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Newt Tales

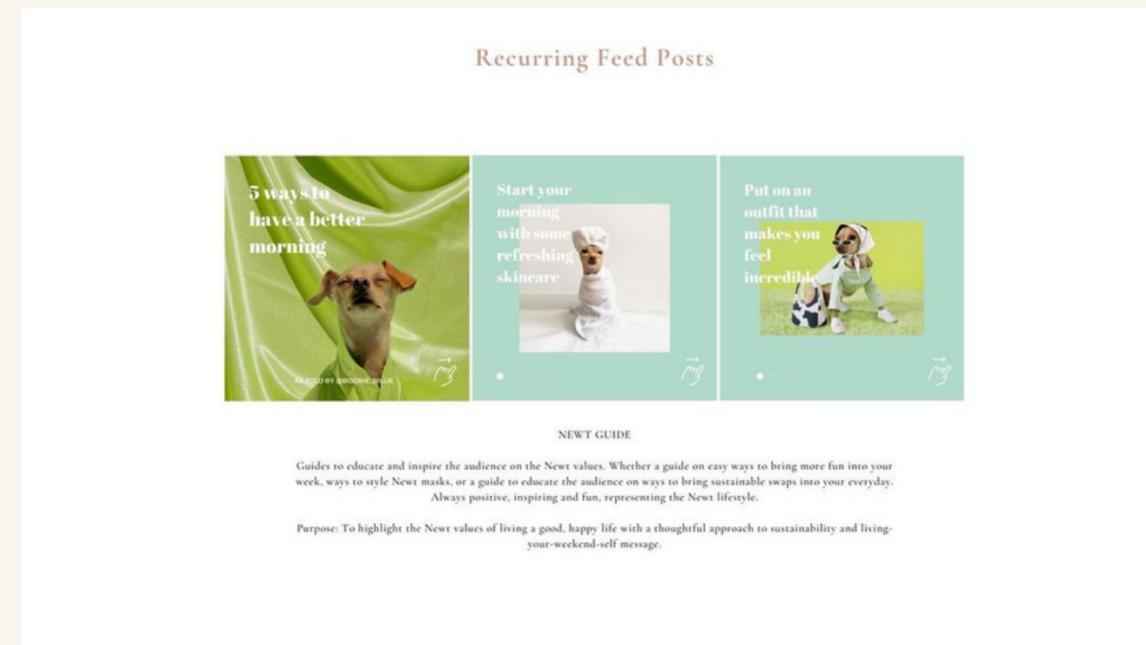


THE CLIENT

Newt London are an independent, sustainable clothing brand designing eco-friendly prints and patterns on 100% recycled plastic fabrics. Sustainability is at the forefront of the brand - as are their incredible mood-boosting clothes! For people all across the board, Newt are all about taking you from the home-office to the dance-floor. You don't need an excuse to dress your best!

THE PACKAGE

- Blogs, emails, product descriptions and social media management
 - Instagram content creation: reels, stories, grid posts



READ ABOUT MY WORK
WITH NEWT HERE

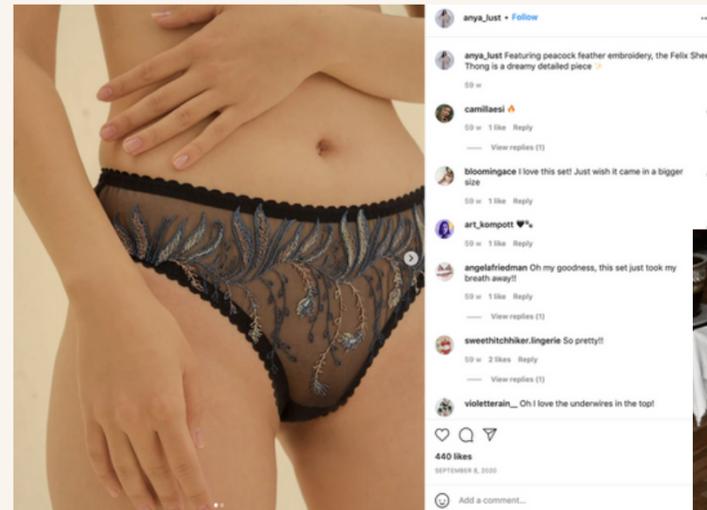
Anya Lust

THE CLIENT

Anya Lust are a luxury lingerie brand based in New York. They're passionate about creating stories around lingerie for a more immersive shopping experience, all about making the buyer feel like the goddess they're meant to be.

