



**Social Media Marketing Agency**

# Service Guide

Content, Clarity, and Connection



2025

# Brand Positioning Statement

Hatch Social Co. is a **strategy-first** studio **helping brands grow**, one focused step at a time.

***We don't wing it. We hatch it.***

We offer standalone, **strategy-led services** that help you *move forward without the guesswork*, overwhelm, or full-agency pricing.

From **content clarity** to brand positioning, every offer is crafted to stand alone or fit into a bigger picture, so you can *hatch your brand your way*.

Backed by **real-world experience** in digital marketing, branding, and community building, Hatch Social Co. exists *to help good ideas grow* in a world where budgets are tight but **purpose still matters.**

# The Social Landing – Social Media Feedback Session

**\$149**

“For the business owner who just wants someone to say, Here’s what’s working, here’s what’s not, and here’s what to do next.”

## **When to purchase:**

- You’ve hit a wall, feel stuck, or aren’t sure what’s “off” with your current social media.
- You want affordable, expert guidance on social media marketing before investing more.

## **Benefits:**

- Helps you get unstuck and focus your energy
- Low-commitment, high-clarity
- Understand your current position on Social Media
- 30 Min discovery on your business with our qualified social media marketer
- Find out key insights about your social media presence across platforms
- Receive recommended social media marketing platforms for your business.
- Actionable next steps

## **Deliverables:**

- **Social Media (Current Position) Review summary (PDF) with at least 3 analytical insights**
- **30-min discovery call (Zoom)**
- **Feedback summary (PDF) with at least 3 key insights**
- **Recommendation summary (PDF) with at least 3 next steps**

# Social Media- Management

**\$499**  
**Monthly**  
**+ \$100**  
**One Off**  
**Discovery**

“For busy businesses that don’t have the time or clarity to manage their socials but still want to leverage social media marketing.”

## What’s Included Monthly:

- **2 x professionally designed creative assets per week (Canva)**  
(includes static image design + on-brand caption copy + relevant hashtags + CTA)
- **Platform scheduling (TBC)**
- **Basic brand building and engagement**  
(4 hours monthly-15mins prior & after post)
- **End-of-month insights report with performance review (PDF)**
- **Next-step recommendations (PDF)**

(Note: we do offer product photography and video content creatives but these are priced accordingly and not included in our social media management service).

### **One-Off Discovery Session (\$100)**

First-time clients start with a \$100 Discovery Session, then ongoing monthly management is \$499 monthly including GST.

Before starting, we sit down for a 60-minute call to make sure we:

- Understand your brand’s current position and point of difference
- Clarify your goals, audience, and core offerings
- Identify your visual style, tone of voice, and any current gaps
- Create a strategic platform and content plan tailored to your brand, audience & goals

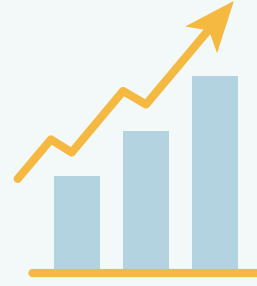
This session is essential to avoid surface-level content and ensures everything we create is aligned with your business vision with intention — not guesswork.

*If you’re not quite there yet, we can help you build these step by step through our one-off Hatch services or create a bundle package tailored to your needs.*

### **Note:**

This service works best when your brand foundations are already in place (e.g., brand guide, audience clarity, and business goals).

# The Market Position Nest



**\$299**

“For businesses who want to understand how they compare and stand out.”

## **When to purchase:**

- You're building or refreshing your brand
- You're struggling to stand out in a busy market
- You need help defining your point of difference

## **Benefits:**

- Understand your place in the industry
- Refine messaging based on insight, not guesswork
- Competitive awareness without overwhelm

## **Deliverables:**

- **Industry research summary (PDF)**
- **Competitor research summary (PDF) (NZ & international if relevant)**
- **Online position summary (PDF) (digital + social media presence)**
- **Summary SWOT analysis (PDF)**
- **Actionable recommended next steps (PDF)**
- **Optional Run through (ZOOM)**

# Target Audience & Buyer Persona Nest



**\$245**

“For businesses who are ready to sell to customers”

## **When to purchase:**

- You're launching, scaling, or rebranding
- You feel like your messaging isn't connecting
- You're planning a marketing or content strategy

