



# Working Together

## 1:1 Marketing & Event Packages

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## Working Together

If you have a bold vision for your business, your marketing needs to help more of the right people see it, trust it and take action.

I work with businesses and leaders who want creative marketing, content creation and event support that feels clear, practical and connected to the bigger picture.

There are two main ways to work with me: marketing packages and event packages.

If you need both, I can create a bespoke quote based on the scope, timeline and support needed.



## How I work

How you promote your business is unique to you.

What works brilliantly for one business might be completely wrong for another. Which is why I don't follow trends, hand you a generic plan, or start by telling you to post more, launch something new, change everything, or copy what everyone else is doing.

I've been behind the scenes in marketing and events since before the dawn of social media. Lots has changed in that time, but the principles of marketing haven't.

I start by looking at what's working, what isn't, what you're known for and who your ideal clients are. From there, I create a plan that fits your business, your capacity, your budget, your audience and the way you want to show up.

## My API Method

The API Method is the foundation of how I work. It means we start by understanding what's already happening, create a clear plan around your business, and then focus on making it happen properly.

### **Audit**

We look at what's already happening across your marketing, content, audience, offers and visibility, so we can see what's working, what isn't and what needs to change.

### **Plan**

We create a clear plan that fits your business, your goals, your audience and your capacity, rather than forcing you into a generic way of marketing.

### **Implement**

We bring the plan to life through the right mix of content, marketing activity, visibility and support, so it actually gets used.

# Marketing Package options

Below are the three different package options based on our conversation.

Simply social	Visibility VIP	Full works
<ul style="list-style-type: none"> <li>✓ 3 posts per week across 2 platforms</li> <li>✓ Captions written and adapted for each platform</li> <li>✓ Scheduling and posting</li> <li>✓ You provide all photos and videos</li> <li>✓ Light editing of supplied content</li> <li>✓ 30-minute planning call every 3 months</li> <li>✓ Monthly report with basic metrics</li> </ul>	<ul style="list-style-type: none"> <li>✓ <b>Everything in the Simply social plus...</b></li> <li>✓ 3 posts per week across 3 platforms or equivalent</li> <li>✓ Quarterly half-day content shoot and planning session</li> <li>✓ Photos and reels with light editing</li> <li>✓ 2 emails per month, written and scheduled</li> <li>✓ 1 blog, LinkedIn newsletter or Substack per month</li> <li>✓ Minor website copy and image updates</li> <li>✓ 30-minute check-in call every month</li> <li>✓ Monthly report with recommendations</li> </ul>	<ul style="list-style-type: none"> <li>✓ <b>Everything in the Visibility VIP plus...</b></li> <li>✓ 4 posts per week across 3 platforms or equivalent</li> <li>✓ Quarterly full-day content shoot and planning session</li> <li>✓ 1 email per week, written and scheduled</li> <li>✓ 2 blogs, LinkedIn newsletters or Substack posts per month</li> <li>✓ Ongoing website updates including SEO improvements</li> <li>✓ 60-minute check-in call every month</li> <li>✓ Detailed monthly report with recommendations</li> </ul>
<p><b>From £600 per month</b></p>	<p><b>From £1,200 per month</b></p>	<p><b>From £1,800 per month</b></p>

All prices exclude VAT. Minimum 3 month contract.

Not included in the packages above but can be added on:  
 Ads management, sales page and funnel creation, email template design, website redesign and user journey recommendations.

## Half-day content creation session

For business owners who want a bank of content they can use across social media, email, visibility and ongoing marketing without needing a full marketing package.

This is for you if you know you need more content, but filming it keeps slipping down the list.

In a 3-hour in person session, we create content that sounds like you, reflects your business and gives you something useful to work with for the next 90 days, and beyond.

**Investment for a one-off session = £797 + VAT**

**Investment for a 12 month package (4 quarterly sessions) = £2,897 + VAT**

## Events Packages

For businesses and leaders who want support planning, promoting, capturing and amplifying an event, retreat, workshop or live experience.

### Event planning and support

Strategic support to shape your event concept, audience, positioning, messaging, visibility, content direction and guest experience. This is for you if you have an event coming up and want support making it clearer, stronger and more visible before people are in the room.

**Investment from £1,500 + VAT**

### Live event coverage

Social-first event coverage for events, retreats, workshops and live experiences.

Includes behind-the-scenes content, photos, short-form video, key moments, testimonials, real-time posting, captions and 24-hour content delivery.

This is for you if you want the energy, emotion and atmosphere of your event captured while it is actually happening, so the impact does not stay hidden in the room.

**Investment from £1,000 + VAT per day**

## COMMUNICATIONS

The following communication and management methods will be used:

- Primary communication will take place via WhatsApp and email with in person monthly catch ups

Naomi Rose will be available between 10am and 4pm, Monday to Friday.

## PROJECT MANAGEMENT

A shared Google Sheet will be used to manage the content plan as well as key monthly actions.

At the monthly catch ups, we will review the key actions as agreed and identify any changes that would to be implemented.

## CLIENT RESPONSIBILITIES

To ensure timelines are met, the client agrees to:

- Provide feedback within agreed timeframes
- Provide access to all relevant platforms, databases, and tools required to undertake the work
- Delays in feedback or access may impact delivery timelines.

## PAYMENT TERMS

Payment to be made monthly from the start of the contract. Once retainer is agreed, you'll be sent a link to set up the monthly payments via Stripe.

## A bit about me...

I have over 20 years of experience leading digital and marketing teams for large-scale organisations so I know exactly how to create high-impact strategies that grow audiences, building communities, and turn fans into loyal paying clients.

In 2018, I left my 9-to-5 to follow my passion for baking, launching a café and bar with no prior experience. Within six months, I turned my start-up into a thriving six-figure business with 17 employees. During the pandemic, I successfully crowdfunded a bakery, raising £17k from over 300 supporters. Just three months after opening, my bakery won the prestigious Britain's Best Loaf Award.

But it wasn't my baking that made my business a success. It was my expertise in content, marketing and events.

Today, I help bold business owners and leaders bring their vision to life with creative marketing that reaches more people, builds trust and makes a bigger impact.

I live in North Yorkshire with my husband, a mad spaniel, and two crazy cats. I'm a beekeeper, professional cellist, motorbike rider (not with the cello though!), fitness fanatic, and travel lover.

Check out my latest reviews on [Instagram: @iamnaomicrose](#)

Naomi x

