

Duck Soup delivers social media services that demand attention in the digital space. We strive to delight audiences and enhance the industry reputation of our clients in order to generate more leads.

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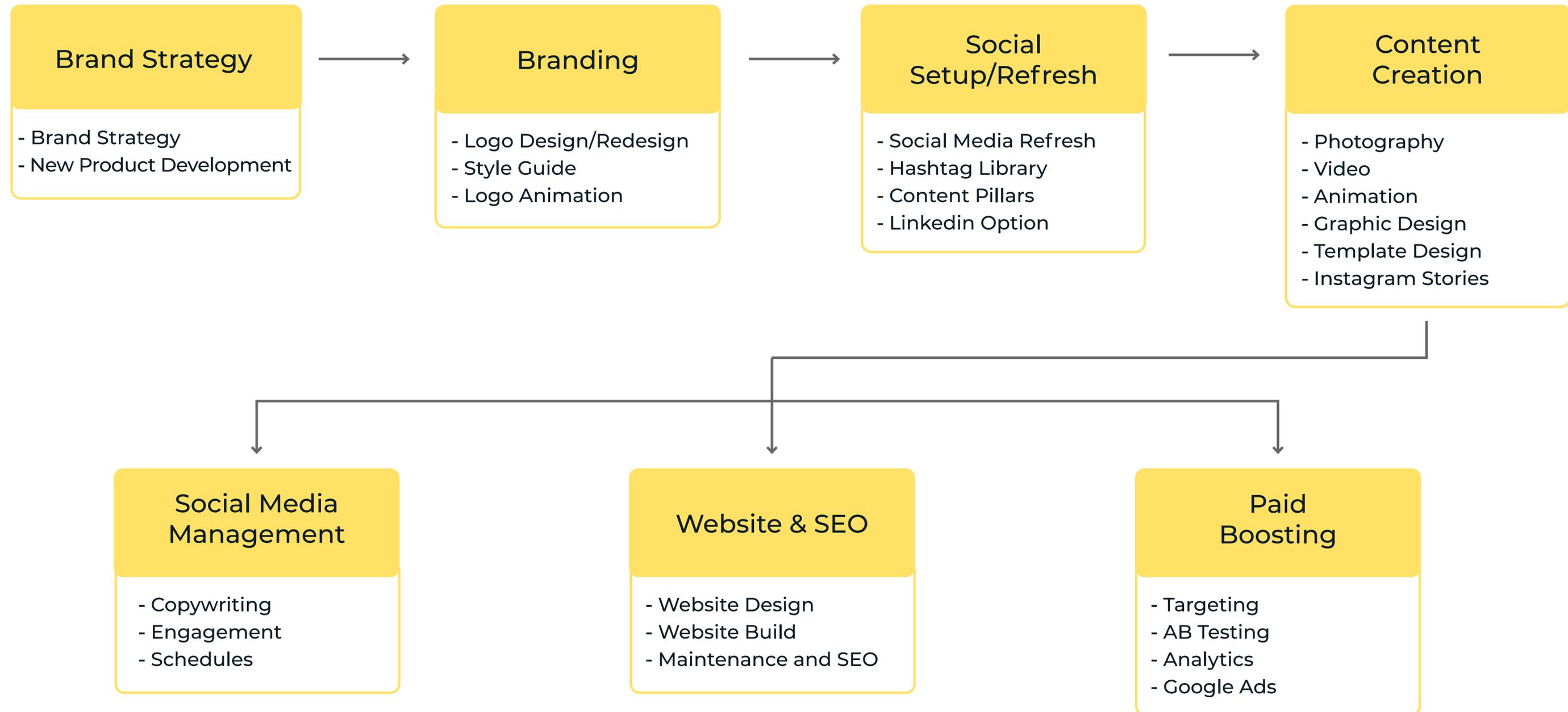
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SOCIAL MEDIA MANAGEMENT

Posting Management
Copywriting
Social Engagement

Marketing Process

FLOW CHART



Imagery

Photoshoots

CONTENT CREATION

Duck Soup can shoot people, products and places – anything your business might need. Photos are essential to your online presence as they allow you to showcase your product, services or facilities in the best possible light.

All photoshoots are costed on a case by case basis, please ask us for a bespoke quote for your project.



Lifestyle



Product



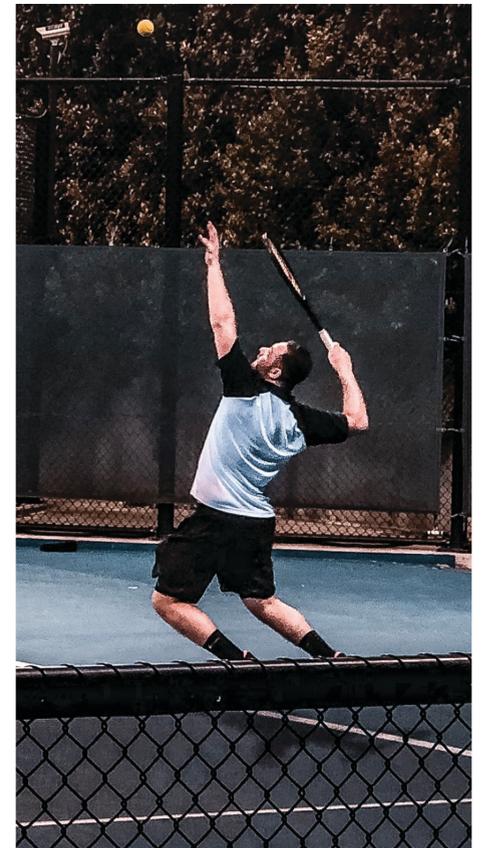
Flat lay



Macro



Portrait



Event

Retouching & Colour Grading

CONTENT CREATION

Included in the photoshoot cost is retouching and colour grading of at least 8 photos. Duck Soup will edit, retouch and refine your imagery to create a content library that is cohesive and unique to your brand.

Retouching



Before

After

Colour Grading



Before

After

Video



Bespoke Video Shoots

CONTENT CREATION

From recipe videos and product demonstrations, to eye catching stop motion and event coverage, our team of passionate content creators are ready to bring your brand to life through bespoke video content. Filming can take place at Duck Soups mini content studio, or at a location that suits your business. Duck Soup provides basic filming equipment, a prop library and additional items can be sourced.

All video shoots are costed on a case by case basis, please ask us for a bespoke quote for your project.