THE PACKAGE

- Blogs and social media management
 - Instagram content creation: stories & grid posts



READ ABOUT MY WORK
WITH ANYA LUST HERE

Talk & Grow

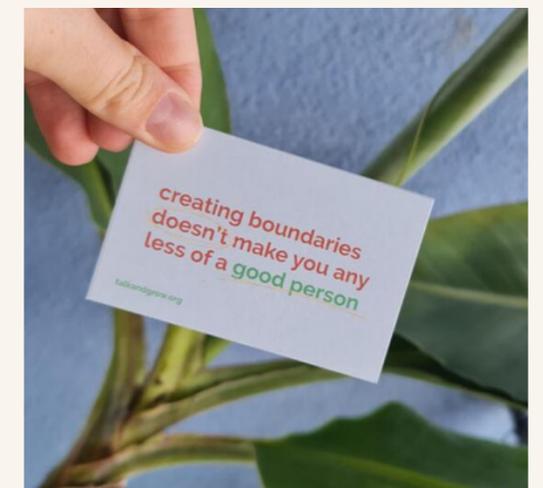
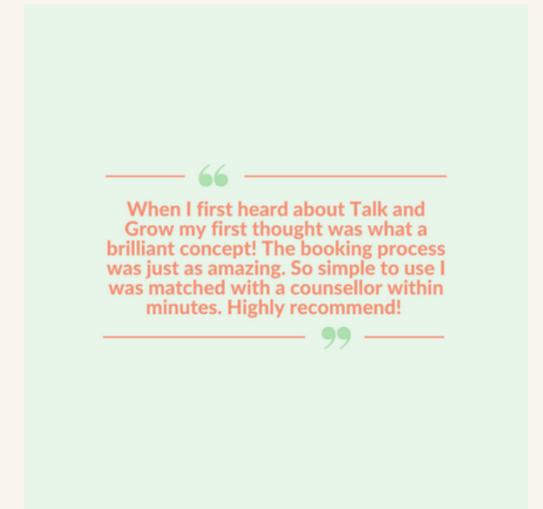
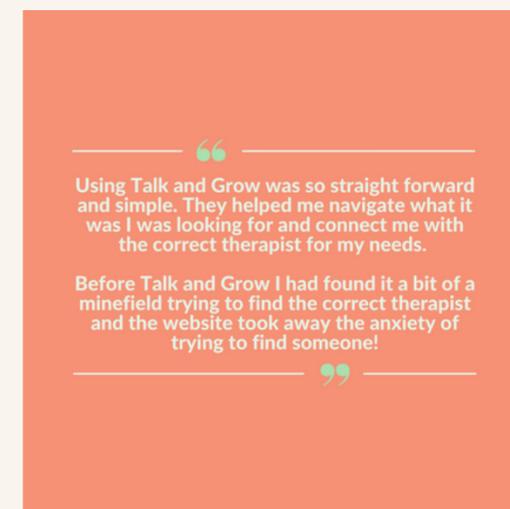


THE CLIENT

Talk and Grow are an Edinburgh-based counselling service designed to make the process of finding and booking a counsellor easy, accessible and stress-free. Their goal is to break the stigma around counselling and create a new kind of platform for finding a counsellor that hasn't been seen before.

THE PACKAGE

- Website copy, print marketing, PR, and social media management
 - Instagram content creation: stories & grid posts