## **Benefits:**

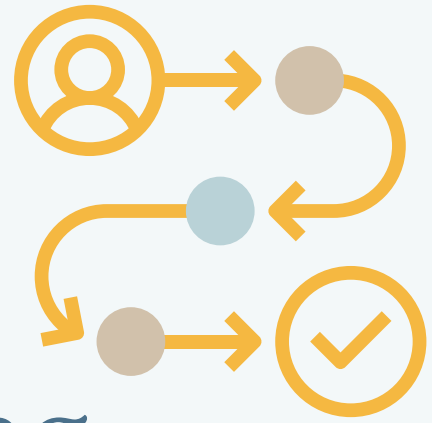
- Clear direction for all content and comms
- Custom buyer personas you'll actually use
- Messaging becomes sharper and more consistent

## **Deliverables:**

- **Audience summary document (PDF)**
- **2 detailed buyer persona (creative assets) for content planning**
- **Optional Run through (ZOOM)**



# The Hatch Journey Map – Customer Journey Mapping



**\$299**

“For those who know their audience but want to guide them better.”

## When to purchase:

- You have clear personas but the customer path is unclear
- You're losing people before conversion
- You're ready to refine your funnel or launch strategy

## Benefits:

- Understand how customers engage and convert
- Spot friction points and fix weak links
- Match your content and offers to real behaviour

## Deliverables:

- **60min call to review existing journey**
- **Visual customer journey map (Awareness → Loyalty)**
- **Touchpoints, pain points, and trigger opportunities**
- **Suggested content by stage**
- **Optional Run through (ZOOM)**

# The Brand Nest-Out – Brand Foundations Review



**\$245**

“For brands who have the pieces, but want to be sure they’re aligned with a clear brand guide.”

## **When to purchase:**

- You’ve DIY’d your brand or evolved without checking consistency
- You want to improve your image without starting from scratch

## **Benefits:**

- Know where your brand is strong and where it’s not
- Fix inconsistencies before they confuse customers
- Gain a mini brand guide you can use again and again

## **Deliverables:**

- **Review of brand elements (name, mission, tone, colours, fonts, etc.)**
- **30-min discovery + recommendations call (Zoom)**
- **Mini brand guide (PDF) (creative brand asset)**
- **Optional Run through (ZOOM)**



# The Social Strategy Starter



**\$145**

“For brands who want to utilise social media marketing”

## When to purchase:

- You're overwhelmed with content
- You need structure but don't want full management
- You want to improve consistency or start fresh

## Benefits:

- Smarter posting that aligns with your brand
- Platform-specific strategy you can stick to
- Less “what do I post today?” panic

## Note:

This service works best when your brand foundations are already in place (e.g., brand guide, audience clarity, and business goals).

## Deliverables:

- **4 Content pillars**
- **Platform recommendations (PDF)**
- **Basic content planner (calendar format)**

(includes suggested post types + timing based on analytics)

- **Optional Run through (ZOOM)**

# The Insight Nest – Social Media Data Review



**\$149**

“For brands on social media who need a review and recommendations based on their analytics”

## **When to purchase:**

- You're not sure what's working
- Your engagement feels low
- You want to focus your energy better

## **Benefits:**

- Cut through the noise with a clear action plan
- Learn from your own data
- Get advice without committing to a long-term service

## **Deliverables:**

- **Social media metrics analysis**
- **Summary of insights (PDF)**
- **Recommendations**
- **Optional Run through (ZOOM)**

# The Campaign Clutch – Planning & Performance



**\$499**

“For launches, promotions, or campaigns that need strategy and structure.”

## **When to purchase:**

- You're launching a new offer or product
- You want help planning a social or marketing push
- You're ready to be more intentional with your efforts

## **Benefits:**

- Strategic campaign flow from start to finish
- Direction, planning, and review — all in one

## **Deliverables:**

- Campaign concept + strategy
- Target audience and message focus
- Recommended platforms and flow
- Recommended content creatives and formats
- Post-campaign summary report
- 30-min final Zoom debrief

***NO creative content assets are included in this service.***

***\*Any content creative assets are optional add-ons and are priced accordingly.***

# The Eggs – Creative Add-Ons



**FROM  
\$99  
EACH**

“One-off creative assets for  
brands looking for  
professional content”

## **The Eggs:**

Social Creative Assets: Creative and Copy

Social Media Banners/Wallpapers Assets

Brand Assets: Logos, Branding Elements

*\*All of the above creative asset services are optional add-ons and are priced accordingly. Please get in touch to discuss costs of these [hello@petsittingnz.co.nz](mailto:hello@petsittingnz.co.nz)*

# Where Should I Start?

You're in the right place if...

