



EM.  
POWER  
YOUR SOCIAL

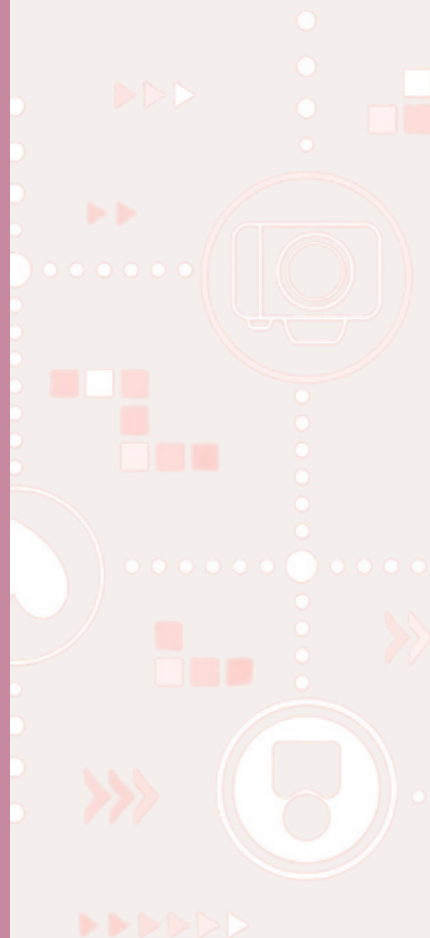


# EMPOWER YOUR SOCIAL

The Power of Outsourcing:

How Empower Your Social Can Help  
Your Businesses Scale Up

[www.empoweryoursocial.co.nz](http://www.empoweryoursocial.co.nz)



# INTRO

As a business owner, your time is valuable. Between managing operations, dealing with customers, and keeping up with the latest industry trends, it can be difficult to find time for social media and digital marketing.

However, these tasks are crucial for reaching new audiences and growing your business. Read on to learn about the benefits of outsourcing social media and digital marketing and how to Empower Your Social can help your small business scale up



## OUR VISION

Outsourcing social media and digital marketing can provide numerous benefits for your businesses.

By partnering with Empower Your Social, Our goal is to save you time and resources, give you access to specialized expertise, and help you to scale up your operations and revenue.

# MEET OUR TEAM



## EMMA TAYLOR

Digital Marketing Specialist

Bachelor of Arts and Bachelor of Science - Paramedicine

Mailchimp, Klayvio and Google Search Ads Certified

Proficient in Meta Ads Manager, Google Ads, Instagram, Linked In, Experience with Shopify, WordPress and Wix

Digital reporting expertise, Social Strategy, Onsite and Local SEO



## KIMBERLEY WHITE

Content, Creative and Communication

Diploma in Teaching (ECE) Diploma in Life Coaching ( ACCPH Accredited)

Google Dashboard Digital Marketing Fundamentals Certified

Proficient in Canva, Facebook, Instagram, Tik Tok, Pinterest, GMB

Experience with Wix, Squarespace, Google Dashboard

Digital Marketing and Content Plans, Local SEO, Copywriting

## Follow to learn more about us



# WHAT WE DO

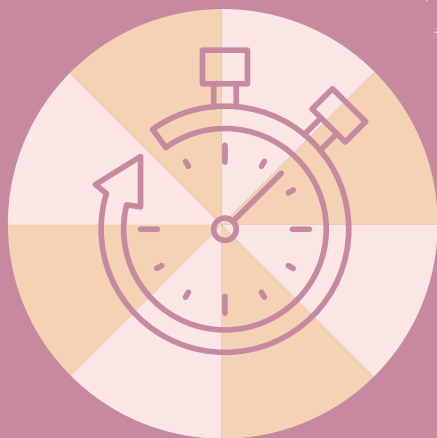
Empower Your Social specializes in helping businesses outsource their social media and digital marketing.

We can help your business with

- Developing customized social media and digital marketing strategies
- Creating and publishing engaging and effective content
- Managing and monitoring social media accounts
- Analyzing and reporting on results
- Providing virtual administrative support



## THE BENEFITS OF OUTSOURCING



- Saving time and resources
- Accessing specialized expertise
- Improving efficiency and effectiveness
- Enhancing brand image and reputation
- Scaling up operations and revenue



# DIGITAL MARKETING CAPABILITY

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## Social Media Marketing and Management

Regular social media activity can also improve a business's search engine optimization (SEO), making it easier for customers to find your business online.

Targeting the right audience

- Developing a consistent brand voice
- Supports measurement and analysis
- Allocating resources effectively

PRICES START AT  
\$350P/M



## Social and Google Advertising

Facebook Ads are a highly targeted, cost-effective way for your business to reach a vast audience to advertise and targeting options allow advertisers to show their ads to people most likely to be interested in your products or services. Google ads offer detailed analytics and reporting, making it easy for your business to track performance of campaigns and adjust strategies accordingly

PRICES START AT  
\$250P/M



## Email Marketing and Automations

For many businesses, email marketing is undoubtedly the most profitable and cost-effective means of marketing and should be an essential part of your overall marketing mix. Email Automations can help with improving customer engagement, increasing sales, and saving time and resources.

PRICES START AT  
\$150P/M

# CONTENT CAPABILITY



## Static and Video Capture Social Video Creation

Keeping your images on social media fresh and updated is crucial to maintain audience engagement and interest. Provide us with your products or if you are within a 20 km radius, an onsite shoot is available for updated photo/video content for your social media platforms and Social Ads, Website videos and more.

PRICES START AT  
\$250



## Content Creation

We can assist with most content creation aspects from designs FB ADS, social proof, quotes, Postcards and business card creative. Let us create templates that are consistent with your brand guidelines and give you the social media look and feel that aligns with your brand

PRICES START AT  
\$150

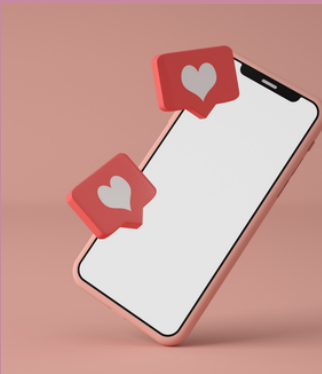


## Reels Creation for Instagram/ Tiktok / Youtube shorts

Short, attention-grabbing videos that can go viral and reach a wider audience, helping to drive more traffic to your profile and website. Reels offer your business the opportunity to reach a large, engaged audience and showcase your products or services in a creative and entertaining way.

PRICES START AT  
\$350

# ADMINISTRATION CAPABILITY



## Community Management on Social

Community management on social media is important because it helps build relationships with your audience and strengthens your brand reputation. We can re-share UGC on stories, reply to comments, reach out through community pages to share events you have planned and engage with aligned brands

PRICES START AT  
\$50



## Copywriting

Effective copywriting can help businesses communicate their message clearly and persuasively to their target audience, resulting in increased brand awareness, customer engagement, and sales. We can provide you with 400-500 word blog posts or copy for social media posts with two rounds of edits and a call to action that will help drive traffic to your desired location

PRICES START AT  
\$120



## Xero / Data Entry / Adhoc

We can help with Xero bookkeeping tasks to keep your business finances in order. In addition, ad hoc administrative tasks that can help free up your time and help streamline your business operations so you can focus on what you do best - growing your business!

PRICES START AT  
\$120

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# GET IN TOUCH



hello@empoweryoursocial.co.nz  
www.empoweryoursocial.co.nz

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