READ ABOUT MY WORK
WITH TALK & GROW HERE

Leaven

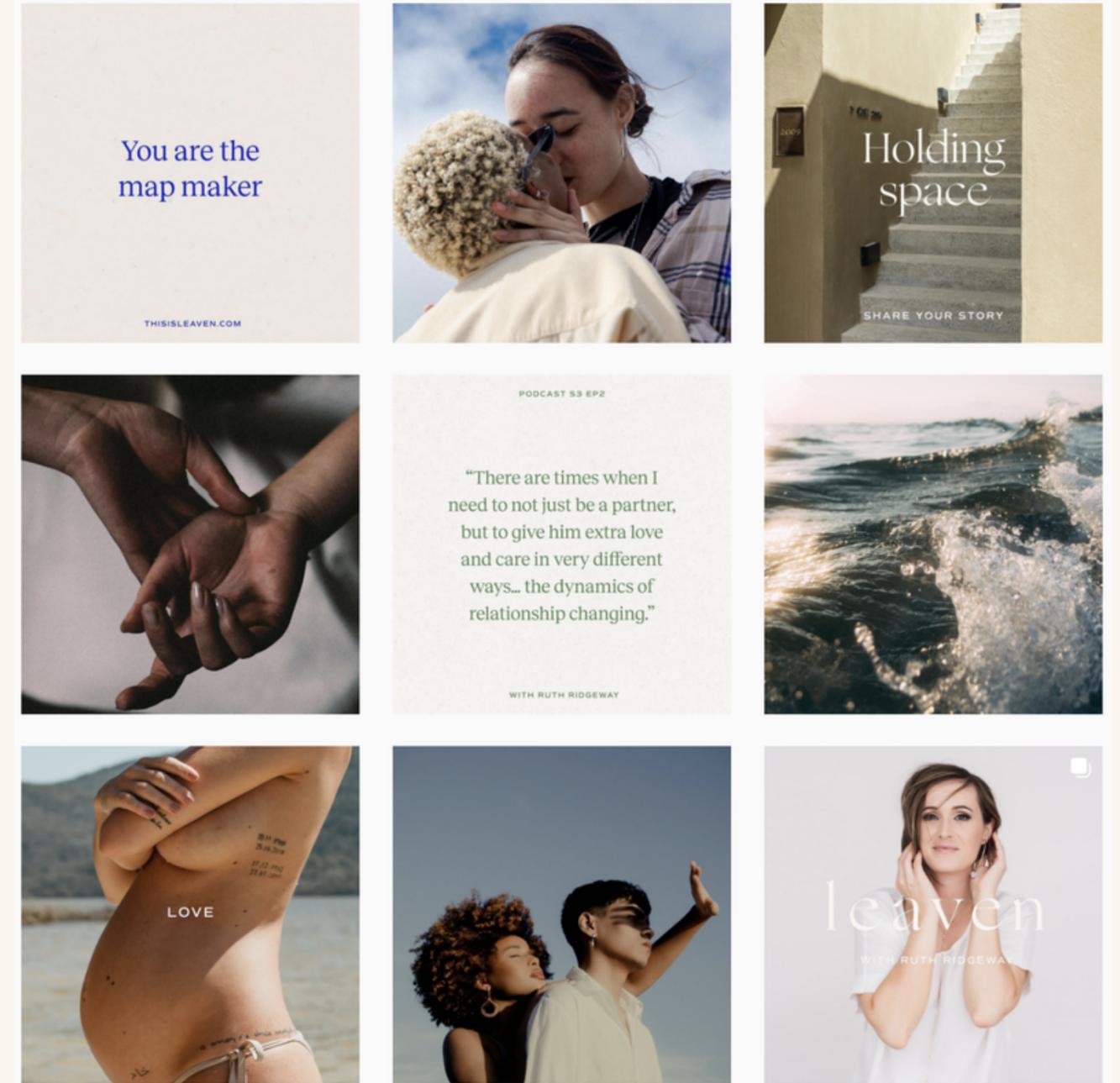
THE CLIENT

Founded by Syreeta Challinger, Leaven is a space she sought when facing trauma and catastrophic change. It's created in response to her personal experiences through navigating brain injury, as a carer, and as a mother. All whilst continuing her work as a creative consultant and speaker.

THE PACKAGE

- Social media launch content
 - Instagram content creation: stories & grid posts

READ ABOUT MY WORK
WITH LEAVEN HERE



The Social Boost

£900

The Social Boost is the most affordable of all my social strategy offerings. It features:

- Social audit
- Branded social templates
- Moodboard/imagery direction
- Content pillars
- Hashtags
- Social report template
- Spreadsheet planner

The Social Butterfly

£1,700

The Social Butterfly supplies you with all the tools to give your social a fresh start! It features:

- Social audit
- Branded social templates
- Moodboard/imagery direction
- Content pillars
- Hashtags
- Social report template
- Spreadsheet planner
- Brief brand tone of voice
- Social post examples
- Influencer lists
- Engagement guidance
- Reel plan and guides for Instagram
- Bank of stock imagery
- Check-ins for up to two months to support you in implementing your new strategy

The Social Expert

£2,500

Give all of your social platforms a makeover with The Social Expert. Providing you with tools and on-going support to reach your audience in an authentic, dynamic, and exciting way! Take the pressure off with two weeks of premade content to get you started, and let me follow-up with ongoing check-ins to ensure you're strategy is being implemented smoothly.

- Social audit
- Branded social templates
- Photography direction
- Content pillars
- Hashtags
- Social report template
- Spreadsheet planner
- Campaign plans
- Two weeks worth of posts optimised for your social platforms to get you started
- Brief brand tone of voice
- Social post examples
- Influencer lists
- Engagement plan
- Reel plan and guides for Instagram
- Bank of stock imagery
- Optimised link-in-bio
- Bio rewrite
- Story highlights
- Regular check-ins for up to three months / or one check-in and a workshop and feedback for your team to make sure your content strategy is being well executed and running smoothly!

The Moving Ink Pot

Ready to work together?

Email me: beth@themovinginkpot.com