This helps clients self-select without overthinking.

Your Situation	Start With	Why
I feel stuck and unsure what's off	The Social Landing – Feedback Session (\$149)	A low-commitment session to get expert clarity and recommendations.
I've got a brand but it's feeling messy or inconsistent	The Brand Nest-Out (\$245)	A brand health check with mini guide to bring everything into alignment.
I know who I serve but the path to sale feels unclear	The Hatch Journey Map (\$299)	Understand the full customer journey and where you're losing them.
I want to start using social media properly	The Social Strategy Starter (\$145)	Get clear content pillars, platform focus, and a social media schedule.
I need help marketing a new offer	The Campaign Clutch (\$499)	End-to-end strategy, and structure for one focused campaign.

## Still unsure?

Start with The Soft Landing it's designed to help you figure out what's missing and point you to the right next move.

Email [hatchsocialco@gmail.com](mailto:hatchsocialco@gmail.com) to book, ask questions, or get a tailored recommendation.

Here's how we keep our **prices fair and approachable**.

Our services are standalone **“mini wins”**, affordably priced and **designed to stack**.

Each offer helps you gain **clarity** or **results** in one key area.

## Start Small. Build as You Grow.

### All of our services can be:

- Booked on their own
- Paired together (bundle & save)
- Stacked over time to form your full brand strategy

***“Your budget shouldn't block your progress,  
let's build in stages.”***

## What You're Really Paying For

### Each service includes:

- Strategic planning based on your audience and business goals
- Customised assets based on your brief and intended use
- Deliverables tailored to your brief and brand purpose
- Organised file delivery for easy use and re-use



You often get what you give when it comes to social media and digital marketing.

At Hatch Social Co, Our focus is on giving you **long-term strategy** and **brand assets** to help you hatch and grow your brand, your way.

**Our services are analytical, thoughtful, creative, and proudly NZ-based.**

Each service includes a full end-to-end process, designed to give you clear, tailored results.

## Here's what goes into every Hatch Social service:

- **Thoughtful Review** – We dive deep into your existing content, brand presence, or business ideas to understand what's working and where the gaps are. This might include your social media, website, branding, or customer touch points.
- **Tailored Planning** – Based on your business stage, goals, and tone of voice, we create a focused plan or strategy that's easy to act on — no cookie-cutter templates here.
- **Beautifully Packaged** – Your insights and strategy are delivered in a tidy, branded presentation, designed to be read, shared, and referred back to.
- **Easy Handover** – Everything is delivered via Google Drive with helpful notes or video walk-throughs where needed. It's all set up to make things easier for you, and to support your growth where it counts.

Whether you're stuck in the early stages, looking for clarity, or ready to turn insights into action — Hatch services are built to help you move forward with confidence.

I started my business, PSNZ, in 2023 thinking I had a decent handle on social media and marketing.

**Like many small business owners, I gave it a go — but quickly realised I was missing key pieces and not getting the results I'd hoped for.**

So, I invested \$7,000 into working with a professional branding and marketing company.

It was a huge decision, but it taught me so much about what makes a brand work — and where DIY falls short.

That experience helped shape my entire approach.

But I didn't stop there.

I wanted to understand digital marketing — especially social media — so I invested another \$8,500 into a formal diploma in social media marketing.

I was already utilising digital marketing streams like social media marketing, email marketing, website, affiliate marketing, and blogging for PSNZ, but I wanted to go deeper.

**I wanted to know what works, why it works, and how to tailor it for different brands.**

Now, with \$15.5k invested and a few years of hands-on experience under my belt, I can confidently say: there's so much more that goes into social media marketing than just making a post and hitting publish.

It's easy to post content. It's harder to build a brand that lands.

That's where strategy steps in — audience mapping, customer journeys, platform plans, and competitive insights aren't extras... they're essentials.

That's why our prices reflect the real work behind the scenes. We don't just post for the sake of it.

We get to know your brand, your voice, your goals — and then we build from there.

At Hatch Social Co, we're all about helping business owners understand what's really going on beneath the surface.

**We share the wins, the lessons, and the tools** — so you're not just outsourcing your marketing, but growing your business with intention and confidence.

Email us at **[hatchsocialco@gmail.com](mailto:hatchsocialco@gmail.com)** to book, ask questions, or get a tailored recommendation.