Animated Video

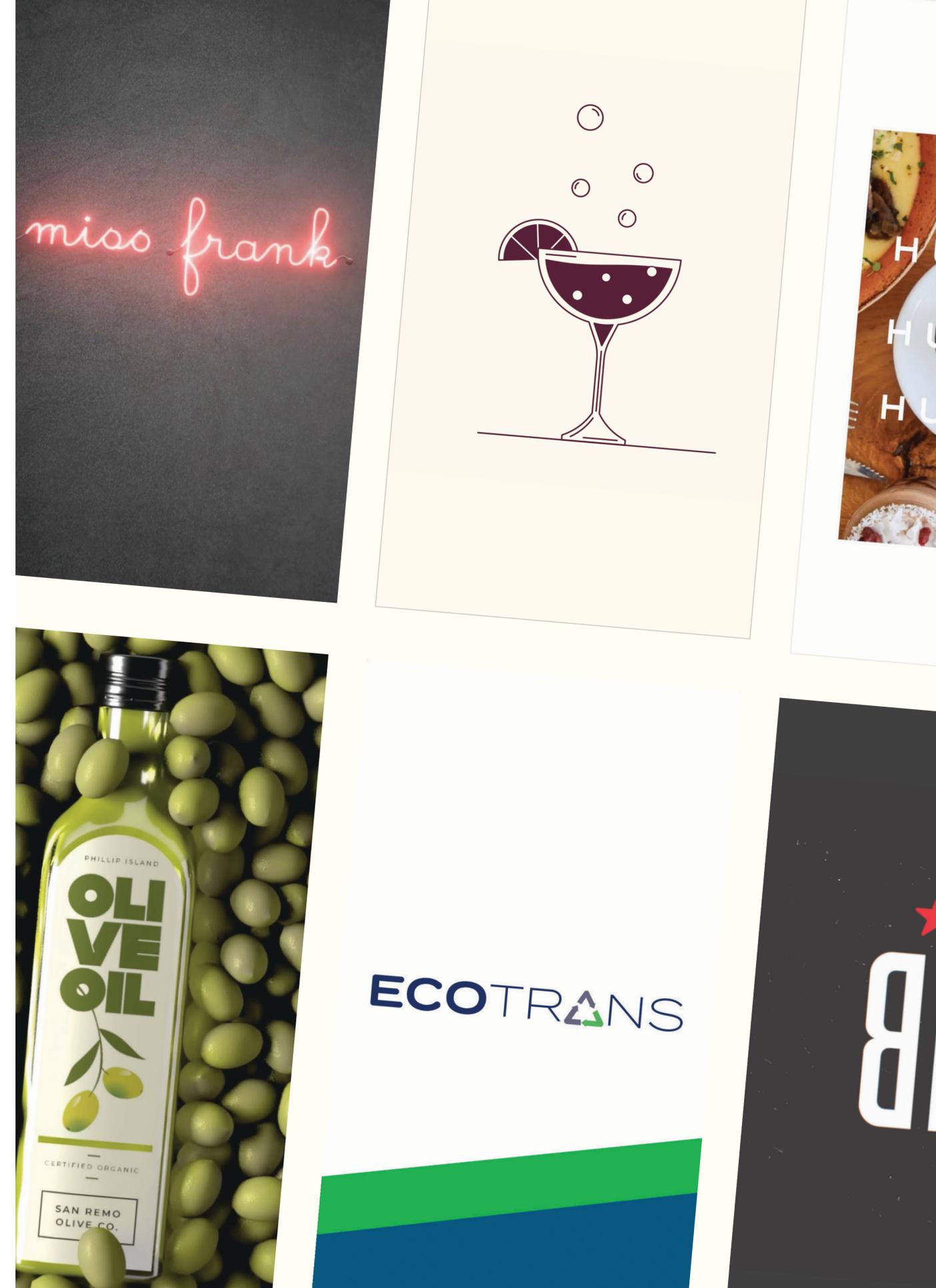
CONTENT CREATION

Video content is king, in fact social video generates 12 times more shares than text and images combined. Duck Soup will transform otherwise still text and imagery into captivating video with sound for maximum impact and shareability.

ONE OFF COST

Description	Amount AUD
Storyboarded concepting if appropriate	
Design and file set up	
Basic copywriting	
Animation	
Basic track and sound effects	
2 x Rounds of client amends	
Final video output	
TOTAL	\$877.20

* Prices are exclusive of GST.



Animated Logo

BRANDING

Duck Soup will elevate the story of your brand by starting or ending your videos in a dynamic, consistent and memorable way - by using an animated logo. Adding motion to an otherwise static logo adds a unique flavour to your brand, as well as signaling professionalism.

ONE OFF COST

Description	Amount AUD
2 x Storyboarded concepts	
Design and file set up	
Animation	
Basic sound effects	
2 x Rounds of client amends	
Final video output	
TOTAL	\$963.60

* Prices are exclusive of GST.

miss frank

200 THROUGH RD, CAMBERWELL



dashine



Digital Design



Social Media Templates

CONTENT DESIGN

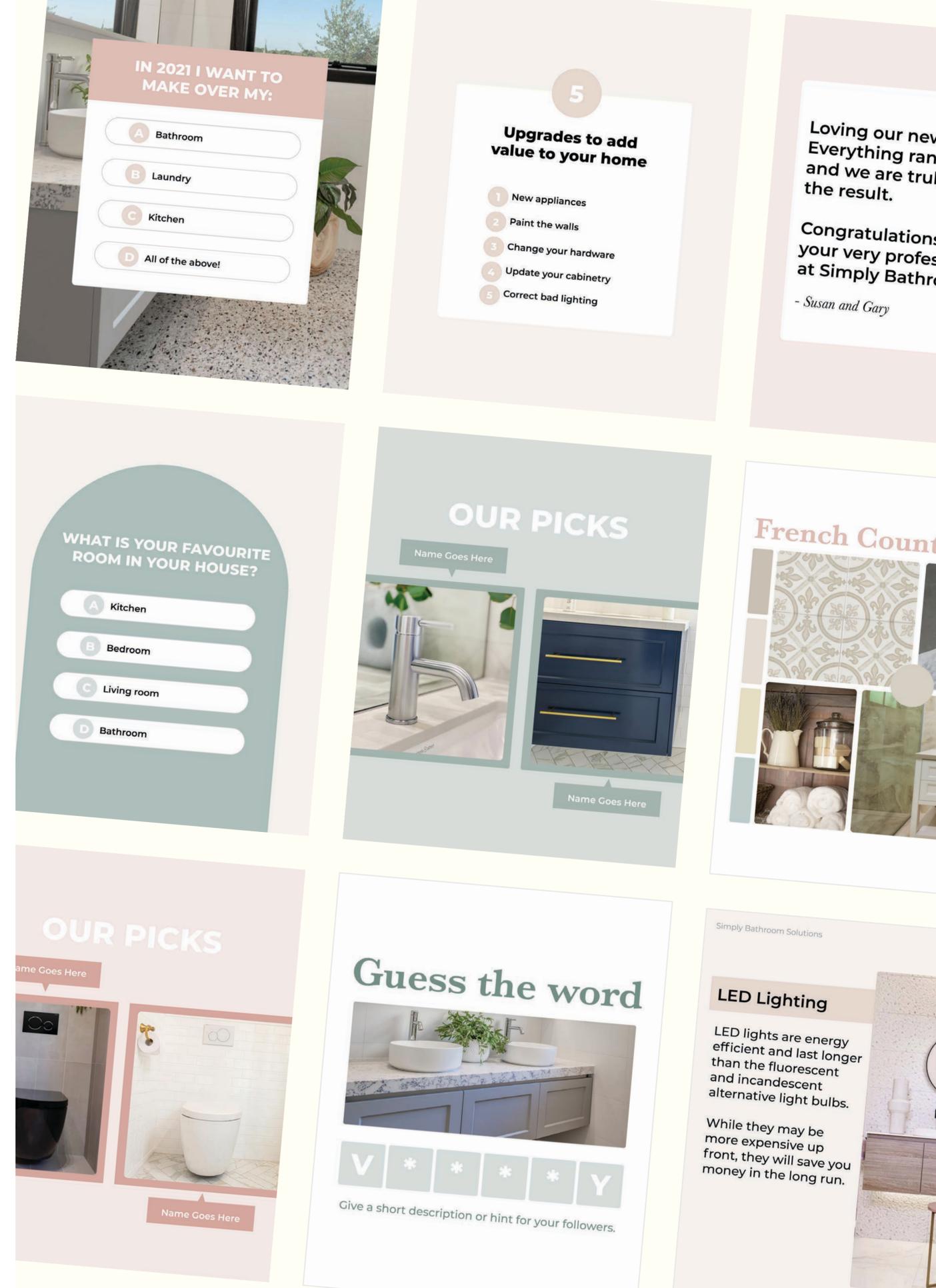
Duck Soup will develop a suite of 4 templates designed to make your content pop. Branded aesthetic templates allow you to post important information, events or public holiday opening hours whilst keeping your feed looking polished. Please note templates are created in Indesign.

*This service can work in tandem with content pillars

ONE OFF COST

Description	Amount AUD
Creative concept	
Design and file set up	
2 x Rounds of client amends	
4 x Final template output	
TOTAL	\$700.80

* Prices are exclusive of GST.



