

**POPPY DESIGN STUDIO**  
WEBSITE DESIGN | DESIGN & PRINT | PR & MARKETING | SEO

Social Media Packages

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# Why is Social Media important?

Let's go back to the start. What is marketing?

Marketing is the activity and process for creating; communicating and delivering a product or service that has value to potential customers.

Now let's look at social media marketing. The purpose of social media marketing is to build a brand and increase a brand's visibility, through building relationships and communicating with potential customers online.

Many businesses are still missing out on opportunities and with the growing increase in mobile technology, it's key that your brand is visible on social media.





# Our Packages

Here at Poppy Design Studio, we know that social media can be overwhelming, so we are here to take that stress away from you. We offer bespoke social media packages made just for you and your business. Whether its scheduled day posting you require, or a library of bank images to post when needed, we can supply you with everything you need to build your very own social media branding.

All of our packages can be amended and tailored to your wants and needs, so don't hesitate to get in contact to discuss your own special social media package.

## BOOST IMAGE PACKAGE

10 branded  
social media images  
each month

**£39.99**  
per month plus VAT

## SOCIAL IMAGE BANK

30 branded  
social media images

**£99.99**  
per month plus VAT

## VIDEO BOOST

Add your logo and details  
to the start and end of  
your video

**£29.99**  
per month plus VAT

## SOCIAL MEDIA REVIVE

Update your social media  
cover and profile picture on  
Facebook, Twitter, Instagram  
& LinkedIn company pages

**£99.99**  
per month plus VAT

*Please note: You will receive square and rectangle versions of each image so it is optimised for different social platforms eg Instagram and Facebook*

# What can **POPPY DESIGN STUDIO** provide?

There are a number of different options we can provide to help you with your social media. To give you an idea, below are some of the most popular services we provide to companies.

All of our graphics and services can be used for any platform, so it's just a case of finding out which ones you use and then we can go from there.

SOCIAL MEDIA COVER &  
PROFILE IMAGE ARTWORKS

VECTORISE LOGO

FAQ'S

SCHEDULED POSTS

BRANDED STOCK IMAGES

FUN FACTS & QUOTES

BLANK TEMPLATES

BLOG POSTS

PRODUCT SPOTLIGHT



# What else can **POPPY DESIGN STUDIO** do for you?

The logo for Pilkington Communications is located in the top right corner. It consists of the company name "PILKINGTON COMMUNICATIONS" in a bold, sans-serif font, enclosed within a stylized speech bubble or callout box with a pink border and a black outline.

**PILKINGTON  
COMMUNICATIONS**

Our PR and communications partners at Pilkington Communications are able to provide a full range of bespoke social media management solutions for our clients, with various options depending on budgets and needs.

Here's a flavour of some of the approaches:



**Social media planning** – Devising a plan so that any social media activity aligns with the clients' business objectives. The plan might also hook into industry trends and national initiatives, and could even be a bit fun – with original and relevant campaigns.



**Content creation** – In this digital world creating content that resonates and makes a lasting impression is important. The Pilkington Communications team can help create engaging and impactful online marketing content – blogs, social media-friendly videos, case studies and lots more.



**Scheduling** - The Pilkington Communications team can take this on or provide training so that clients can schedule all their social media content themselves – planning weeks and months ahead.



**Paid advertising and sponsored content** – There are many social media advertising options available and Pilkington Communications can help clients work out the best approach depending on their objectives and budget.

Examples of POPPY DESIGN STUDIO social media graphics

# Case Study - Eat Out To Really Help Out

## *Social Media Revive*

Sometimes your graphics can need a bit of freshening up- changing the cover and profile pictures on your social media can revive your brand and bring new attention to it. Eat Out To Really Help Out came to us for a new logo and social media branding.

Felicity came to us with the vision of something 'fresh, green and healthy' for her new charity logo and branding. We worked on different concepts, and came to this end result which we made sure fit well alongside the branding images we had chosen for Felicity's cover photos on social media.

