



PROJECT MENU

Please request an accurate quote for your unique project.
Contact sarah@jsfrconsulting.com or 07587 140664

BRAND PLANNING & INSIGHT

BRAND DIAGNOSTICS

Includes internal questionnaire preparation and archetype definition

WRITING CREATIVE BRIEF

Includes mood board stimulus and brand diagnostic output

PREPARE BRAND PACK

Includes personality info, tone of voice, do's and don'ts

QUALITATIVE RESEARCH PLAN

Includes discussion guide and stimulus preparation

QUALITATIVE RESEARCH 1-2-1 INTERVIEWS

Conducted via phone or zoom call

QUALITATIVE RESEARCH GROUP MODERATION

Either in person or via a zoom call

QUALITATIVE RESEARCH ANALYSIS & PRESENTATION

Full write up of findings with in-person or zoom presentation

WEBSITE PLANNING

PREPARATION OF WEBSITE BRIEF

Includes SEO recommendations pre-build

MANAGING REQUEST FOR TENDER

Sourcing suitable partners & briefing them, collating proposals



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CONTENT MARKETING

KEYWORD RESEARCH

To inform SEO Recommendations & Content Plan

MONTHLY CONTENT PLAN

Includes weekly blog recommendations & SEO templates

BLOG WRITING - UP TO 750 WORDS

Includes research, interviews (if required) and load onto website

BLOG EDITING - UP TO 750 WORDS

Includes tweaks for SEO & load onto WordPress site or equivalent

WRITING PODCAST SCRIPT & EDIT

Includes any research required, client to provide raw audio files

VIDEO EDITING FOR SOCIAL MEDIA OR WEBSITE

Max of 90 seconds, includes subtitles, client to provide raw video

GATED CONTENT DEVELOPMENT FOR DOWNLOAD

Creating content in pdf format, excludes any web development

MONTHLY EMAIL DEVELOPMENT

Includes sending, database management, testing formats



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SOCIAL MEDIA

SOCIAL PAGE SET UP

On LinkedIn, Facebook, Twitter or Instagram

AUDIT & RE-WRITE INDIVIDUAL LINKEDIN PROFILE

Includes headline, about, public URL, skills, recommendations

WRITING LINKEDIN INVITATION TEMPLATES

Includes 3 variants

WRITING WEEKLY LINKEDIN POSTS

Includes up to 3 with graphics as required

SENDING LINKEDIN CONNECTION REQUESTS

Up to 50 per week, with personalised message

PAID SOCIAL CAMPAIGNS

On any platform, monthly management cost, ad fees excluded

ADS MANAGER / BUSINESS MANAGER SET UP

For Facebook & Instagram

SOCIAL CONTENT PLAN

Monthly, includes all copywriting, graphics & scheduling

INFLUENCER CAMPAIGN BRIEF

Writing brief and sharing with influencer agency

REVIEW PLATFORM SET UP

e.g. Trust Pilot, Feefo

REVIEW PLATFORM MANAGEMENT

Monthly fee includes sending invitations, monitoring & replying



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PRODUCT LAUNCHES

CREATING A CRITICAL PATH TO LAUNCH

To ensure you've thought of everything

WRITING SELL IN PACK FOR RETAILERS

To support the all important sales conversations

PHOTOGRAPHY BRIEF

Includes everything you'll need for brand assets and PR shots

MARKETING ORGANISATIONAL REVIEW

MARKETING TEAM STRUCTURE REVIEW

Includes identifying skills gaps, writing job descriptions

SPECIALIST SERVICES

FINANCIAL MARKETING & PROMOTIONS TRACKING

Set up your tracking & monitoring to meet FCA guidelines

PR

WRITING & ISSUING PRESS RELEASES

Includes follow up call to journalists

PREPARING AN AWARD SUBMISSION

e.g. Yorkshire Excellence in Business Awards



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TRAINING & WORKSHOPS

Minimum charge £600

Price Per Delegate £

BRAND ARCHETYPES WORKSHOP

Includes support to define your brand archetype, price per delegate 150

SOCIAL PLATFORM TRAINING

To help your team get the best results 150

BRAND TRAINING FOR NON MARKETERS

This workshop is ideal for sales staff or the wider organisation 150

EARN THE PHONE CALL WORKSHOP

Tips & Tricks for your sales team to earn the right to that sales call 150

EMAIL WRITING FOR SALES PEOPLE

Inspiration to prevent customers receiving boring emails! 150

DIGITAL UPSKILLING WORKSHOP

To help your organisation to become digital first 150

VISION & VALUES WORKSHOP

To determine your company essence, critical for brand development 150