Story Design

CONTENT DESIGN

Your Instagram feed isn't the only way to engage and interact with your audience, in fact over half of Instagram's daily active users create and engage with stories every single day. Duck Soup can create bespoke, captivating Instagram Stories tailored for your audience.

ONE OFF COST

Description	Amount AUD
Creative concept	
Design and file set up	
2 x Rounds of client amends	
Final output	
TOTAL	\$350.40



* Prices are exclusive of GST.

Social Set Up



Social Media Strategy

STRATEGY DOCUMENT

We will use our vast experience in social media to develop a social strategy guide that suits your brand, incorporating where, what and why to post.

We will access your current social media platforms and compare with the broader industry, from here we can assess your brand recognition goals and the direction you want your business to take. Also included is a guide to current best practice formats and sizing rules for all relevant social media platforms.



Recognition goals

How do you want your brand to be perceived?



Future proofing

Optimising brand assets to work within the digital space.



Brand direction

Where do we envision the brand to be headed?



Source of authority

In what way are you a leader in your field? Why should people believe you?



Social Content

What to post on each platform.

TOTAL	\$788.40
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Instagram Content Pillars

INSTAGRAM STRATEGY

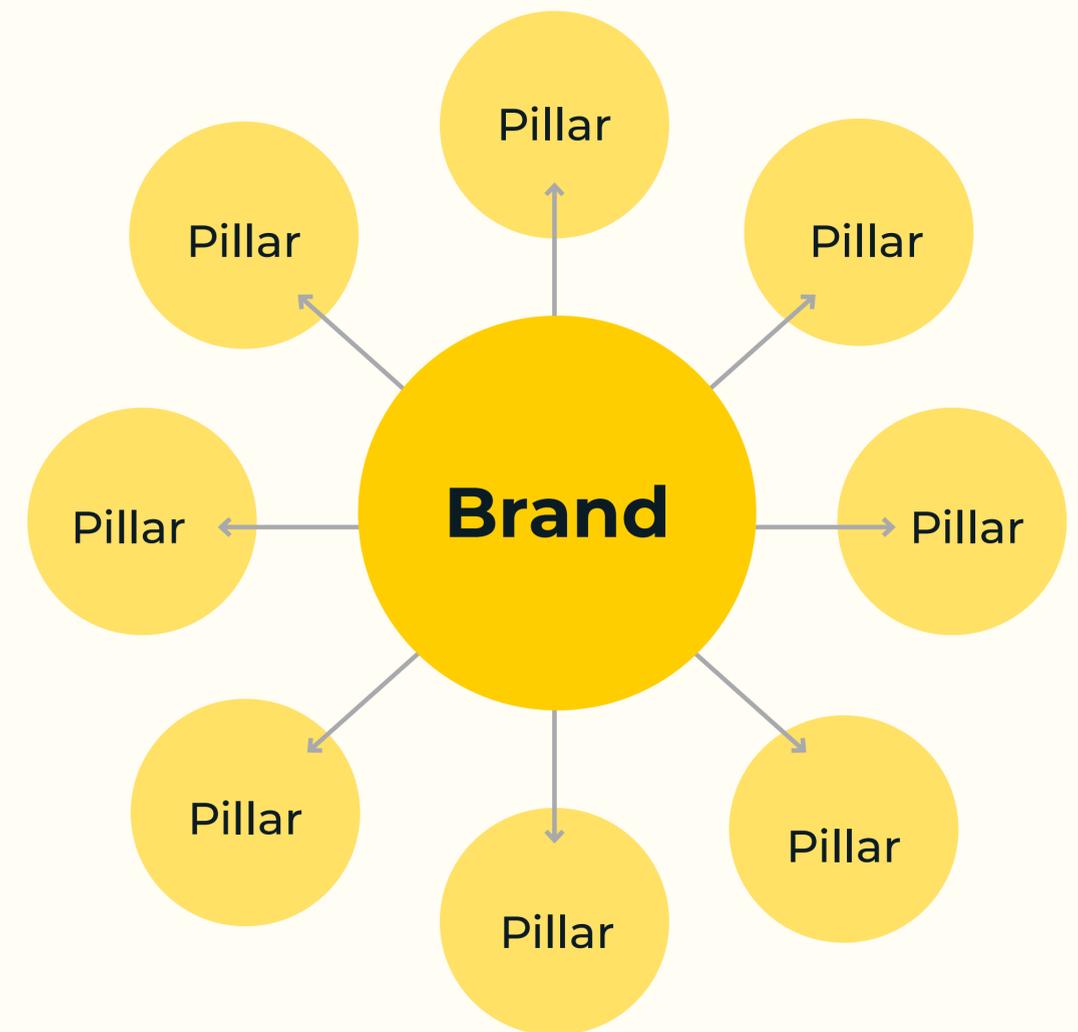
In order to produce a beautiful, patterned and colour co-ordinated Instagram layout, we must first develop a plan that encompasses the structure, creative and scheduling of all future content. By creating what is known as 'content pillars' we can ensure all content has purpose and comes together seamlessly.

ONE OFF COST

Description	Amount AUD
Identifying 6 - 8 content pillars	
Coding pillars for identification	
Scheduling content pillars into social plan	
Brainstorming creative types of content for each pillar	
TOTAL	\$525.60

* Prices are exclusive of GST.

Content Creation Content Pillars



Hashtag Micro Library

INSTAGRAM STRATEGY

Duck Soup will curate a bespoke library based on what hashtags are most relevant to your brand, by researching not only what is trending, but what your competitors and relevant influencers are using too. Your personalised library will align with your content so you can easily expand the reach of your post beyond just those who follow you, to reach anyone interested in that hashtag phrase or keyword.

ONE OFF COST

Description	Amount AUD
Identifying hashtag categories	
Research trending hashtags in each category	
Create micro libraries of key hashtags	
Provide library as a PDF	
TOTAL	\$438

* Prices are exclusive of GST.

OPEN LAB

Developing
#filmdeveloping #darkrooms #idevelop #developfilm #developfromthenegatives #developfilmnotfeelings
Scanning
#filmsscanning #filmsscanner #filmprocessing #filmlab #iscan
Open Lab
#openlab #selfservicephotolab #negativelabpro #photolab #diyphotolab
Featured photos
#madeinopenlab #featuredphoto #featuredphotographer #featuredphotographs #wefeature #photooftheday
Small Business
#smallbusinessmarketing #smallbusiness #smallbusinessaustralia #smallbusinessowner #smallbusinesssaturday #smallbusinessbranding #smallbusinessmelbourne #smallbizau #smallbizlove
Camera reviews
#lomography #fuji #babylonfilm #lomography400 #leicam5 #cameraporn
Kodak
#kodakfilm #kodakgold200 #kodakprofessional #kodakcolorplus200 #madewithkodak #kodakektar100 #kodakportra400
Film
#filmisnotdead #filmphotography #ishootfilm #analogue #filmcamera #believeinfilm #filmfeed #filmcommunity #staybrokeshootfilm #keepfilmalive #buyfilmnotmegapixels #analogchannel #filmwave #analoguevibes #looklikecinema #photocinematica #istillshootfilm #theanalogueproject #onfilm #filmisalive #analoglove #grainisgood #afilmcosmos #analogpeople #theanalogclub #shootfilmmag #imacon #drivebyfilm
#35mmbook #35mmfilm #35mm #thirtyfivefuckingmillimeter
#bwfilm #blackandwhitefilm #blackandwhite #blackandwhiteuniverse #goldmoony

Social Refresh

INSTAGRAM & FACEBOOK

Your feed and landing pages are the client facing portals to your brand. Duck Soup will design attractive and informative highlight covers, profile images, beautifully designed modern icons as well as a sleek bio. As the face of your brand all content must convey professionalism.