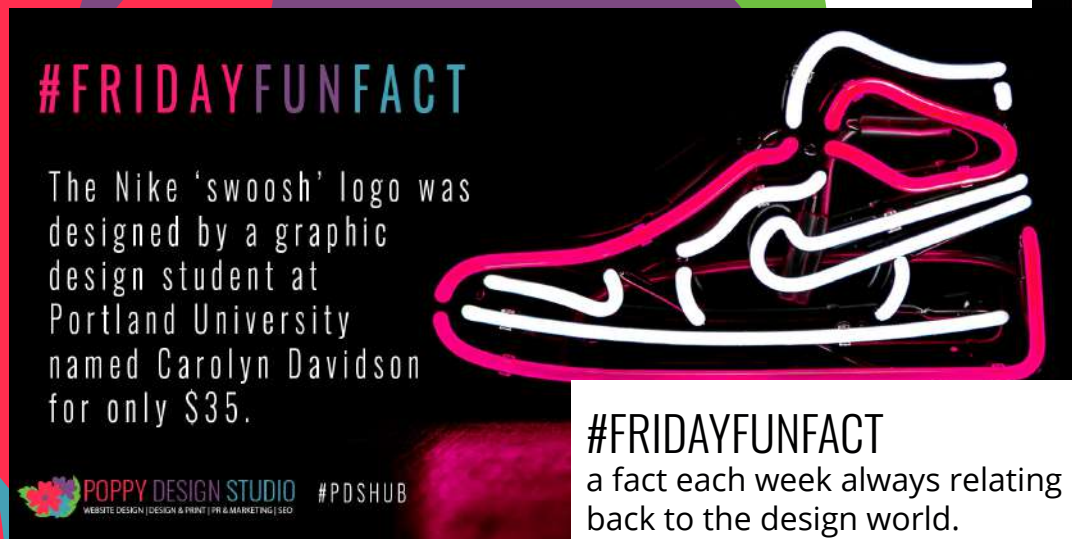


Choosing high quality and professional images to support and elevate the brand DNA.



# Case Study - Poppy Design Studio

At Poppy Design Studio, we are constantly engaging with our audiences. We use a mix of both personal and more corporate posting, and post most days.



**#FRIDAYFUNFACT**  
a fact each week always relating back to the design world.



## Vector Illustrations

Personalised vector illustrations to reflect Poppy's DNA creates a strong brand identity whilst promoting the services Poppy has to offer.

## #pdsquote

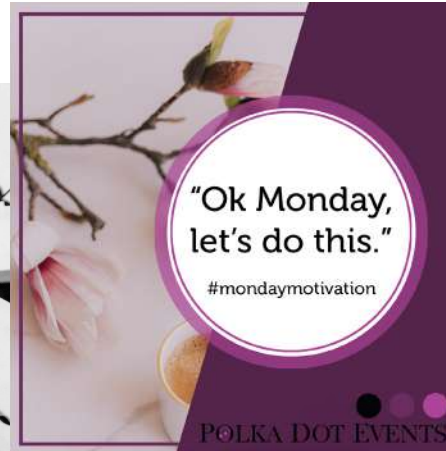
Consistently posting a quote each week is a fun incentive for those following.



# Case Study - Polka Dot Events

## *A more personal approach*

Polka Dot Events use fun and relatable branding for her audiences, with a personal touch- including inspirational quotes, pet pictures and fun facts.



**#mondaymotivation** -  
each Monday a new  
quote/product/inspirational  
image to reflect your brand.



**#testimonialtuesday** -  
a review or quote is taken from  
one of your customers to create  
testimonial Tuesday.  
This allows potential clients to  
see your relationships with other  
customers and what they like  
about your brand.



A personal 'Thank You' using a  
picture of their dog, directed to  
all those who attended an event.  
This kind of image gives a  
'realness' to the brand, and  
allows the audience to get to  
know the person behind it all.

# Case Study - Best Buy Garden Cabins

## *Product Emphasis*

Best Buy Garden Cabins concentrate on the products they sell for their social media direction. They use direct product information links, 'spotlights' on certain items and are very helpful and easy to contact.



## Spotlight

Each week, Best Buy choose one of their cabins to directly link to and give further information.



“Let us design your ideal cabin” - instantly shows the audience the bespoke services that Best Buy has to offer.



