

Grow & sell on Instagram & **TikTok.**

Done-for-you social media growth for busy business owners.

Four steps to consistent growth.

We do 95% of the work. You film once a week and watch your account grow with a system built around what's already going viral in your niche.

01 WE DO THIS

Research & competitor tracking

Every week we study the top performing accounts in your niche. We track what's going viral, what hooks are working, what CTAs are converting — and build your strategy around it.

COMPETITOR ANALYSIS

VIRAL HOOK TRACKING

NICHE TRENDS

02 WE DO THIS

Weekly content brief

We build your weekly content schedule from scratch — topics, hooks, format, trending audio, and CTAs. Delivered to your client portal every Monday. You know exactly what to film before you pick up your phone.

WEEKLY SCHEDULE

HOOK WRITING

CLIENT PORTAL

03 YOU DO THIS

You film the videos *

That's it. Follow the brief, film on your phone, upload the raw footage. No equipment needed, no editing knowledge required. Most clients are done in under 30 minutes a week.

PHONE FOOTAGE

~30 MINS/WEEK

NO EXPERIENCE NEEDED

04 WE DO THIS

Edit, post & grow

We edit your footage, add captions, trending audio, and post to Instagram and TikTok on schedule. You watch the content go live and the enquiries start landing.

PROFESSIONAL EDITING

IG + TIKTOK

CAPTIONS + AUDIO

* We can discuss filming options as we may have availability.

Pick your plan.

Foundation

Pure coaching. We look at your page together, review what's working, and build your strategy — no systems, no editing, no uploading.

WHAT'S INCLUDED

- **2 coaching sessions per week** — 30–45 mins each, focused on your page, content, and growth strategy
- **Text / SMS access anytime** — quick questions, feedback on ideas, or content reviewed between sessions
- Session covers: content review, hook critique, profile analysis, what to post and why
- No client portal, no raw footage uploading, no editing
- You film, you post — we just make sure you know exactly what to do and why

MOST POPULAR

Growth

Foundation coaching + the full content system. We coach, plan, edit, and post — you just film.

EVERYTHING IN FOUNDATION PLUS

- **Weekly competitor tracking report** — top 5 competitors, viral content, hooks, CTAs, and posting patterns
- **Weekly content schedule** — posting plan with content types, hooks, captions, and trending audio suggestions
- **Full back-end profile audit and setup** — bio, highlights, link in bio, profile structure optimised for conversion
- **Client portal access** — schedule, competitor data, and content plan updated weekly in Notion
- **2 video edits per week** — on-screen captions, trending audio, colour grade, posted to IG + TikTok
- **1 AI-generated carousel per week** — built from your existing content and niche trends, no extra filming required
- Content feedback on raw videos before posting — hook critique, pacing, on-screen text direction
- Monthly performance review — growth metrics, best performing content, strategy adjustments
- Direct messaging access between sessions for quick questions

HIGHEST VALUE

Authority

Growth + full video editing. Client only needs to press record.

EVERYTHING IN GROWTH PLUS

- **4 reels per week fully edited** — on-screen captions, trending audio, colour grade, posted to both IG + TikTok
- **3 AI-generated carousels per week** — created from your existing content and competitor research, zero extra effort from you
- Client films raw footage on their phone — we handle the entire edit and post
- Posting to both Instagram and TikTok simultaneously
- Thumbnail and cover image created for each reel
- Priority turnaround — edits returned within 48 hours of footage delivery

Optional extras.

Stack on top of any tier.

EDITING

Extra video editing

For Foundation or Growth clients who want editing without upgrading the full tier. Priced per reel, 48hr turnaround.

ADS – PER CAMPAIGN

Meta ads management

Full A/B/C campaign structure run across one month. Campaign A targets cold audiences, Campaign B retargets warm engagers, Campaign C tests creatives at \$5/day. Each campaign is priced per month — client pays ad spend direct to Meta on top. Not a retainer, so you only pay when you want to run.

ONE-TIME

Profile audit + setup

Full profile restructure — bio, highlights, link in bio, pinned posts, content strategy document delivered as a one-time project.