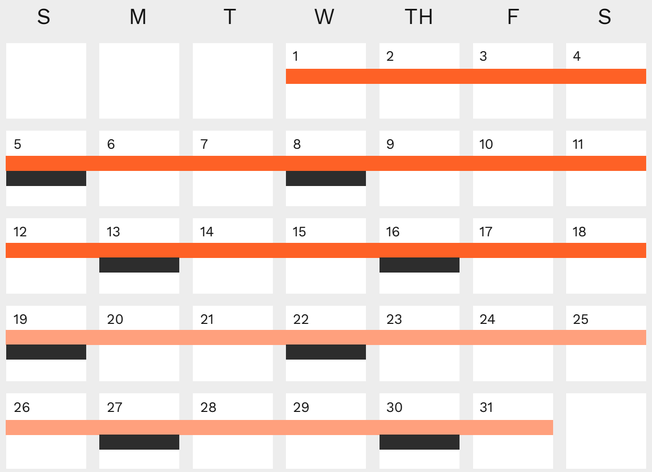
# Deliverables

## QUARTERLY CAMPAIGN EXAMPLE - COMPREHENSIVE PLAN

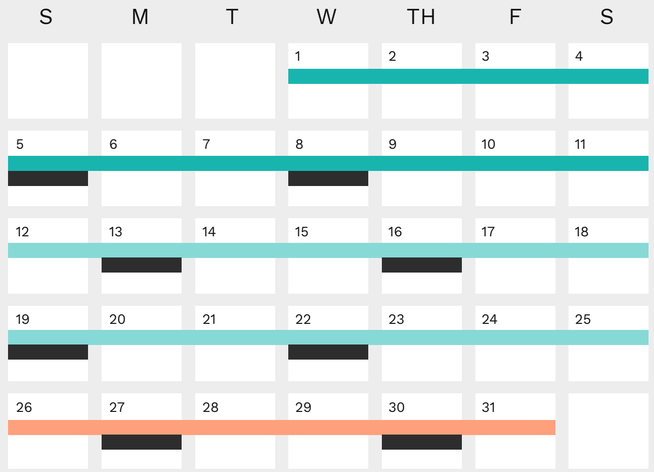
- High-level campaign objective and slogan creation
- Campaign creative concept based on objective and slogan
- 1 x 30” 'Hero' Video
- 2 x 15” 'Mid' Videos
- 4 x 6” 'Call to Action' Videos
- 24 Static Images (2 x weekly images for a 3 month period)

# Content Calendar

## QUARTERLY CAMPAIGN EXAMPLE - COMPREHENSIVE PLAN




JANUARY

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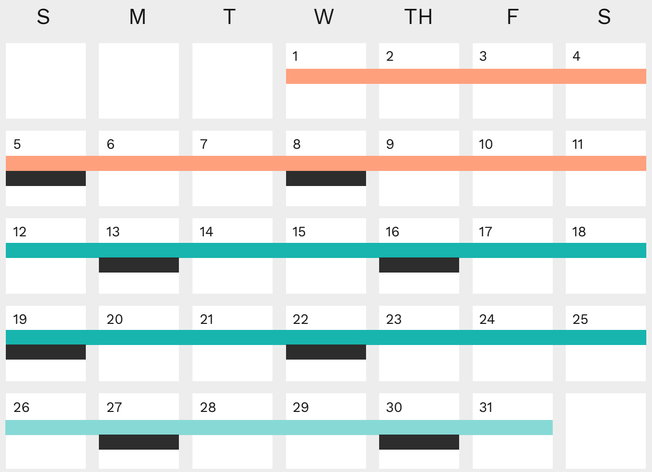


MARCH

**HERO VIDEO**
Sets the campaign narrative

**MID VIDEO**
Re-enforces brand awareness by leveraging shorter attention spans and educates

**CALL TO ACTION AD**
The focus here is to drive conversion descision-making

**STATIC ADS**
Specific 'Call to Action' to customers who abandoned their cart or the website

**STATIC IMAGES**
Curated and user-generated content to be posted organically.

# Pricing

## 3 MONTH MODEL

| | Basic | Comprehensive | Full |
|---|---|---|---|
| 3 Month Campaign<br>Priced Monthly (ex. GST) | $1,675<br>$5,025 quarterly | $2,500<br>$7,500 quarterly | $3,250<br>$9,750 quarterly |
| **CAMPAIGN ELEMENTS** | | | |
| High Level Brand Story Development | ✓ | ✓ | ✓ |
| Campaign Idea & Concept | ✓ | ✓ | ✓ |
| 1 x 30” ‘Hero’ Video | ✓ | ✓ | ✓ |
| 2 x 15” ‘Mid’ Videos | ✓ | ✓ | ✓ |
| 6” ‘Call to Action’ Videos | 1 | 2 | 4 |
| Static Images | 16 | 18 | 24 |
| Additional 15” ‘Mid’ Video | | ✓ | ✓ |
| **MEDIA SPEND** | | | |
| $500 Paid Media Spend & Management | ✓ | ✓ | ✓ |
| $500 Additional Paid Media Spend | | | ✓ |
| **REPORTING AND ANALYTICS** | | | |
| Quarterly Analytic Reporting | ✓ | ✓ | ✓ |
| Monthly Analytic Reporting | | ✓ | ✓ |
| Fortnightly Analytic Reporting | | | ✓ |
| On-going Internal Team Social Media Training | | | ✓ |

# a&m

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