## FAQ

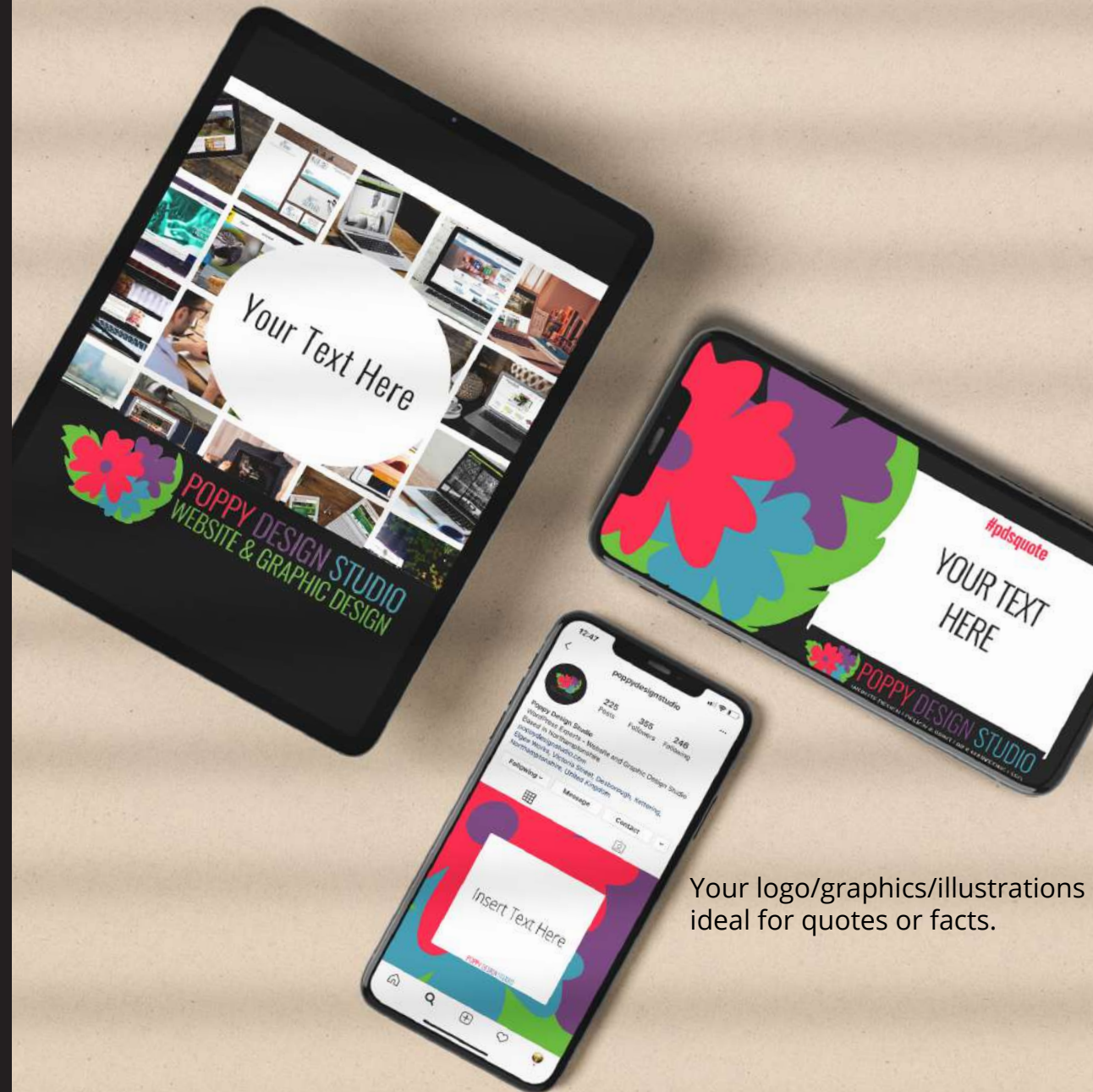
A direct 'contact us' to their audience makes Best Buy approachable and reminds customers to get in touch regarding any issues or queries.

# Blank Templates

At Poppy Design Studio, we offer you the control over the posts without having to think about the creative side. We can provide you with blank templates tailored to your DNA and brand, which you can then add any information you like to.

Essentially, this is an unlimited amount of posts where you can create your own library bank for social media posts, however this option is best for those who are able to edit the images through their own software.

Branded stock images, matched to your DNA, ready for you to add your own text to.



Your logo/graphics/illustrations ideal for quotes or facts.

# Get in contact with us

We always offer free, friendly advice and guidance – You can call us at anytime on our free phone number or drop us an email enquiry



0800 321 3843



hello@poppydesignstudio.com



@poppydesignstudio



/PoppyDesignStudioLtd



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