ONE OFF COST - PRICE PER PLATFORM

Description	Amount AUD
Design and implement profile image	
Design and implement banner image	
Design and implement highlight covers	
Refine or rewrite bio	
Add key details (location, contact details etc)	
Curate/clean up any irrelevant content	
TOTAL	\$350.40

* Prices are exclusive of GST.



Social Refresh

YOUTUBE

YouTube connects you to a global audience and gives you the ability to create playlists around specific topics that are relevant to your target audience. Duck Soup can help make sure your channel is set up and ready to start posting, with bespoke banner and profile imagery, 'About' description and key details linking back to your other social platforms.

ONE OFF COST

Description

Design and implement profile image

Design and implement banner image

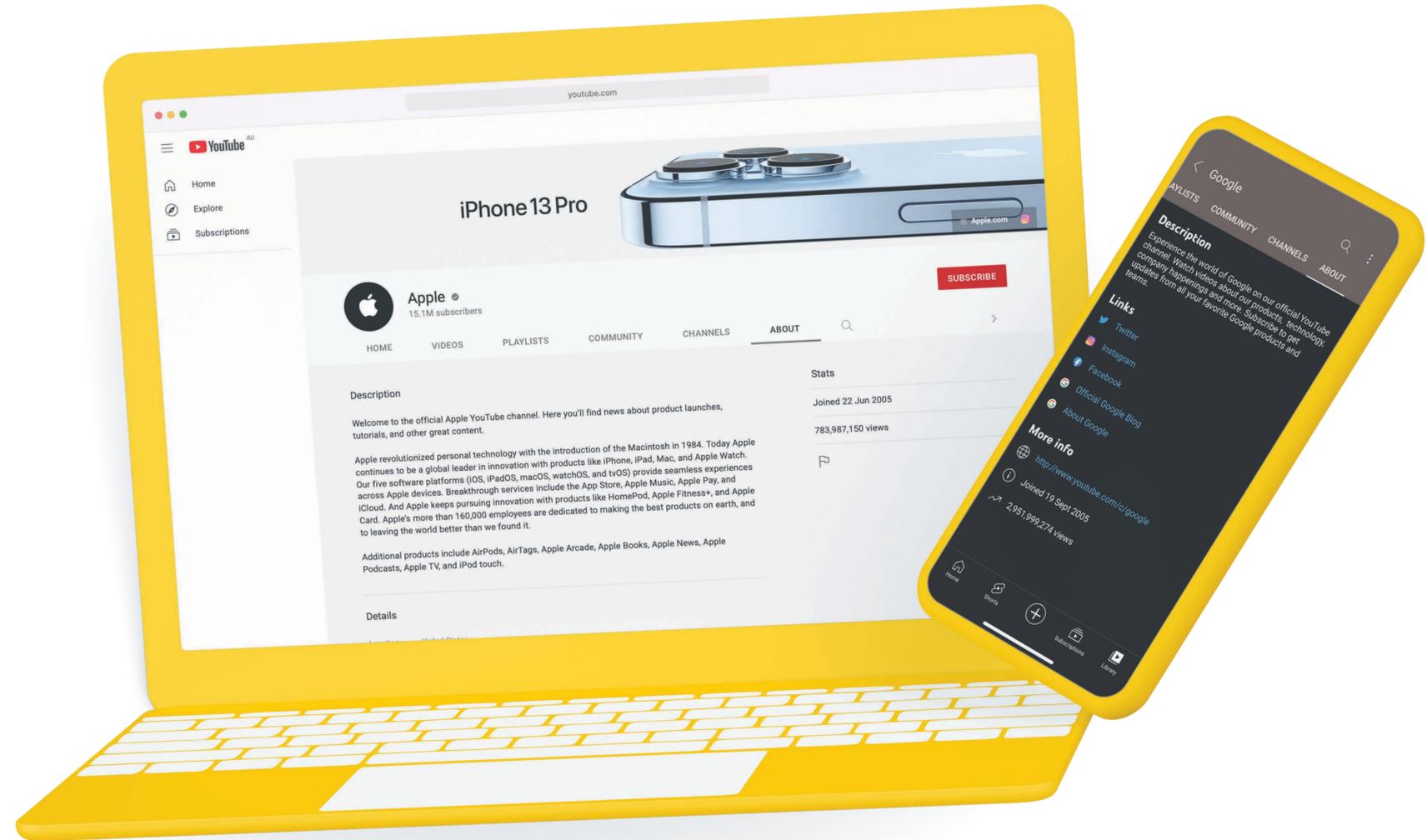
Write 'About' description

Add key details and links

Curate/clean up any irrelevant content

TOTAL

\$350.40



* Prices are exclusive of GST.

Social Refresh

LINKEDIN

With over 30 million companies using LinkedIn for business, your brand and company directors page needs to look sleek and professional. Updating the bios and imagery will allow you to build credibility and be in better stead to create a meaningful network online.

ONE OFF COST - PRICE PER PAGE

Description	Amount AUD
Design and implement profile image	
Design and implement banner image	
Refine or rewrite bio	
Add key details (location, contact details etc)	
Curate/clean up any irrelevant content	
TOTAL	\$438

* Prices are exclusive of GST.



Branding

Logo Refresh/Redesign

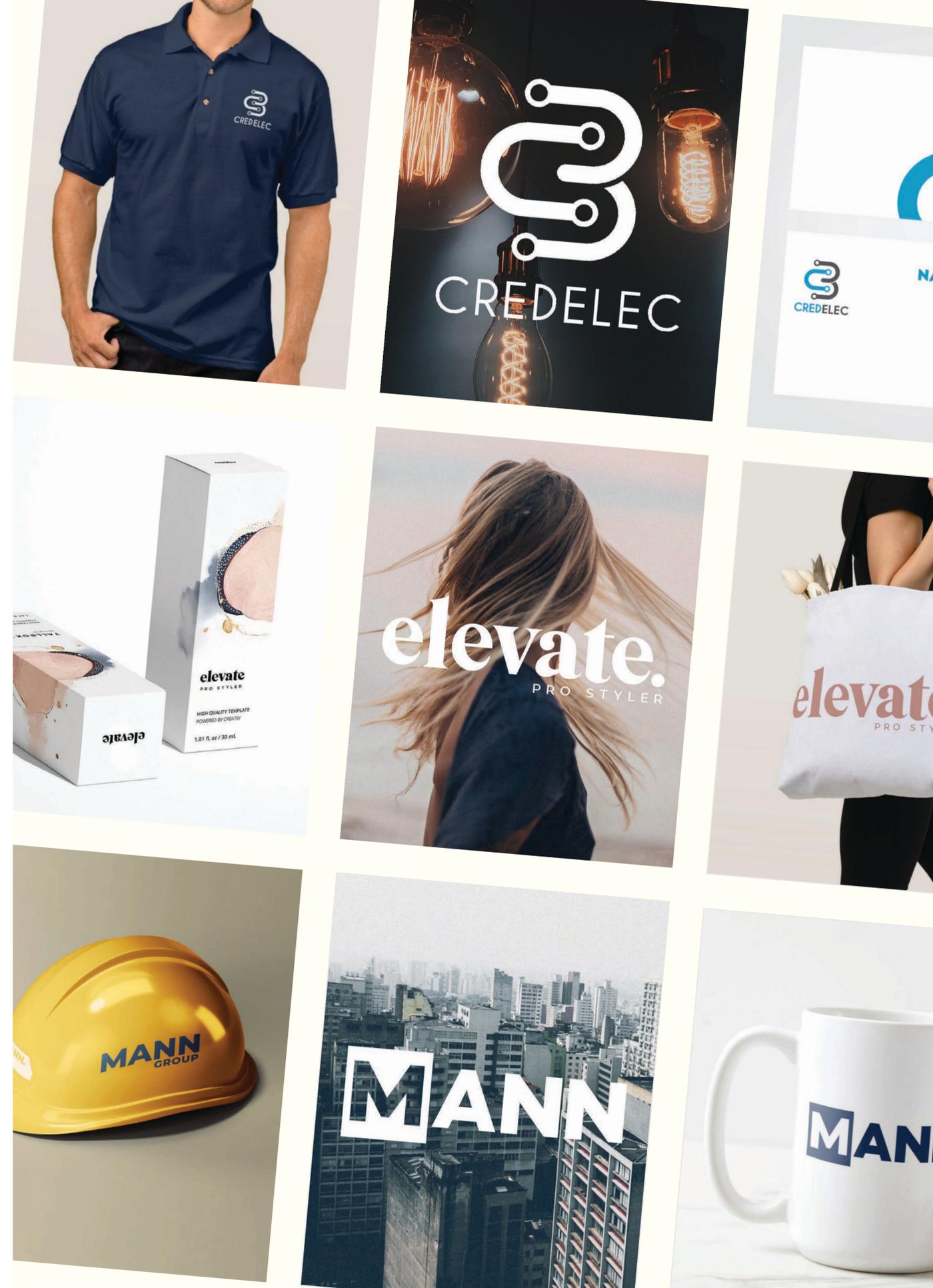
BRANDING

A brand refresh is a tactical manoeuvre to stay connected to your target audiences and breathe new life into the aesthetics of your brand. Duck Soup will re-evaluate, refresh and future proof your logo design and visuals in order to catapult the organization forward.

ONE OFF COST

Description	Amount AUD
Creative concepting	
Font exploration	
Logo design	
2 x Rounds of client amends	
Final output: Logo colour, black, white and emblem	
TOTAL	\$876

* Prices are exclusive of GST.



Brand Guidelines

BRANDING

Duck Soup will organise, collate and present your brands existing assets to be presented as a handbook to be easily accessible for anyone who is working on your business. Please note, that Duck Soup is able to develop top line assets if they are not yet available; ie colour tints, background textures and font styles.

ONE OFF COST

Description

Presentation Document - Refine brand introduction

Presentation Document- Insert logo rules

Presentation Document - Add in colours and tint

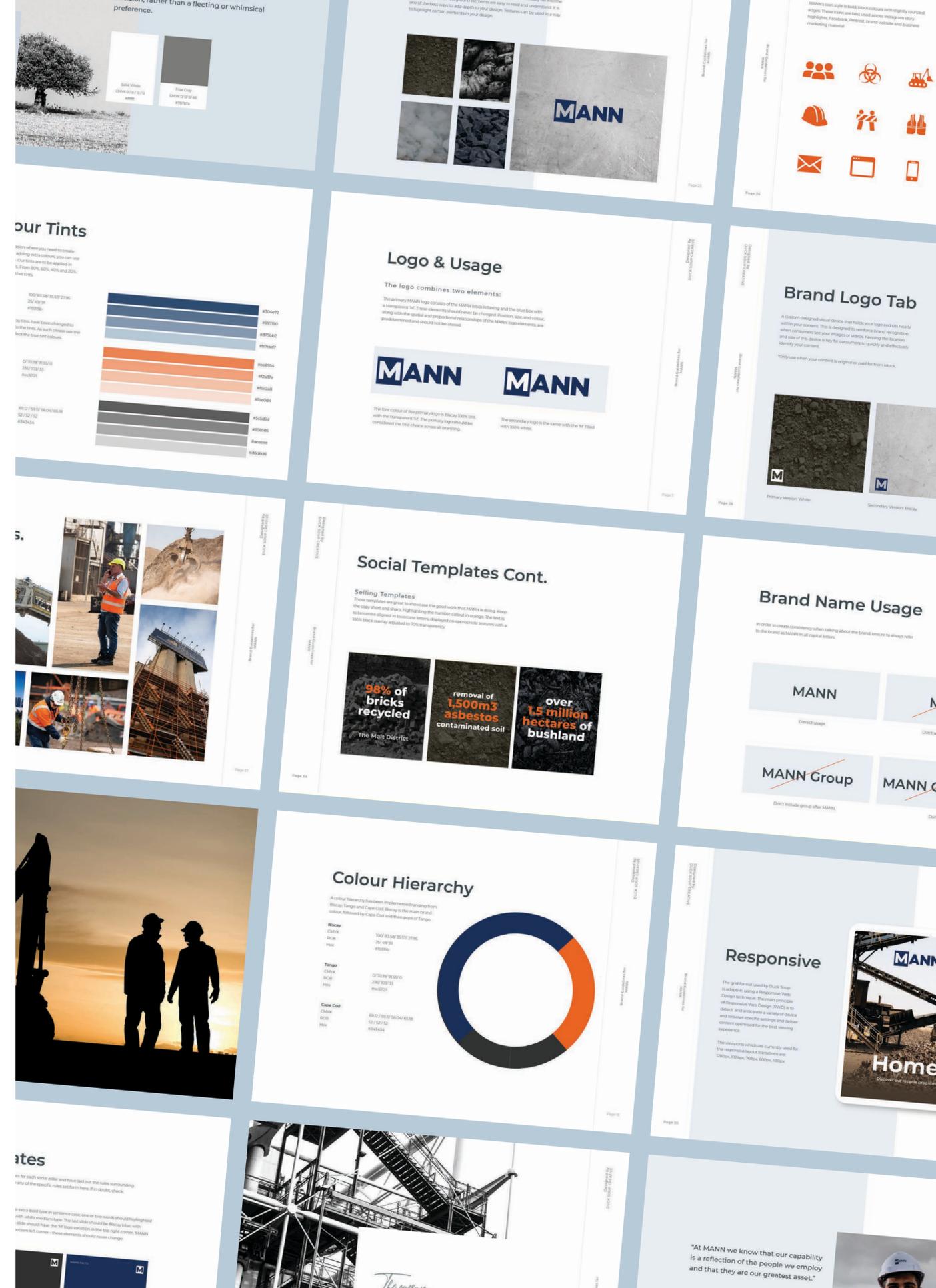
Presentation Document - Refine typography hierarchy

Presentation Document - Insert brand icons

Presentation Document - Create mood-boards with provided imagery

TOTAL \$963.60

* Prices are exclusive of GST.



Branding Development

BRAND ASSET, COMMUNICATION, IMAGERY EXPLORATION AND IMPLEMENTATION

Not all brands have a strong look and feel and assets ready to jump straight into their brand guidelines. If this is you, Duck Soup can creatively explore and develop a communication direction and provide usable graphic assets (icons) that can be used to populate your brand guidelines and used throughout your business.

