



SOCIAL MEDIA

SERVICES

CREATED BY  
COLLECTIVE WAYS

# CONNECTING BRANDS WITH THEIR AUDIENCES

ELEVATE YOUR BRAND AND SOCIAL IDENTITY

ASK ABOUT OUR FREE BRANDING ASSESSMENT

## ABOUT US

Collective Ways takes pride in your vision, understanding both your drive and passion for growth. **Our mission**, should you choose to accept it? To ensure your brand gets the attention it deserves. We are a full service **business start up and image branding practice** that offers a wide variety of customized **digital marketing** solutions, relevant and engaging **social media options** and **business start up services**.

London born and raised, we know business is constantly changing. We notice it in the way we shop or make a purchase, how we ask a question, when we **advise** and especially, in the way we **engage** new business opportunities. So, how do you adapt to the learning curve? By pairing with us. Our understanding of **digital marketing, business tools, niche markets, social media trends and steadfast competition goes unmatched**.

In this vast business pool, we continue to deliver an **out of the box outlook on creativity, innovative solutions and a much needed personal connection to every client** while we hold your vision in our hands, showing you endless possibilities.

# SPOTLIGHT SERVICES

We offer a range of customized marketing solutions and startup services, including:

## BUSINESS PLANS

Communicate your purpose and growth plan with a 20-40 page business plan, built with our world class template, generate cash flow projections and assistance while searching through funding options.

## WEB DESIGN

Keep your brand engaging and relevant online with award-nominated website design, graphic design and brand-centric social media profiles.

## CONTENT CREATION

Content is KING! Both visual and engaging written word, bringing a brand to life can speak volumes to your target audience, through photography, infographics, published articles, blogging and more.

## DIY WORKSHOPS

For idea driven individuals, not all processes or best practices are well polished, We're willing to "hold your hand" and teach you about industry trends, standards and strategies to give your business an edge.

## SOCIAL MEDIA

Being one of the most powerful tools in modern marketing practices, by integration of social linking, URLs, SEO implementation and relevant content creation can help you standout in a crowd

# SOCIAL MEDIA

SOCIAL MEDIA SETUP

\$399.95

SOCIAL MEDIA MANAGEMENT

FROM \$499.95/MO

SOCIAL MEDIA OPTIMIZATION

FROM \$699.95/MO

SOCIAL MEDIA CONTENT

\$349.95

SEO INTERMEDIATE-ADVANCED

FROM \$599.95

SOCIAL MEDIA WORKSHOPS

\$399.95

# SOCIAL MEDIA SETUP

UP TO SOCIAL MEDIA PLATFORMS X 5

SOCIAL MEDIA VISUAL CONTENT X 2  
(EACH PLATFORM)

WRITTEN CONTENT

SOCIAL LINKING AND URLs

SEO INTEGRATION

RELEVANT & ENGAGING CONTENT

# **SOCIAL MEDIA MANAGEMENT**

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UP TO SOCIAL MEDIA SETUP X 5

UP TO PLATFORMS MANAGED X 5

PLATFORMS CUSTOMIZED VISUAL CONTENT X 16 (24)

CUSTOM WATERMARK X 1

AUTOMATED SCHEDULED PUBLISHING

SEO INTEGRATION

SOCIAL PLATFORMS INCLUDED

FACEBOOK

INSTAGRAM

TWITTER

LINKEDIN

GOOGLE BUSINESS

OPTIMIZATION OF ALL POSTS/TAGS/HASHTAGS/URLS & VISUAL  
CONTENT

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# **SOCIAL MEDIA MANAGEMENT**

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EXTRA PLATFORMS AVAILABLE

SOCIAL MEDIA SETUP

OPTIMIZATION OF PLATFORMS

CUSTOMIZED VISUAL CONTENT

PINTEREST X 24

YOUTUBE X 4

BLOGGING X 4 (6)

WORDPRESS BLOG X 4 (6)

WIX BLOG X 4 (6)

**\*EXTRAS MAY BE SUBJECT TO ADDITIONAL FEES\***

MONTHLY SOLUTIONS FROM 300.00

# **SOCIAL MEDIA** **OPTIMIZATION**

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LINKING OF SOCIAL PLATFORMS TO ENGAGE WITH LARGER AUDIENCE AT ONCE.

