



# PIXILLUSIONS

Web Design & Digital Marketing

## SMM CONTENT PACKAGE

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Elevating Your Social Media Presence



GRAPHIC  
DESIGN

SOCIAL  
MEDIA

WEB  
DESIGN



BUILDING BRAND AWARENESS FOR BUSINESS



**PIXILLUSIONS**  
Web Design & Digital Marketing

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0794941794



# SOCIAL MEDIA MARKETING



## UGC - CONTENT CREATION ONLY

*(Excl. VAT on Total amount)*

**User Generated Content**

Monthly

R3999.00

### 1. Deliverables:

- 4 Custom Static Posts (branded designs) 4 Reels (short-form video content)
- 2 Rounds of Revisions
- Licensed stock visuals included

### Notes: X

Client does own posting & scheduling

### 2. Add-ons:

- Extra posts/reels at per-unit cost of **R960 each**
- Meta Business Manager Setup (once-off fee) **R1500**
- Captions & Hashtag Suggestions per post / reel (delivered to client) **R960**
- Photography package – R3,500

Best for: Businesses with in-house teams who need creative assets only.

## What You Can Expect in Each Package

- ✓ Creative Content – Branded, professional posts & reels with consistent style.
- ✓ Increased Visibility – Organic growth across platforms + optional boosted reach with ads.
- ✓ Strategy & Planning – Content calendar, hashtags, key dates, campaign planning.
- ✓ Reporting & Optimisation – Monthly reports, with 3-monthly performance reviews.

All login and password to be supplied

Gmail Account for SMM

Website



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# SOCIAL MEDIA MARKETING



## CONTENT CREATION & MANAGEMENT

*(Excl. VAT on Total amount)*

<b>Organic Advertising only</b>	<b>Monthly</b>	<b>R6999.00</b>
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### 1. Deliverables:

- 8–12 Posts per month (mix of static + reels)
- Facebook Business Manager setup
- Tracking Pixel installation
- 2–3 Platforms (Facebook, Instagram, TikTok)
- Content Scheduling & Publishing
- Captions & Hashtag Suggestions per post
- Monthly Content Calendar
- Monthly Reporting

### 2. Add-ons:

- Extra posts, additional platforms, strategy sessions **From R550 - R1200**
- Extra posts/reels at per-unit cost of **R960 each**
- Meta Business Manager Setup (once-off fee) **R1500**
- Captions & Hashtag Suggestions per post / reel (delivered to client) **R960**
- Photography package – **R3,500**

Best for: SMEs who want a consistent online presence without the admin

### What You Can Expect in Each Package

- ✓ Creative Content – Branded, professional posts & reels with consistent style.
- ✓ Increased Visibility – Organic growth across platforms + optional boosted reach with ads.
- ✓ Strategy & Planning – Content calendar, hashtags, key dates, campaign planning.
- ✓ Reporting & Optimisation – Monthly reports, with 3-monthly performance reviews.

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# SOCIAL MEDIA MARKETING

3

## CONTENT CREATION & MANAGEMENT

*(Excl. VAT on Total amount)*

**Combination Package (Organic & Paid Adv)**

Monthly

R9999.00

### 1. Deliverables:

- 10 Static Posts/Stories + 5 Reels (custom design) 4 Stories
- Scheduling & Posting (2-3 Platforms)
- Engagement & Community Management
- Monthly Content Calendar & Strategy Session
- Monthly Reporting & Insights
- 2-3 Paid Ad Campaigns (setup + optimisation)
- Key Dates & Campaign Planning (events, promotions, seasonal themes)

### 2. Add-ons:

- Extra posts, additional platforms, strategy sessions **From R550 - R1200**
- Extra posts/reels at per-unit cost of **R960 each**
- Meta Business Manager Setup (once-off fee) **R1500**
- Captions & Hashtag Suggestions per post / reel (delivered to client) **R960**
- Photography package – **R3,500**

### 3. Ad Spend:

Paid directly by client to Meta / platform.

Best for: SMEs needing a done-for-you solution to stay visible & grow.

## What You Can Expect in Each Package

- ✓ Creative Content – Branded, professional posts & reels with consistent style.
- ✓ Increased Visibility – Organic growth across platforms + optional boosted reach with ads.
- ✓ Strategy & Planning – Content calendar, hashtags, key dates, campaign planning.
- ✓ Reporting & Optimisation – Monthly reports, with 3-monthly performance reviews.

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# SOCIAL MEDIA MARKETING



## MANAGEMENT ONLY

*(Excl. VAT on Total amount)*

<b>Organic Advertising Only</b>	<b>Monthly</b>	<b>R1900.00</b>
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### Management fee only

1. **Deliverables:**

- Campaign setup in Meta Ads Manager (FB/IG/LinkedIn/TikTok)
- Audience Targeting & A/B Testing
- Weekly Optimisation
- Conversion Tracking Setup (Pixel/GA4)
- Monthly Ad Performance Report

2. **Ad Spend:**

- Paid directly by the client to Meta/Platform in ZAR (South African Rand)
- Minimum recommended ad spend: R2,000 per month
- Management Fee:  
10% of ad spend (small campaigns up to R20,000)  
Higher % applies only for large campaigns

3. **Add-ons:**

- Extra posts, additional platforms, strategy sessions **From R550 - R1200**
- Extra posts/reels at per-unit cost of **R960 each**
- Meta Business Manager Setup (once-off fee) **R1500**
- Captions & Hashtag Suggestions per post / reel (delivered to client) **R960**
- Photography package – **R3,500**

Best for: Businesses ready to generate leads and measurable ROI.

### What You Can Expect in Each Package

- ✓ Increased Visibility – Organic growth across platforms + optional boosted reach with ads.
- ✓ Strategy & Planning – Content calendar, hashtags, key dates, campaign planning.
- ✓ Reporting & Optimisation – Monthly reports, with 3-monthly performance reviews.

<b>All login and password to be supplied</b>	<b>Gmail Account for SMM</b>	<b>Website</b>
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# SOCIAL MEDIA MARKETING



## MANAGEMENT ONLY

*(Excl. VAT on Total amount)*

<b>Paid Advertising Only</b>	<b>Monthly</b>	<b>R3999.00</b>
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### Management fee only

1. **Deliverables:**

- Campaign setup in Meta Ads Manager (FB/IG/LinkedIn/TikTok)
- Audience Targeting & A/B Testing
- Weekly Optimisation
- Conversion Tracking Setup (Pixel/GA4)
- Monthly Ad Performance Report

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Best for: Businesses ready to generate leads and measurable ROI.

### What You Can Expect in Each Package

- ✓ Increased Visibility – Organic growth across platforms + optional boosted reach with ads.
- ✓ Strategy & Planning – Content calendar, hashtags, key dates, campaign planning.
- ✓ Reporting & Optimisation – Monthly reports, with 3-monthly performance reviews.

