

2022

Boswell - Buck Creative

Client Welcome Package





Welcome!

WE ARE HAPPY TO WORK WITH YOU

Thank you for considering Boswell-Buck Creative as your social media management provider! We are excited about this partnership and want to take a moment to personally thank you for choosing us.

This welcome package is designed to provide information and expectations on working with us which will assist you in reaching your goals.

Please take the time to review this package so that you can be more familiar with the entire process.

If you have any questions, please don't hesitate to contact us.

Sincerely,

Dee Boswell-Buck

dee@deeboswellbuck.com

Client Involvement

- Clients will be required to complete a brief client profile which will include their company mission statement, success stories/testimonials, upcoming events, etc.
- Clients will provide BBC with necessary user names and passwords to client social media platforms.
- Clients will assist BBC in the creation of their social media content by providing us with relevant information pertaining to their business including major changes, updates, events, images, etc.
- Clients will review content posts sent by BBC and inform BBC of any issues, questions, or concerns within 36 hours of receipt.
- Clients will let BBC know if they have employees who regularly post to the company's social media accounts and what is the average posting frequency.

Communication

Business Hours

BBC hours of operation are Monday – Friday between 9:00 am – 3:00 pm EST

Required Contact Method

dee@deeboswellbuck.com

Response Time

We will respond to email enquiries within 24 hours.

Meetings

Monthly strategy update meetings will take place between the client and BBC over Zoom.

Process Overview

Our Social Media Content Production Timeline

STAGE - 1

- A batch of a minimum of 5 social media posts are written for the week
- Graphics and images for the posts are created and compiled
- Post and images are paired and sent as a Google document to the client for review

BBC Team Work

STAGE - 2

- The client reviews the content and sends it back to BBC within 36 hours of receipt

Client Work

IMPORTANT NOTE

If no response is received from the client within the 36 hour time frame, the content will be assumed suitable for posting.

STAGE - 3

- Once reviewed, the content is entered into the scheduler

BBC Team Work

STAGE - 4

- Content is posted on the client's social media platform(s)

BBC Team Work

Tools and Resources

Here's a list of the tools and apps we use to run our business and meet the needs of our clients.

Buffer: We use Buffer as our social media content scheduler.

Canva: We use this graphic design platform to create social media graphics and other visual content.

If you have a Canva account for your business, we may ask for access to it so that we can gather your branded content elements.

Google Docs: We use Google Docs to produce our documents. Sharing in Google Docs is linked-based, so we may send you the link to a document or folder that we want to share with you.

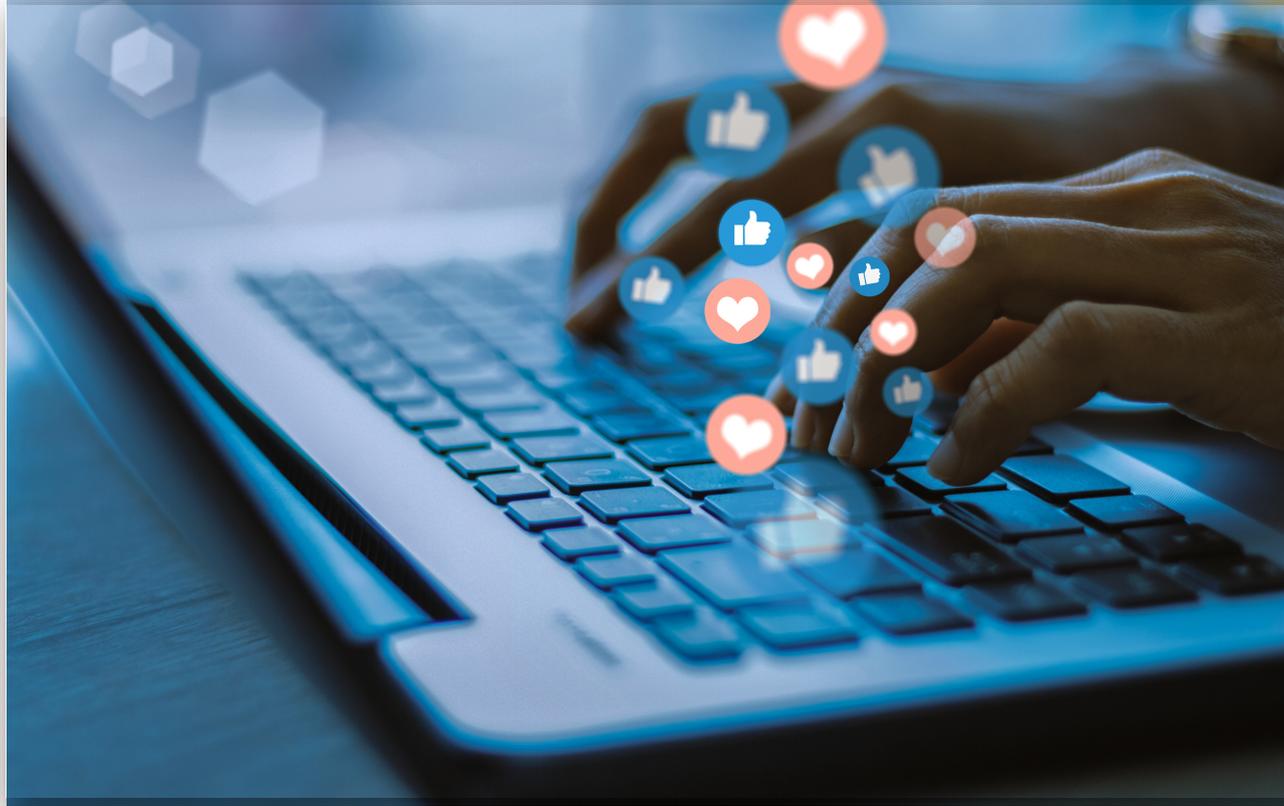
Google Calendar: We use this calendar for scheduling meetings, events, etc.

Calendly: This is our appointment booking tool. Clients can see BBC's availability and book meetings, therefore avoiding back and forth emails regarding availability.

Honeybook: We use this customer relationship management (CRM) tool to manage our projects, book clients, send emails, documents, and invoices.

You may receive meeting requests and emails from Honeybook on occasion, **so please check your spam folder to ensure that they're not missed.**

Zoom: We use this online video platform for our client meetings and online events.



Thanks Again For Choosing Boswell - Buck Creative

We look forward to helping you reach
your goals and connecting you to your
dream clients in the online space!

DeeBoswellBuck.com

*P.S. We're always thankful
for your referrals.*