POSTING SPECIFIC CONTENT, GEARED TO YOUR BRAND AND TARGET AUDIENCES.

PROPER PLACEMENT OF THE # AND TAGS TO GENERATE BUZZ AND CONNECT PEOPLE TO YOUR BUSINESS.

INCREASE IMPRESSIONS AND TARGETED ENGAGEMENTS TO PRODUCE ACTIVE FOLLOWERS AND ORGANIC TRAFFIC.

CREATING KEYWORDS AND FILTERING SEARCH ENGINE PRIORITY.

MONTHLY ANALYTIC & INSIGHTS TO GAUGE YOUR STRENGTHS AND WEAKNESSES TO BUILD A STRONGER PRESENCE.

VOLUME ADJUSTMENTS TO ENSURE ORGANIC TRAFFIC

\*INCLUDES ALL SERVICES FROM ABOVE SMM &  
MONTHLY AD INVESTMENTS\*

# **SOCIAL MEDIA** **CONTENT**

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BANNER ADS X 2

WEBSITE GRAPHICS (HEADER, FOOTER, SIDE  
MENU)

SOCIAL MEDIA VISUAL CONTENT X 2  
(EACH PLATFORM)

IMAGE TEXT/LINKING

SOCIAL LINKING

# SEARCH ENGINE OPTIMIZATION

SOCIAL LINKING URLs

METADATA

FAVICON PLACEMENT

KEYWORD RESEARCH

KEYWORD INTEGRATION

GOOGLE ANALYTICS WORKSHOP

CONTENT WRITING

# **SOCIAL MEDIA** **WORKSHOPS**

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WORKSHOPS INTO SOCIAL PLATFORMS

VIA (FANS/LIKES)

(ENGAGEMENT/FOLLOWERS)

(VISUAL CONTENT)

(INSIGHTS & ANALYTICS)

(TAGS/HASHTAGS)

(TIMELINE/STORYBUILDING)

(OPTIMAL POSTING TIMES)

# **SOCIAL MEDIA** **WORKSHOPS**

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WORKSHOPS & PLATFORMS INCLUDE

FACEBOOK

INSTAGRAM

TWITTER

LINKEDIN

GOOGLE BUSINESS

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# CASE STUDY 1



## ISSUE

Starting back in November 2017, our relationship with The Fox & Fiddle London had gone SEVERAL years back. So, when they asked us to come on board to improve their social presence and help them with their local advertising, we said YES!

**THE FOX & FIDDLE**

## ABOUT

The Fox & Fiddle London is an authentic English pub crafted for your taste buds and built with an atmosphere here for non stop entertainment. Choose between tasty eats, frothy treats or stay out and enjoy live entertainment at the fox hole.

## TISSUE

From content writing to graphic design, social media setup and social media management, we've helped them increase their guest attendance by 32% and put them on the map within the heart of downtown and the tourism district.

# CASE STUDY 2



## ISSUE

Ticketwindow came to us with an idea to integrate social media marketing with their advanced mobile friendly ticketing system, so that their clients and event planners could engage with fans, patrons and venues at the tip of their fingers.

**TICKETWINDOW INC**

## ABOUT

Ticketwindow is one of Canada's fastest growing ticket agents, providing the option for online web-sales, mobile compatibility, remote ticket sellers through retail outlet locations for instant tickets printed on the spot, and a call center for a wide variety of clients no matter how small or large the event.

## TISSUE

Collective Ways also jumped on board to assist them with content writing, website/graphic design and social media management to help them expand within the social realm at a staggering 36% in VIS organic weekly growth rate.

We look forward to  
partnering with you.

Don't forget to follow us on  
social media for updates on  
services and trends.



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