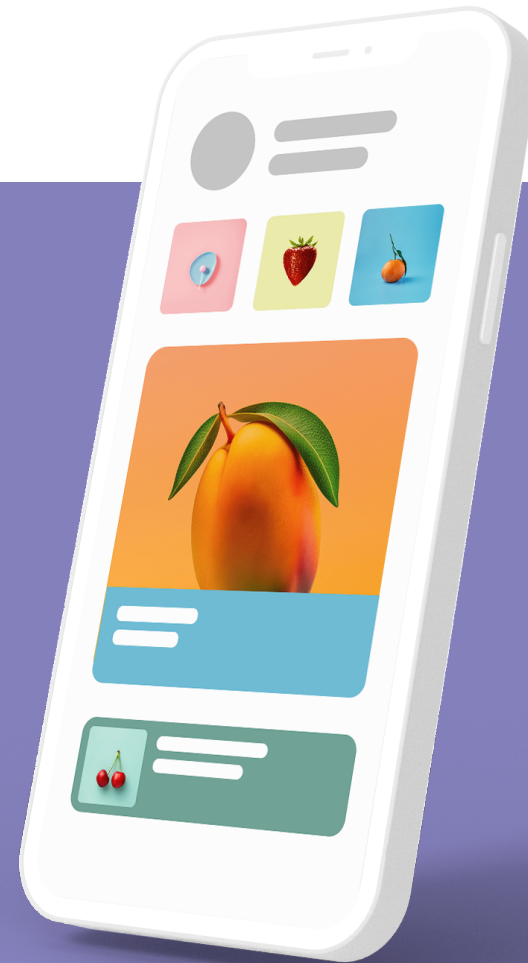




tuesday management

Digital marketing - Get your ducks in a row

Service Guide



AboutUs

We are a creative & strategy driven digital marketing company for service-based businesses.

What we do..

We create brands that show your passion and purpose, and then we showcase them to the world. Leave the complexities of digital marketing to us, while you do what you do best. Your journey to success begins with us.

Who we work with..

We collaborate with a diverse range of service-based businesses, working across Europe and beyond. Whether operating in the B2B or B2C sector, our ideal collaborators are enthusiastic, client-focused companies that take pride in their exceptional offerings and services. We seek partners open to embracing our creative ideas and innovative approaches.





*Growth*Package

We're not just a digital agency; we're your growth partners. At Tuesday Management, we specialize in nurturing your business through a blend of branding that authentically embodies your brand personality; we couple this with a robust marketing strategy and steady execution.

Here is how we do it..

Our all-inclusive marketing service is dedicated to ensuring your brand resonates with your target audience and make you proud of your brand and every aspect we present to the world – for this, an effective marketing strategy and branding is key.

That is why our service begins with creating a tailored marketing strategy, we then continue by crafting your brand's identity, and finally executing and refining it consistently. We create captivating social media campaigns and result-driven lead-generation strategies to fuel your business growth.

① *Marketing*Strategy ② *Design*&Branding ③ *Social*Implementation

This is perfect for you if..

If you're building your brand from the ground up and want to get it right from the very start, or if your existing brand needs a complete renewal, our services are tailored for you.

Read more about each step on the next pages.



1 *Marketing*Strategy

This is where it starts..

When you choose Tuesday Management, you're signing up for an all-encompassing brand transformation. Our journey together starts with understanding your brand, your market, and your target audience. Our expertise comes into play as we dive deep into comprehensive research. We analyze your competition's marketing tactics and research your target audience, understanding their behaviors and preferences. This knowledge will shape your personalized digital marketing strategy and give us direction for the next steps.

Here is what to expect..

- Industry analysis
- Competitive analysis
- Brand positioning
- Social media strategy
- Pricing plan
- Email marketing plan
- Lead generation plan
- Basic SEO research
- Blog strategy
- Influencer collaboration guide





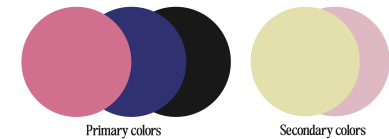
2 Design & Branding

Our process in action..

We continue the process with an insightful session where we delve further into your brand's essence and mission. This immersive understanding sets the foundation for crafting an identity that truly resonates. With the marketing strategy, your vision, and these insights in hand we translate these ideas into tangible designs that breathe life into your ultimate brand. Did you already work on the branding of your company? Then we will check if it aligns with your vision and our marketing strategy, and if so, we will skip this step.

Your comprehensive brand package..

- Primary & secondary logo
- brand mark
- Color palette
- Brand patterns
- Illustrations
- Brand guidelines
- Website (up to 4 pages)
- Social media templates
- Social media banner
- Business stationery



Palette.