ONE OFF COST

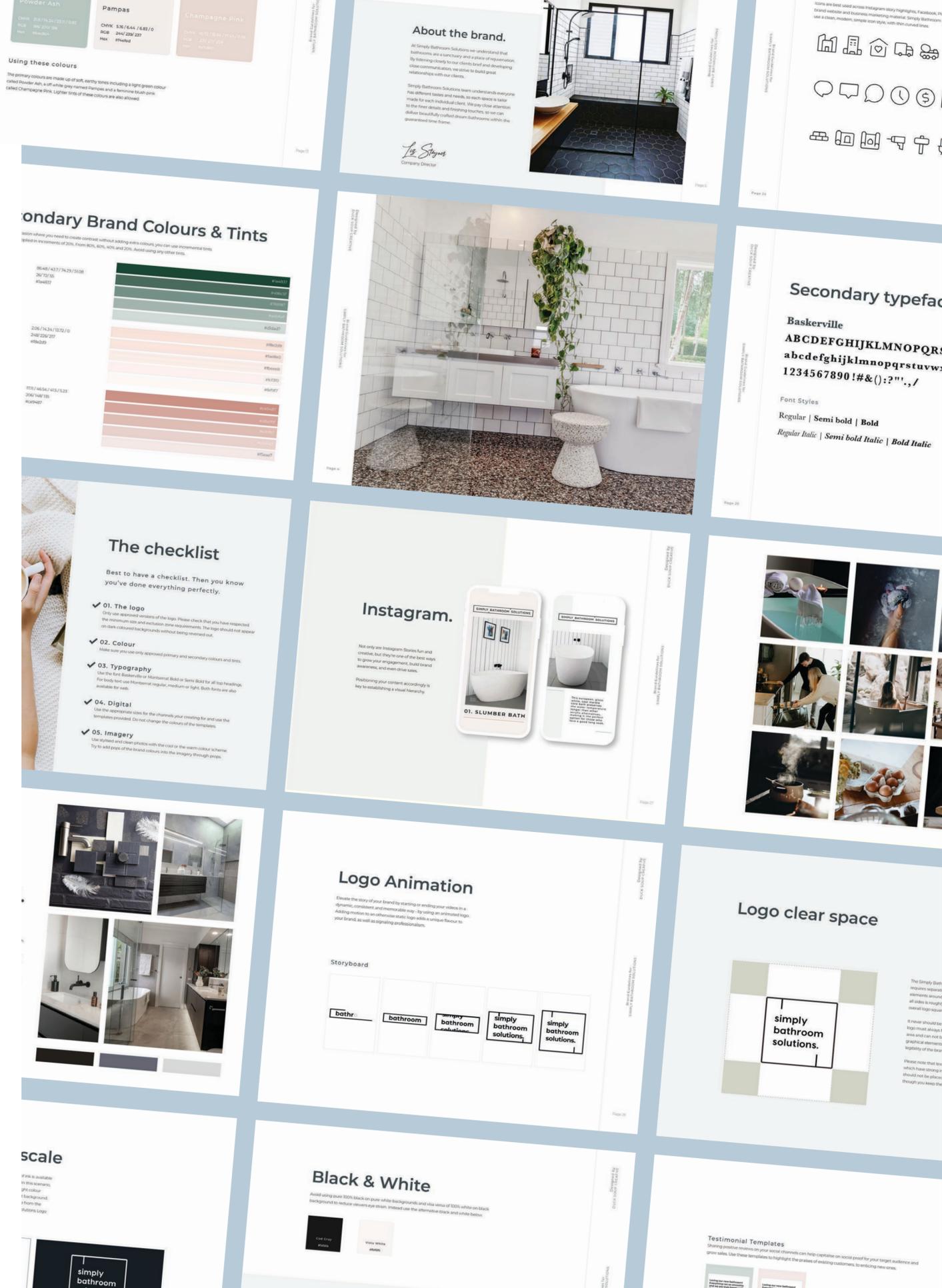
Description

- Brand Guidelines - Strategy based brand manifesto
- Brand Guidelines - Logo rules
- Brand Guidelines - Colour exploration
- Brand Guidelines - Type rules
- Brand Guidelines - Brand name usage
- Brand Guidelines - Icon design
- Brand Guidelines - Graphic elements
- Brand Guidelines - Brand logo tab design
- Brand Guidelines - Imagery exploration and reference mood-boards

TOTAL

\$1401.60

* Prices are exclusive of GST.



Brand Strategy Workshop

STRATEGY

Sometimes brands need to be refined or refreshed in order to ensure they're still communicating in the most efficient and meaningful way. We can help you identify and implement an overarching brand strategy that will help you better understand how to communicate going forward.

Gather your team and get ready to dive deep into what your brand is all about. In this 3 hour workshop, we will help you discover your brand's unique essence, purpose and position within the market, as well as uncover what differentiates you from your competitors and how to effectively communicate a message you truly believe in.



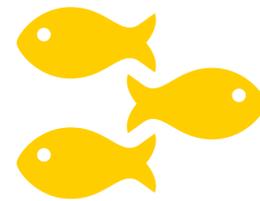
Brand essence

What your brand stands for.



Brand positioning

What you're known for and where you sit in the market.



Your difference

What sets you apart from your competition.



Target audience

Who you're talking to.



Summary

Collated summary of workshop findings.

TOTAL	\$2216.28
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New Product Development Workshop

STRATEGY

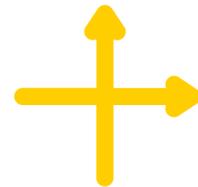
Working in tandem with the Brand Strategy Workshop, Duck Soup can assist in helping businesses craft and develop their next product or service in this 3 hour workshop. Before considering innovation or creative, we set in place tangible formulas that will guide your entire process from start to finish, ensuring you are focusing your efforts in the right areas and have clear targets to obtain success.

We then meet with your team and use our training to broaden your thinking and work with you to develop exciting new ideas for the brand stretch. From there we narrow down the best ideas which will bring us to the strongest concepts that have the most obvious potential for success.



New Target Audience

New offerings mean new audiences.



Competitor Mapping

Where do you aspire to sit against your competition?



Group Ideation

Conduct a guided group brainstorm.



New Product Stretch

Develop your new product positioning.



Summary Document

Summary of results for feasibility tests.

TOTAL	\$2216.28
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Social Media Management

Posting management breakdown

CONTENT MANAGEMENT

The following posts will allow us to develop a series of content forms that are not only eye catching, but also memorable, flexible, entertaining, educational, aesthetic and encourage engagement. The below cost breakdown is to create and post the content.

PRICE PER POST - INSTAGRAM/FACEBOOK

Description	Amount AUD
Scheduling content x 1 (adding caption, logo, hashtags, alt text, tagging)	\$65.70
Posting to stories x 1 (uploading story, adding engagement features, gifs etc)	\$65.70
Copywriting (post captions across Instagram) x 1 caption	\$43.80

