


YOUR FAVOURITE BRAND NEEDS AN AGENCY TO MANAGE THEIR SOCIAL MEDIA...

We want to win them as a client and look after all of their social media accounts.

To show them what they could expect if they decide to work with us, we need to build 3, example social media posts for their brand.



WE NEED TO RESEARCH...



1 Brand

What does it look and feel like? Think about colours, textures, sounds and experiences.

2 Tone of voice

How do they sound? What words do they use? Does their voice remind you of anyone?

3 Key Messages

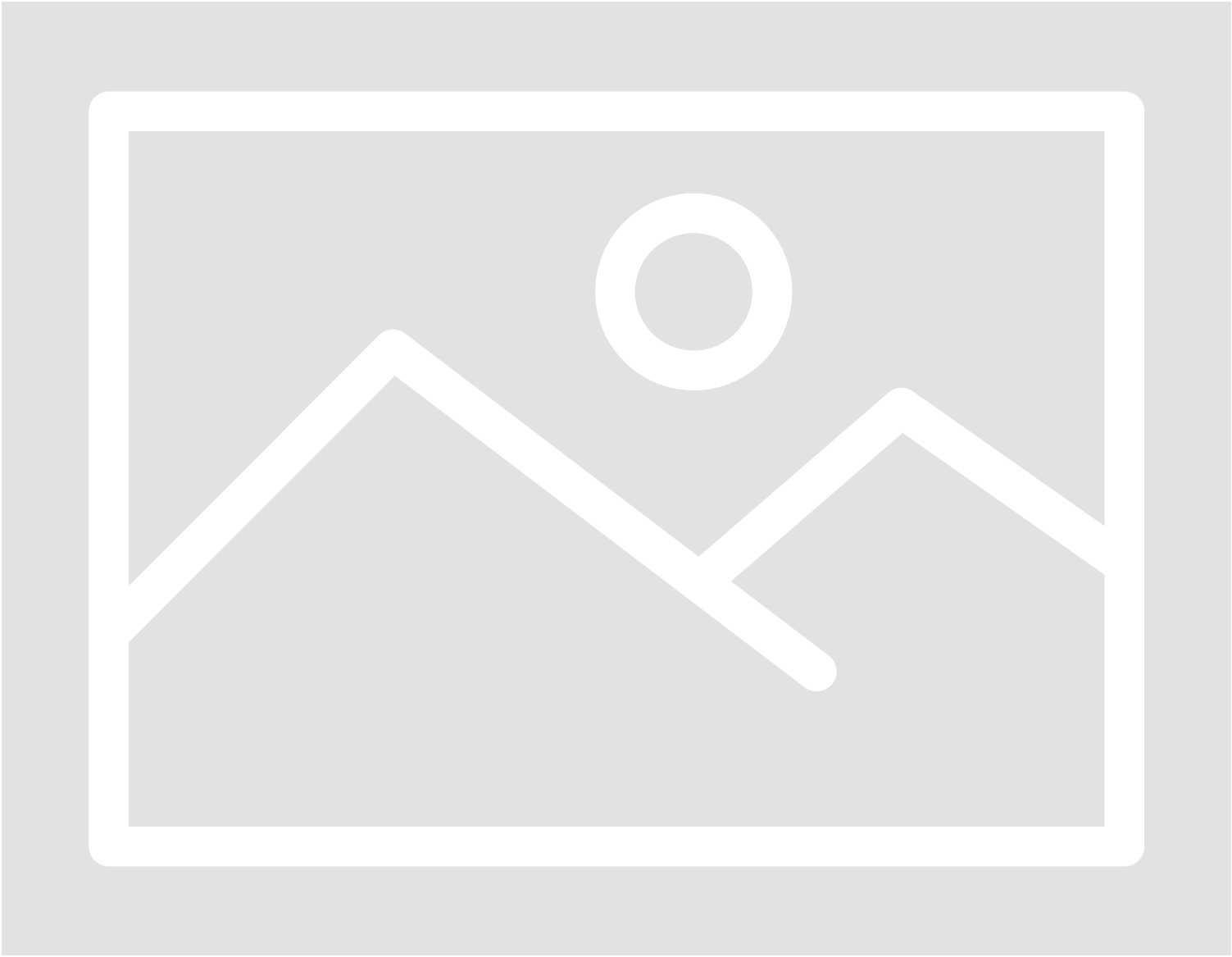
What are the main thoughts, ideas or concepts they want to get across to their audience?

4 Channel

What social media channels do they use? Which one should we chose for our pitch?

EXAMPLE POST ONE

IMAGE:



CAPTION:

HASHTAGS:



EXAMPLE POST TWO

IMAGE:



CAPTION:

HASHTAGS:

EXAMPLE POST THREE

IMAGE:



CAPTION:

HASHTAGS:

