

SOCIAL MEDIA MANAGEMENT **ONBOARDING KIT**





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ABOUT **ALL AXIS MEDIA**

All Axis Media creates cinematic, high-motion content and runs the social media systems that keep businesses consistent and growing. We shoot, edit, post, and manage everything so brands can focus on what they do best while we handle the digital side. Simple, reliable, and built for real results — that's the All Axis way.



1 PLAN
Monthly content strategy + shot list

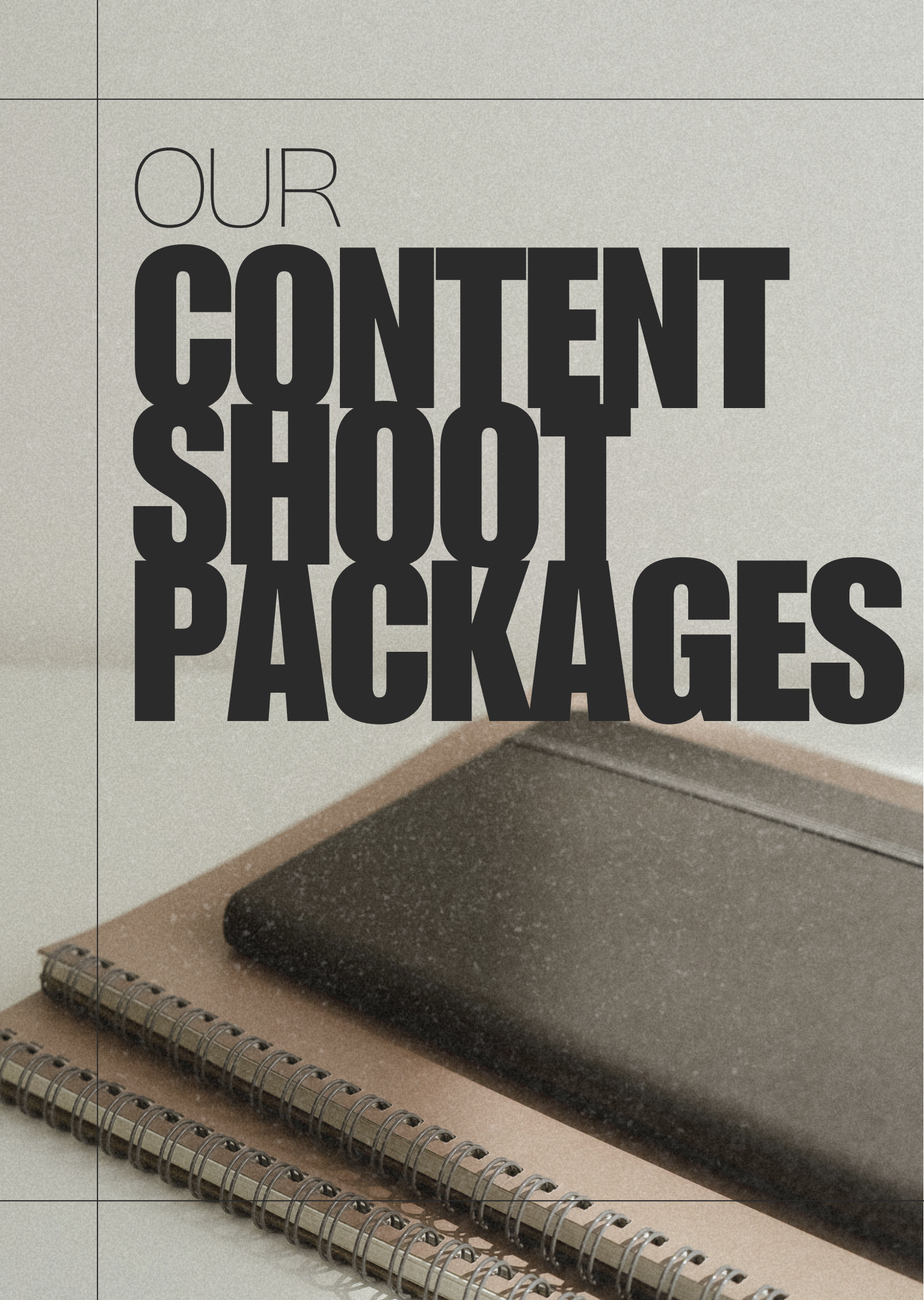
2 SHOOT
On site cinematic content capture

3 EDIT
reels, photo sets, promo clips

4 DELIVER
weekly content drops

5 REVIEW | MANAGE
Monthly analytics + strategy call | Posting, engagement, optimization

THE ALL AXIS PROCESS



OUR CONTENT SHOOT PACKAGES

TIER 1 — Basic Content Pack **\$600 / month**

- **1 shoot (2-3 hours)**
- **4 edited drops**
- **Weekly delivery**
- **Reels + photo sets**
- **Perfect for small businesses needing consistent content**

TIER 2 — Enhanced Content Pack **\$850 / month**

- **Extended shoot**
- **6-8 edited drops**
- **More variety + storytelling**
- **Higher volume = higher engagement**