Copy Writing

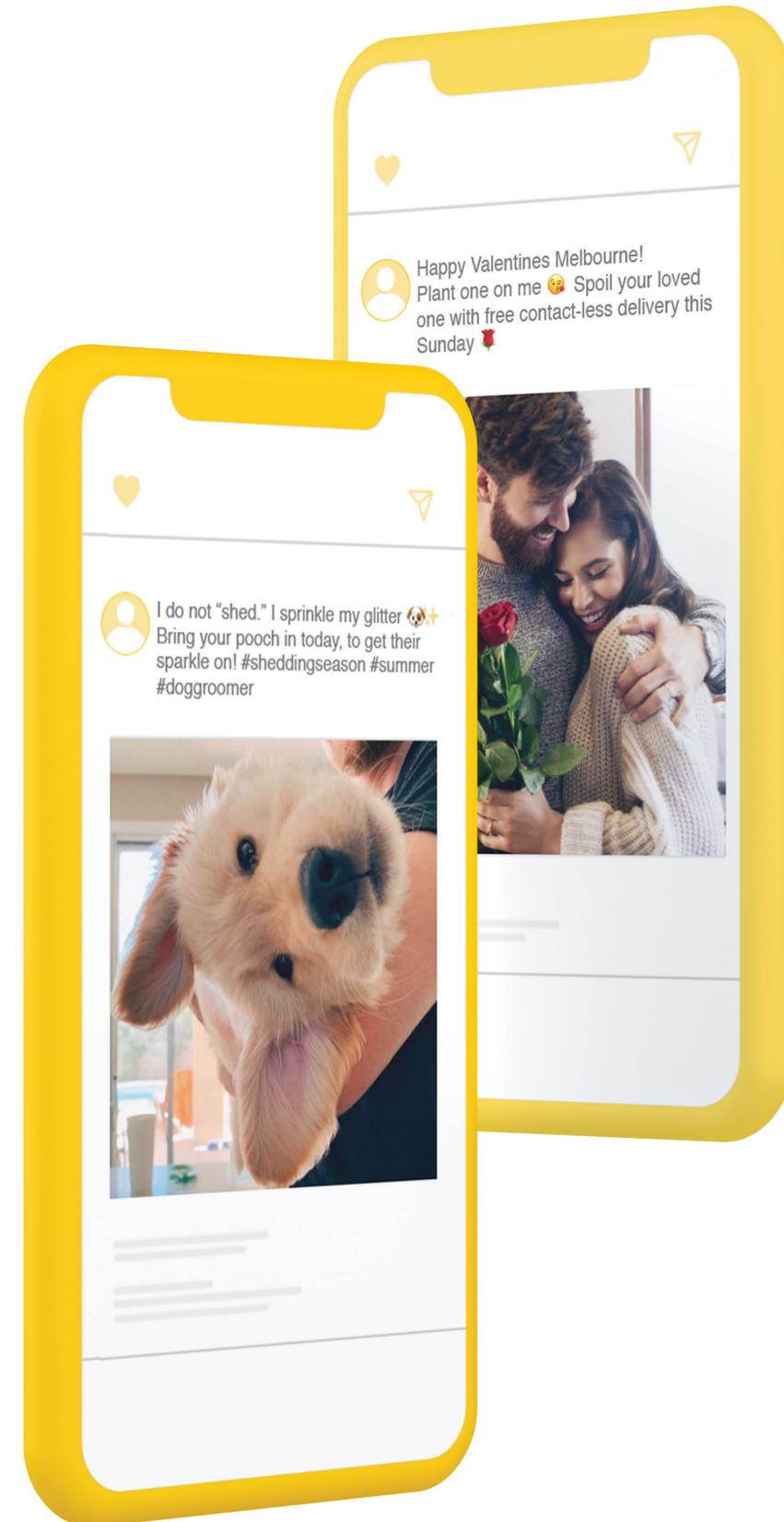
CONTENT MANAGEMENT

A picture may be worth a thousand words, but at Duck Soup we want to make sure that whatever you want to say, you're saying it in the most distinct way possible. Whether you have an existing tone of voice, or require us to help you craft one, we can assist with all your social copy needs.

PRICE PER POST

Description	Amount AUD
Creative concepting	
Writing caption(s)	
1 x Rounds of client amends	
TOTAL	\$43.80

* Prices are exclusive of GST.



Social Engagement

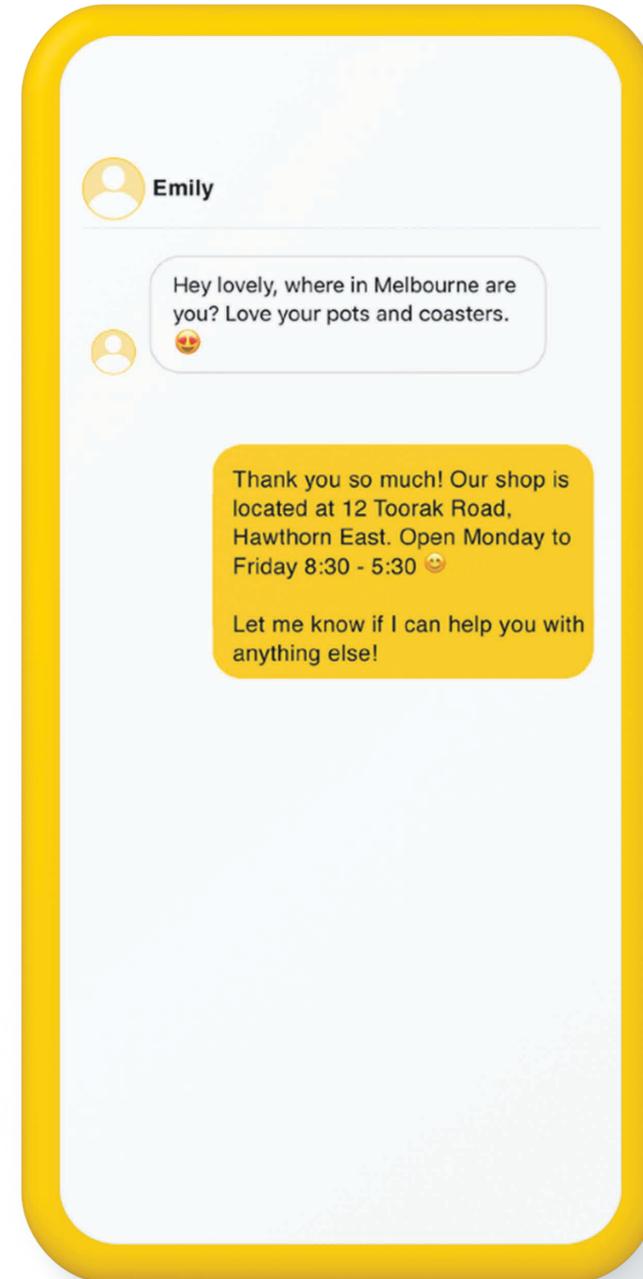
CONTENT MANAGEMENT

We will respond, connect and engage with customers on your behalf. Collaboration with our clients is vital to ensure accurate communication and correspondence with your online audience.

PRICE PER WEEK

Description	Amount AUD
Responding to comments (3 hours a week)	
Replying to inbox direct messages (3 hours a week)	
Interacting on other accounts (3 hours a week)	
TOTAL	\$262.80

* Prices are exclusive of GST.



Comments



Inbox Replies

Paid Ads

Campaign Management

PAID ADS

Paid promotional ads are a flexible and scalable tool that provides an unprecedented ability to funnel your ad spend to directly target your chosen audience. Using the 'test, learn, adapt' model, we will optimise the performance of our posts by exploring different demographics, geographical locations, industries, and organisations.

PRICE PER CAMPAIGN

Description	Amount AUD
Identifying demographic for specific post	
Geo-targeting & optimisation	
Subgroup and SEO	
Management	
Reporting	
Ad spend*	
TOTAL	\$438

* Prices are exclusive of GST. Ad spend is excluded from total, this is allocated by the client.

Websites

Website Design & Development

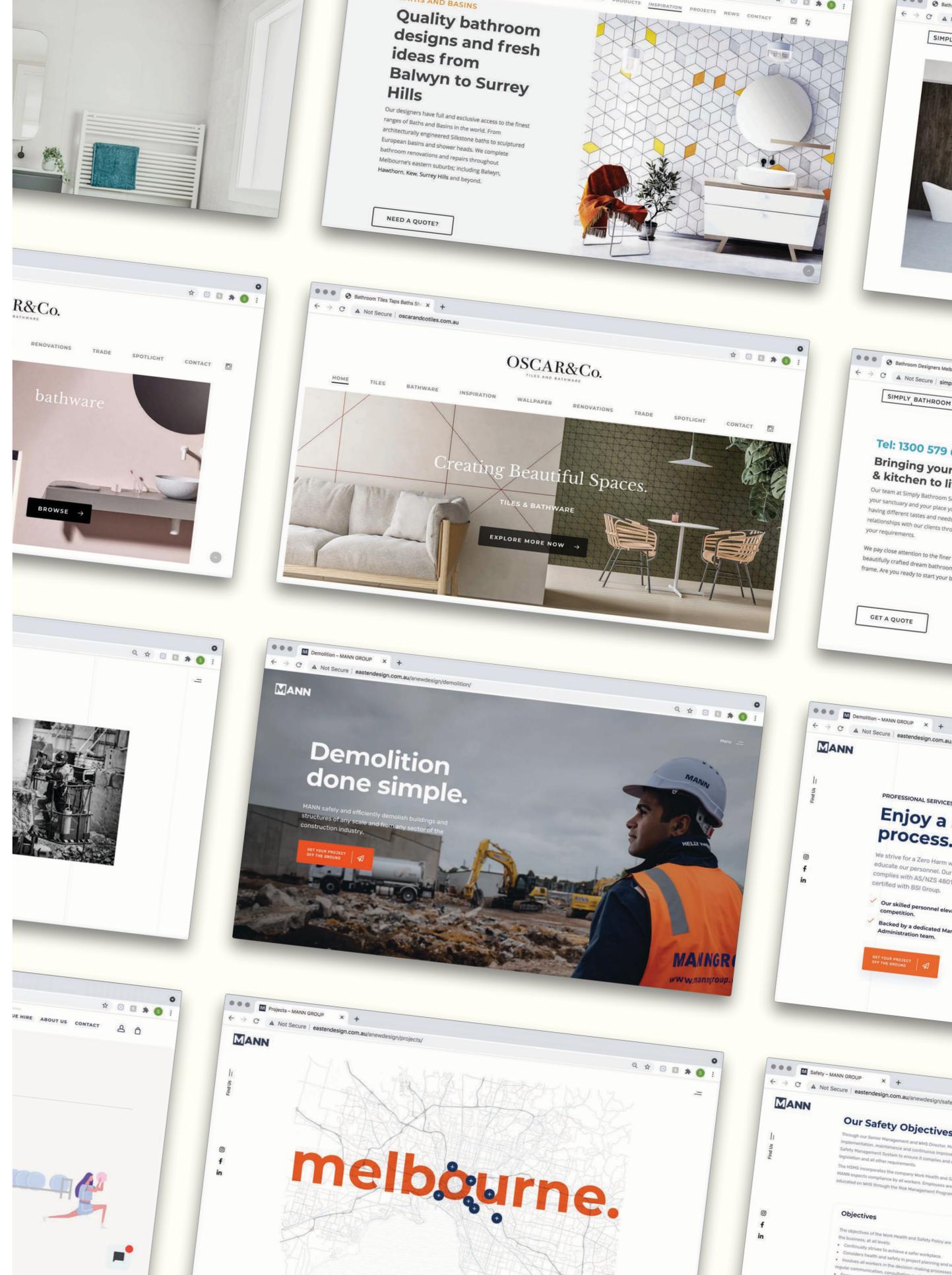
WEBSITES

Website design and development is not as scary as it sounds when you have experts on your side. While focusing on functionality and cutting edge design, we partner with trusted and specialised developers that help bring our bold concepts to life to ensure our websites not only looks great, but delivers a simple and straightforward user experience.

Description

- Server installation & hosting management
- Animation
- Css coding
- Social media links
- Javascript codes
- Google maps
- Contact form
- Video embed
- Image optimisation
- Full screen scrollable pages
- Full responsive size across large screen - laptop - ipad - iphone
- Art direction
- News blog
- Illustration (buttons & navigation icons)
- Minor copy-writing

POA



Website Maintenance & SEO

WEBSITES

Getting more organic search traffic to your site is arguably tougher than ever, but it can also be the best investment of resources, if you know what to focus on. We partner with SEO copywriting and content specialists to develop a plan to get your website generating more traffic, leads and sales with a comprehensive SEO audit and strategy.

Description	Amount AUD
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All content updates (video, imagery etc)

Continuous full seo across google

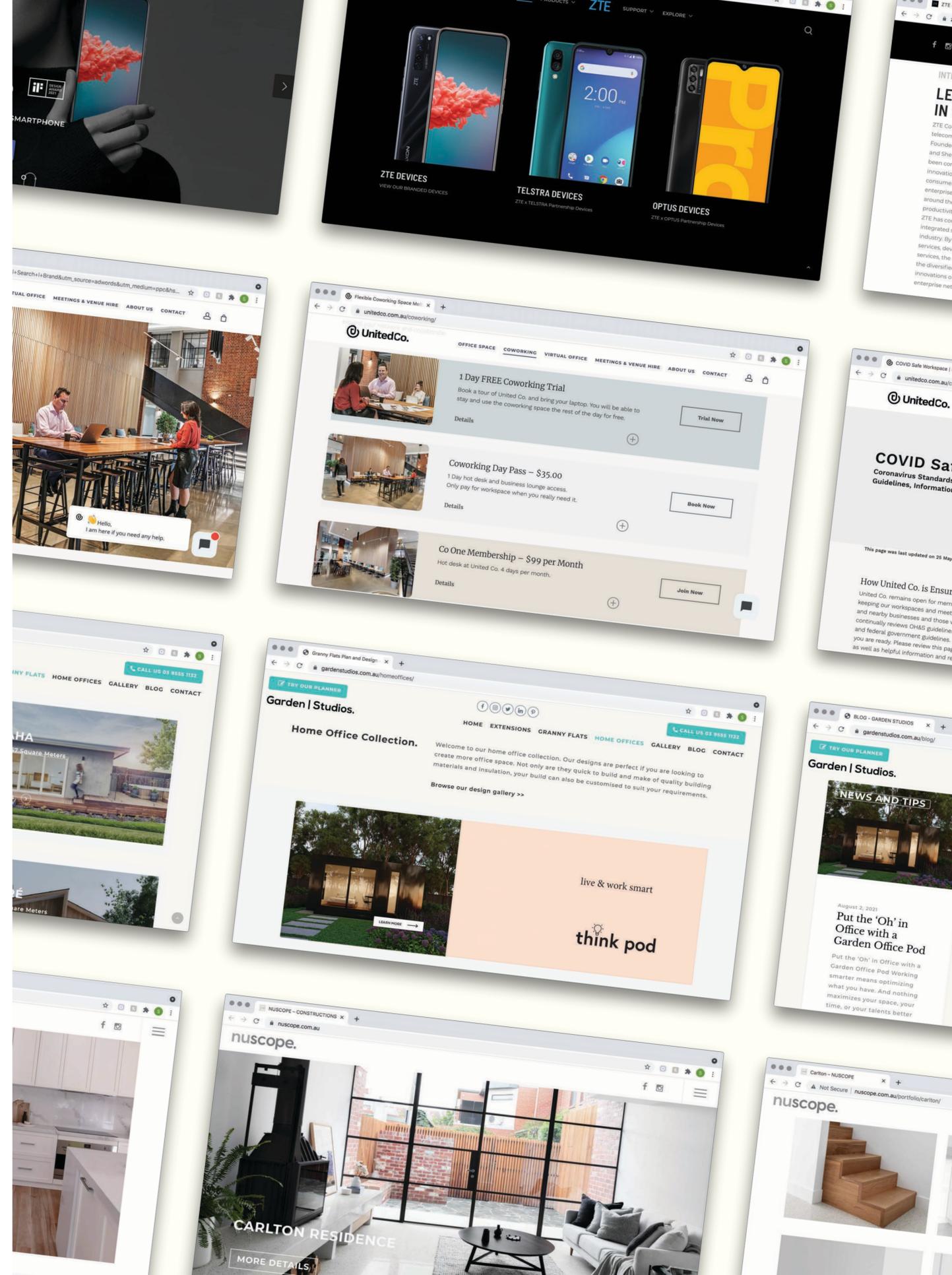
Keywords - page descriptions - ad-words

Plugin updates

Server management

Theme updates

POA



Summary

Summary

Services	Amount AUD
Photoshoots & Retouching	POA
Video Shoots	POA
Animated Video	\$877.20
Animated Logo	\$963.60
Social Media Templates (4)	\$700.80
Story Design	\$350.40
Social Media Strategy	\$788.40
Instagram Content Pillars	\$525.60
Hashtag Micro Library	\$438.00
Social Refresh (Instagram or Facebook)	\$350.40
Social Refresh (Youtube)	\$350.40
Social Refresh (Linkedin)	\$438.00
Logo Refresh/Redesign	\$876.00

Summary Cont.

Services	Amount AUD
Brand Guidelines	\$963.60
Branding Design Discovery	\$1401.60
Brand Strategy Workshop	\$2216.28
New Product Development	\$2216.28
Scheduling Content (1)	\$65.70
Posting to Stories (1)	\$65.70
Copy Writing (1)	\$43.80
Social Engagement (3 hours)	\$262.80
Paid Social Ads Management	\$438.00
Website Design & Development	POA
Website Maintenance & SEO	POA

Thank you