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# Comparison Table

Package	Deliverables	Fee
Social Media Platform Setup (Once-Off)	<ul style="list-style-type: none"> <li>• Meta Business Manager &amp; Ad Manager Setup</li> <li>• Pixel installation</li> <li>• Connect FB &amp; IG pages</li> <li>• Audience setup basics</li> <li>• Security &amp; roles configuration</li> </ul>	From R2,500 once-off
Single Ad Design (Content Creation)	<ul style="list-style-type: none"> <li>• 1 Custom Ad Design (static or reel)</li> <li>• Caption prompt included</li> <li>• Hashtag set included</li> <li>• Client does posting</li> </ul>	R960 per ad
Design Only (No Posting)	<ul style="list-style-type: none"> <li>• 4 Custom Static Posts</li> <li>• 4 Reels (ready-to-upload)</li> <li>• 2 Revisions</li> <li>• Licensed stock</li> <li>• Client posts &amp; schedules</li> </ul>	R3,999 p/m
Organic Posting-Only (Management)	<ul style="list-style-type: none"> <li>• Scheduling &amp; Publishing (client-supplied content)</li> <li>• 8–12 Posts/month</li> <li>• 2–3 Platforms (FB, IG, LinkedIn, TikTok)</li> <li>• Caption optimisation &amp; Hashtag Strategy</li> <li>• Community Support (basic engagement)</li> <li>• Monthly Content Calendar</li> <li>• Monthly Reporting</li> <li>• No design included</li> </ul>	R1,999 p/m
Organic Social Media Content creation & Management	<ul style="list-style-type: none"> <li>• 8–12 Posts/month (Pixillusions designs + reels)</li> <li>• 2–3 Platforms</li> <li>• Scheduling &amp; Publishing</li> <li>• Community Support (basic engagement)</li> <li>• Monthly Content Calendar</li> <li>• Monthly Reporting</li> </ul>	From R6,999 p/m
Paid Ads Management Only	<ul style="list-style-type: none"> <li>• Campaign setup (FB/IG/LinkedIn/TikTok)</li> <li>• Audience targeting + A/B testing</li> <li>• Weekly optimisation</li> <li>• Conversion tracking</li> <li>• Monthly Ad Performance Report</li> <li>• Min Ad Spend: R2,000 (client-funded)</li> <li>• nnn Mgmt Fee: 10% of spend</li> </ul>	From R3,500 p/m (management fee only)
Combination Package (Premium) Content creation & Management	<ul style="list-style-type: none"> <li>• 10 Static Posts + 5 Reels + 4 Stories</li> <li>• Scheduling &amp; Posting (2–3 Platforms)</li> <li>• Community Support (basic engagement)</li> <li>• Monthly Content Calendar + Strategy Session</li> <li>• Monthly Reporting &amp; Insights</li> <li>• Light Ad Boosting</li> </ul>	From R9,999 p/m

## CLIENT PROCESS

- Create Contract & Invoice
- Client Pays
- Set up Social Media Platforms
- Design Client Checklist Example
- Setup Client Payments for Paid Ads
- Project Starts
- Follow up 1 week - Questionnaire due
- Consultation Call to Finalise Details
- Post



# General schedule for posting- SMM

This schedule provides a balanced distribution of content throughout the week. However, it's essential to track engagement metrics and adjust the schedule based on when your audience is most active. Additionally, consider using platform insights and analytics tools to refine your posting schedule over time.

## FACEBOOK

- Day 1 (Monday): 1 post at 12:00 PM
- Day 2 (Wednesday): 1 post at 3:00 PM
- Day 3 (Friday): 1 post at 7:00 PM

## INSTAGRAM

- Day 1 (Monday): 1 post at 10:00 AM
- Day 2 (Wednesday): 1 story at 1:00 PM
- Day 3 (Friday): 1 post at 6:00 PM

## YOUTUBE | TIKTOK

- Day 1 (Monday): 1 video (Reel) at 2:00 PM
- Day 2 (Wednesday): No upload
- Day 3 (Friday): 1 video (Post) at 5:00 PM

## GOLDEN HACKS 3 x CCC

- Consistency
- Clear Content
- Conversation
- Be Brief, Be Bright, Be Fun, Be Done!

## SECRET RECIPE 333

- 3 x **Likes**: Show appreciation by liking posts that align with your brand.
- 3 x **Comments on Someone's Posts**: Engage meaningfully with your community.
- 3 x **Watch Stories**: Stay connected with your audience's daily updates.



# STORY BRAND



Step 1

## A CHARACTER

What do they want?

Step 2

## WITH A PROBLEM

External - (Confusion)

Internal - (Insecurity)

Philosophical - (Purpose)

Step 4

## GIVES THEM A PLAN

Summarize you Plan

Step 3

## MEETS A GUIDE

Empathy (understand)

Authority (Expertise)

## THAT CALLS THEM ACTION

Direct

Transitional

Step 5

## FAILURE

Tragic Results - (Avoid)

Step 6

## SUCCESS

Successful Results - (Brand Promise)

By applying the StoryBrand framework to your website, you create a narrative that engages visitors, addresses their needs, and guides them toward taking action.





FOLLOW US ON SOCIAL MEDIA



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[hello@pixillusions.co.za](mailto:hello@pixillusions.co.za)



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