

A Creative Agency for all your platform needs.

www.j2contentcreation.com

# J2 CONTENT CREATION.



## Working with the community, for creativity's sake!

J2 Content Creation is a regional based full service creative agency. We pride ourselves on unearthing your Unique Selling Proposition & making it POP in the marketplace, using innovative methods & channels.

# A QUICK INTRODUCTION.

Our passionate & creative young team combines experience from across creative arts, marketing, web design, events & corporate services to deliver high-quality marketing services that cater to each unique client.

Whether you're needing a new website, looking to profile your business using videos, or require an entire marketing plan/campaign - we're here to help!

Pushing engagement to the next level.



# SERVICES WE PROVIDE.

## Social Media



- Cost-effective video content shot in 4k - a great way to engage with your audience on social media. Tell your business's story with BTS videos, interviews, product/service highlights & staff highlights.
- Photo packages.
- Higher quality videography - TV ads, weddings, social media ads, product highlights, special events & more.
- Accessibility solutions (captions for video content & alt-text for images).
- Social media management - sourcing/developing content, creating a content calendar, posting/scheduling posts, & responding to comments & DMs.
- Social media creation - develop the strategy, create the pages, add all the information & launch.
- Analytics - we take all the numbers & create an easy-to-understand report so you can understand what's working & what's not working.
- Social Media Back End / IT Assistance - let us optimise your page, contact Facebook on your behalf and connect third party apps etc





# Websites

- Building websites from scratch - anything from WIX to Wordpress.
- Updating your existing website - design, layout, pages & content/copy.
- SEO (Search Engine Optimisation) - your page comes up higher in Google.
- Blogs - we have confident writers that can research any topic & complete an informative blog for your website visitors.
- Health Checks - Let us take a deep dive into your website with our health checks. We provide advice to make your website function at it's best.

# Marketing & Advertising

- Digital advertising - let us take the stress out of advertising online for you. Includes messaging, platforms, ad spend, audience identification, SEO & click through rates.
- Overarching campaign development - includes customer segmentation, concept development, proposed marketing channels, copy, imagery & scheduling.
- Marketing collateral & graphic design - including logos, brochures, infographics, animation, signage, maps & more.
- Customer research & profiling - determine who your audience is, their behaviours & how to talk to them.
- Strategy Development - whether it's a 12 month or 5 year plan, we will develop & execute a strategy that suits your business.

# Business & Funding

- Business Plan development - we provide insightful plans for new & existing businesses. Create SMART goals, identify your business pillars, set budgets & document timelines.
- Grant applications - we find the right grant for you & assist you with your application.
- Consultancy & training - we provide workshops or 1-1 training on marketing, SEO, content creation, inclusion & diversity, event management & more.

## Other Creatives



- Visual Merchandising - Window and product displays to assist in promoting and selling products, attracting customers, and enhancing in-store shopping experience.
- Graphic Design - Logos, style guides, business cards/brochures.
- Event Design, Production and Management.

# OUR TEAM.

We are so proud of our crew, and everything they do. We feel like we have one of the most talented and passionate teams around. So, of course, this page is all about introducing you to them!



**JASON CLYMO**

Director



**JEMIMA LEWIS**

Director



**CLAUDIA LEE**

Social Media, Websites,  
Graphic Design + Visual  
Merchandising



**EBONY WARDLAW**

Social Media Content,  
Photography + Videography  
(including drone)



**SAMMI GELTCH**

Social Media + Content



**TAHLIA WEST**

Social Media, Graphic  
Design, Websites +  
Photography



**LARISSA LONG**

Social Media, Content +  
Copywriting



**EMMA TYE**

Photography



# OUR FEES.

## Transparency is Key

We believe in transparency in everything we do - including our fee structures. We charge **\$60 + GST per hour**, no matter what you're doing with us.

## Social Media Price Ranges

Although we can work per hour, we have noticed that almost all of our social media clients currently fit within a monthly budget of \$900 - \$2000 + GST

Hours and pricing will depend on the amount of posts, stories, reels etc. you would like per week. We recommend a **minimum** of 2 posts per week. We also need to factor in time for scheduling, reporting, managing comments + DMs etc.

## Website Projects

Our basic websites generally range from \$1800 + GST. We can work across most platforms, but specialise in WIX, Squarespace, Shopify and Wordpress. We believe in creating websites that business owners can actually use. We want you to have control, if you want it. This means we almost always allow time for training.

## Working to a Budget

If you have a pre-determined budget, please let us know. We will develop a scope of works around this - in order to provide a quality service that fits your financial needs.