TIER 3 — Premium Content Pack **\$1,250 / month**

- **Full session shoot**
- **10-12 edited drops**
- **Promo clips + hero shots**
- **B-roll library**
- **Ideal for high-traffic businesses or monthly campaigns**

MEDIA

MANAGEMENT PACKAGES

TIER 1 – BASIC MANAGEMENT

\$400-\$600 / month

- **1 post per week**
- **Captions + hashtags**
- **Story reposts**
- **Basic comment monitoring**
- **Monthly analytics**
- **Works with Shoot Tier 1 or higher**

TIER 1 – ENHANCED BASIC

\$600 / month

Includes everything in Tier 1, plus:

- **Light comment replies**
- **Light DM replies**
- **1-2 story posts per week**
- **Enhanced analytics (reach, engagement, saves, shares)**
- **Basic optimization (posting times, hashtags)**

Optional Add-Ons:

- **Lead Funnel Setup**
- **Keyword Auto-Replies**
- **Additional Platforms**
- **Paid Ads Management**

MEDIA

MANAGEMENT PACKAGES

TIER 2

TIER 2 - GROWTH MANAGEMENT

\$800-\$1,000 / month

- **2-3 posts per week**
- **1-2 reels per week**
- **Stories 3-5* per week**
- **Full comment + DM monitoring**
- **Monthly strategy call**
- **Requires Shoot Tier 2 or Tier 3**

\$Optional Add-Ons:

- **Lead Funnel Setup**
- **Keyword Auto-Replies**
- **Additional Platforms**
- **Paid Ads Management**

MEDIA

MANAGEMENT PACKAGES

TIER 3

TIER 3 - DOMINATION MANAGEMENT

\$1,200-\$1,800 / month

- **3-5 posts per week**
- **Daily stories**
- **Full DM management**
- **Lead funnels + keyword replies included**
- **Monthly strategy + planning**
- **Priority support**
- **Requires Shoot Tier 3**

Optional Add-Ons:

- **Lead Funnel Setup**
- **Keyword Auto-Replies**
- **Additional Platforms**
- **Paid Ads Management**

CONTENT REQUIREMENTS

BY MANAGEMENT TIER

- Tier 1 Shoot (4 drops) » Works with Tier 1 Management
- Tier 2 Shoot (6–8 drops) » Works with Tier 1 or Tier 2
- Tier 3 Shoot (10–12 drops) » Required for Tier 3

YOUR MANAGEMENT TIER DETERMINES HOW MUCH CONTENT YOU NEED EACH MONTH

We offer comprehensive content creation services that encompass graphics, copywriting, and video production. If you already have content, such as photos or product videos, we can incorporate that too. Our team will collaborate with you to ensure that all content is in harmony with your brand and business objectives.



HOW OFTEN WILL YOU POST TO MY ACCOUNTS?

Posting frequency should be customized to suit your specific needs and industry. Generally, we suggest posting a minimum of 1-5 times per week on each platform, although this may differ based on your target audience, type of business, and objectives. We will go over the best posting schedule during our onboarding process.



CAN YOU HELP WITH PAID ADVERTISING?

Absolutely! We provide paid social media advertising services that encompass strategy development, ad creation, targeting, and performance monitoring. Our team can manage ads on all your preferred social media platforms to enhance your organic efforts and connect with a wider audience. We will also customise your ad campaigns to suit your chosen budget.



CAN I APPROVE THE CONTENT BEFORE IT IS POSTED?

Certainly! We create content calendars and drafts for your review prior to posting. You can assess all content, propose changes, and give your approval on the final version before it goes live. Our aim is to make sure the content aligns seamlessly with your brand and messaging, which is why we conduct regular reviews of your content strategy.



METRICS WE TRACK

Reach

How many unique people see your content. This shows how far your brand is spreading and how well your posts are being pushed by the algorithm.

Engagement

Likes, comments, shares, replies, and interactions. This tells us how strongly your audience connects with your content and whether it's resonating.

Saves

One of the strongest signals to the algorithm. Saves show that your content is valuable enough for people to revisit later — a major indicator of long-term interest.

Shares

When people share your content, they're promoting your brand for free. Shares expand your reach, boost credibility, and help content go viral.

DM Volume (Elaborated)

The number of direct messages your brand receives. This includes questions, inquiries, leads, and customer interactions. High DM volume means your content is triggering real conversations and potential sales.

Lead Generation

Tracking how many people take action — clicking links, asking for pricing, booking appointments, or requesting more info. This shows how well your content converts attention into business opportunities.

Conversion Triggers

Specific actions that indicate someone is ready to buy or commit — such as replying to a story, clicking a CTA, filling out a form, or asking about availability. These moments help us identify what content drives real results.



HOW TO CONTACT ME

The most effective way to get in touch with me is via email. I strive to reply to all messages within two business days. Don't hesitate to reach out with any questions, concerns, or simply to say hi! I truly value communication and am always excited to connect. I look forward to hearing from you soon!



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THANK YOU

WE ARE LOOKING FORWARD
TO WORKING WITH YOU