The chosen colors are bold, calm and grab attention. The pink, dark blue and black are the base colors of the brand. Pink is a playful, and nostalgic color that brings joy, together with a solid color blue which shows elegance, mixed with black, which gives a rebellious hint to it while showing a strong basis gives the base for the brand.

The secondary colors are meant to soften the bold primary colors and bring some softness and more playfulness to the brand and even something almost nostalgic.





3 *Social* Implementation

The action plan..

With the strategy and branding in place, we start the process of bringing it to life. We begin with the setup of your social media accounts, crafting compelling emails, kickstarting lead-generation efforts, and creating your social media calendar with tailored content. We will take control of the day-to-day responsibilities – from content creation to engagement and account management.

Here's what's in store for you..

- Execution of our marketing plan
- Account set-up & management
- Email marketing
- Content creation
- Engaging copywriting
- Lead generation set-up
- Content calendar
- Graphic design
- Blog content
- Monthly results report
- Monthly strategy call

The platforms we work with..

Instagram, Threads, Facebook, TikTok, LinkedIn, YouTube, and Pinterest. We tailor our strategy to align with your brand and services. We will handle the set-up and management of the social accounts relevant to your brand and services. Our approach adheres to the principle of fair usage:

- Daily posts for up to 2 platforms, with continued engagement on other relevant platforms.
- Up to 12 pieces of video content and 6 blog posts per month, expertly crafted to resonate with your audience.





ProjectTimeline

This is what the first 6 months look like..

For the initial phase, our focus is on preparation and execution. The first 3 months are dedicated to crafting your digital marketing strategy. Simultaneously, we delve into the branding and the website, alongside readying all your accounts. This intensive process lays a strong foundation. As this preparation phase ends, we launch – going live with our plan, focusing on community growth, and fostering connections with your target audience.

1 *Month* 1 Strategy

Research - analysis - strategy

2 *Month* 2 Branding

Design briefing - design - website

3 *Month* 3 Prep

Accounts - content - lead-gen

4 *Month* 4 Launch

Launch - first results

5 *Month* 5 Analysis

Analysis - consistent posting

6 *Month* 6 Optimisation

Result overview - optimisation



*Growth*Package

Let's create a brand that inspires and resonates with your audience and makes you proud & make sure the world sees it.

- 1 *Marketing*Strategy
- 2 *Design*&Branding
- 3 *Social*Implementation

Minimum 6 months

AddOns

Our extra services to perfect your marketing efforts.

Content day

This is for you if..

You're seeking to enhance your visual identity. If your current visuals could benefit from an upgrade, we're here to assist in creating captivating content for your social media and website.

This is what you get..

- Complete content shoot day with studio rental & photographer / Videographer
- Creative direction
- 21 edited reels
- 30 edited photos

SEO

This is for you if..

You're aiming to amplify your online visibility and secure higher positions in search engine results.

This is what you get..

- SEO analysis & strategy
- Implementation



Ads management

This is for you if..

Your goal is to maximize your return on investment and tap into a broader audience through strategic paid advertisements, this service is your key to success.

This is what you get..

- Add campaign
- Competitor analysis
- Impressive growth

ClientLove



What our clients have said about us.

“During my time working with Tuesday Management, I was consistently impressed with their organisational skills, friendly demeanor, and creative problem-solving 🙌 Sterre is a self-starter who is able to develop social media strategies from the ground up, and she has a particular talent for leveraging Instagram to engage with her audience.

They were always willing to go the extra mile to ensure that projects are completed on time and to the highest standard even under pressure and messy directives. Their positive attitude and strong work ethic make them a valuable asset to any team!”

Voggt - Charlotte Marange
Community Manager Voggt

“Sterre's social media coaching is very approachable and educational. It comes with handy tricks & tools that are easy to apply in practice. It has given us inspiration and guidance to make better use of our social media channels in a simple way.”

Mountain Design - Esther Kloosterman

“Tuesday Management has a lot of knowledge of social media, are aware of the latest trends and can create fantastic graphic content. In addition, they were strong communication and flexible in collaboration. Sterre dares to be critical of my ideas, comes up with new possibilities herself and is eager to learn.”

Huisje Boompje Gesprekje - Anne-Fleur CEO

NextSteps



We are inviting purposeful services-based businesses for an inspiring & creative collaboration.

Ready to take the next step?

Reach out to us, and let's schedule a complimentary discovery session. This is our chance to learn about you and your brand, and for you to get to know us better. Let's discover if we're the perfect fit to bring your vision to life!

TalkSoonSterre

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www.tuesday-management.com



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