

LUNA + LION

SMALL BIZ MARKETING PACKAGES

INSTA CONTENT PLAN

1 MONTH OF JUICY CONTENT IDEAS MAPPED OUT IN A CLEAR TEMPLATE

This is for you if:

- You need an injection of fresh energy and ideas for your content
- You're busy and want to outsource this so you can get some time back
- You're looking for some passionate pros to up-level your content game

How it works:

- 1hr briefing call to get the low down on your business and current insta situation - what's working, what isn't and what's your goal
- Leave us to it! We'll get inspo and ideas from your biz and story, your industry, brands you love and more
- 30min call to run through our plan and get you feeling confident and energised
- You'll leave with a clear template for the month with min. 3x grid post ideas a week plus story ideas, with some tips and pointers for your feed
- 1x check in email to cover off any other questions that pop up

£525

NB - we'll give clear direction on creative and caption, but final post creation is up to you



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NAMING + POSITIONING

CREATING A KILLER NAME FOR YOUR BIZ OR LATEST LAUNCH

This is for you if:

- You're super excited about your next project, but can't seem to nail the name
- Whether it's a new biz, a product or service, or a campaign; you've planned the details but need a name to pull it all together
- You're looking to partner with a confident, creative team to bring this to life

How it works:

- 1hr briefing call to get the inside scoop on your project
- We'll do some research to understand the industry and your competitors, and create some initial ideas
- 1hr creative session together where we stretch these ideas to develop a final route (and we'll give you this deck and research...)
- You'll leave with a name you're excited about! One that's aligned with your project and stands out in the market

£395



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DECK DESIGN

MAKING YOUR DECK SUCCESSFUL WITH SLICK DESIGN

This is for you if:

- You create decks for workshops/courses, proposals, investments - anything!
- You're good on the content, but need design support to take it to the next level
- You know design is key for engagement and results, but it's time consuming and not your forte

How it works:

- 30min briefing call to run through your biz, the background on the project and your overall brand design
- Leave us to do our design 'thing'
- 30min call to run through our upgrades
- We'll add the final touches
- You'll get a beautiful, new and improved deck, with design ideas you can carry forward

Starting at £285



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PARTNERSHIPS + COLLABS

CREATING ACTIONABLE PARTNERSHIP IDEAS TO BOOST YOUR BIZ

This is for you if:

- You're looking to develop your biz e.g. new products/services, content, events, connections
- You like the idea of partnering with another brand, but don't know why, what, or how
- You're busy and looking for some strategic and creative ideas to kick this into action

How it works:

- 1hr briefing session to dig into your biz - your challenges, goals, and how partnerships can help
- We'll do some research to clue up on your competitors and get inspo from outside your industry
- We'll work up our ideas, and explain the pros/cons and process for each one
- You'll get all this goodness in a shiny PDF doc ready to action
- 1x check in email to cover off any questions

£435



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YOUR IDEAL CUSTOMER

DEFINING + UNDERSTANDING YOUR TRIBE

This is for you if:

- You can't quite identify or connect with your dream client
- You feel like you're talking to 'everyone', rather than the people you want to
- You'd benefit from understanding your tribe - their behaviour, what they want and how to talk to them

How it works:

- 30min briefing call to dive into your biz and understand who you want to reach
- Market research and workshop prep
- 1hr workshop together to build out your tribe and ideas to engage them
- You'll get a final PDF with all this juicy info

£315



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TONE OF VOICE

STRENGTHENING YOUR BRAND WITH AN OWNABLE VOICE

This is for you if:

- You struggle to 'speak' as your brand
- You question what tone and vocab is best for your biz and audience
- You want to feel confident in your brand voice and able to keep it consistent

How it works:

- 1hr briefing session to get fully immersed in your biz and what you do
- Research into competitor voices and other brands your audience engage with
- We'll develop options for your tone of voice
- 30min call to run through and refine
- You'll get a final PDF to action
- 1x check in email to review some initial copy

£395



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VISUAL MOODBOARD

HELPING YOU KICKSTART AN ON POINT VISUAL IDENTITY

This is for you if:

- You need a moodboard to kickstart a design project
- You don't know where to start, or you can't seem to crack it
- This could be for a new brand, brand re-fresh, website, content templates - anything!

How it works:

- 1hr briefing session to get clued up on your project
- We'll create a fab moodboard for you
- 30min check in to share our direction and refine our creative flow
- You'll get your finished moodboard, leaving you with a clear direction

£345



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MARKET RESEARCH + COMPETITOR ANALYSIS

DIGGING OUT KEY INSIGHTS TO INFORM BIZ DECISIONS

This is for you if:

- You've got ideas/plans you want to test - whether it's a new launch, new branding, content etc
- OR, you need new ideas for your biz and want strategic insight for inspo
- OR, you know it's smart to clue up on your competitors - knowledge is power!

- You're busy and don't have the time to do research thoroughly
- You don't know the best process for this and want to hand it to the pros

How it works:

- 1hr briefing call to dive into your business and research focus
- We'll run a bespoke research project (with an option to add on primary research where we interview people)
- 1hr call together to run through our findings
- You'll get access to all the data, with our analysis and recommendations

Level 1 - £465

Level 2 - £715



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1HR MARKETING CONSULTATION

60MIN BESPOKE SESSION ON WHATEVER YOU LIKE!

This is for you if:

- You need some bitesize marketing support that meets your budget
- You're after tips and insight on something specific
- You're looking for expert feedback on something
- You're looking for a fellow creative brain to bounce ideas around with

Ideas of what we could cover:

- Insta content ideas and feedback
- How to write a marketing plan
- Email content ideas
- How to reach new clients

How it works:

- Briefing form to get to know your biz and what you want us to focus on
- 1:1 60min session on Zoom, completely bespoke to your brief and where you need our energy and expertise

£145

