

## **Straight Ahead *Social***

Social media and content marketing consultancy  
for interior designers who are busy  
designing beautiful spaces.

*hey there!*

[WWW.SOCIAL.STRAIGHTAHEAD.CO](http://WWW.SOCIAL.STRAIGHTAHEAD.CO)



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# contents



# welcome

Introducing Straight Ahead Social, a social media and content marketing consultancy for interior designers who are too busy designing beautiful spaces. Over the following pages you will learn about our approach, vision and values, creative direction and work process.

We are excited to work with you on promoting your design studio and can't wait to hear about your latest project. So grab a cuppa, carve a few minutes just for yourself and let's get to know each other a bit better.

With warm regards,

Simona V.,

Straight Ahead Social Founder

**@SOCIAL\_MEDIA\_FOR\_INTERIORS**

**HELLO@STRAIGHTAHEAD.CO**

**WWW.SOCIAL.STRAIGHTAHEAD.CO**



15+ Years in marketing

1000+ Instagram posts

100+ Published blog posts

50k+ Social media followers\*

4 Cups of coffee/tea per day

1 Cute office dog

\*Gained over different social media platforms (Instagram, Facebook, Pinterest, Youtube, LinkedIn, Twitter) for a range of clients.

*metrics & numbers*



# We are Straight Ahead *Social*

We believe that talented designers shouldn't be held back just because they chose to design spaces instead of learning how to master marketing. That's what we are here for.

# We are Straight Ahead *Social*

So many talented interior professionals miss out on great projects just because they struggle to market their business. As specialists in content marketing we will show you how to set strategies and put tactics into place that will let you focus on creating stunning spaces and spend less time on promotion.





Set up as a remote global consultancy, Straight Ahead Social is spearheaded by Simona V., a rare breed that combines marketing strategies with aesthetic disciplines. Once she made a switch to interior design after years in social media, she realized there was a need in the market she could readily meet.



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# Simona Vanco

## FOUNDER

Marketing has been such a huge part of my life that even though I tried taking a break from it in the past, I'm always drawn back. I set up Straight Ahead Social as a way to combine both – my years of marketing experience and my passion for interiors.

As a trained interior designer and seasoned marketer I speak the languages of both worlds fluently and I understand the struggles specific to the interiors industry.

My free time is usually spent collecting experiences from living abroad, travelling for work and pleasure both near and far and watching my Welsh corgi Cooper learn yet another party trick.



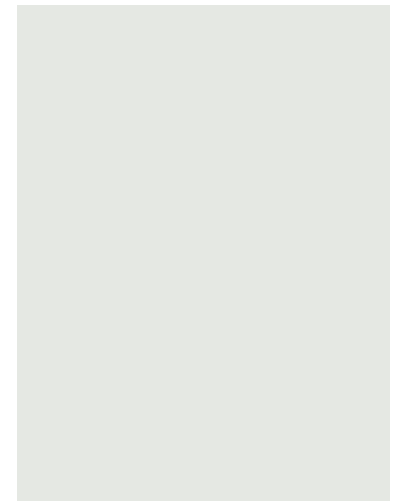
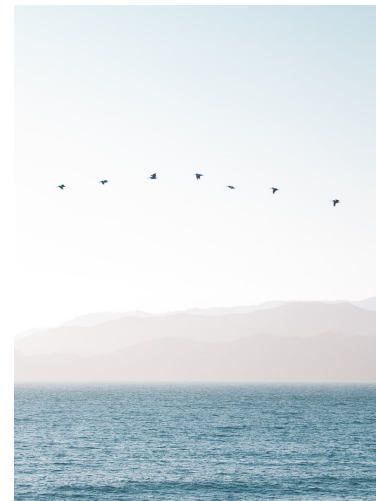
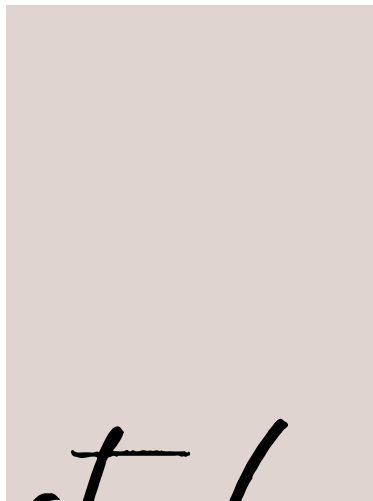
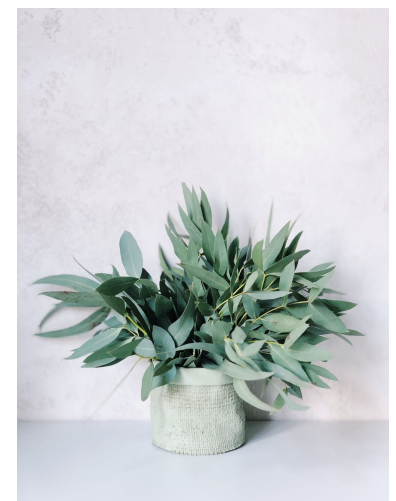
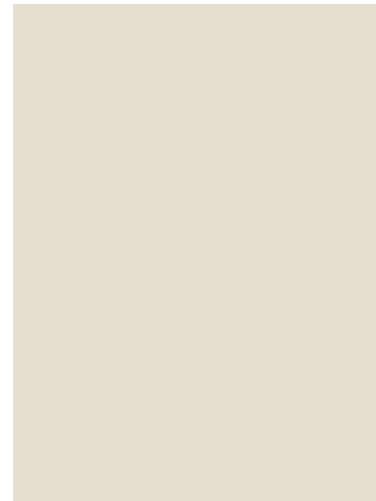
# Strategy

## Our approach

Creativity is a beautiful thing. It uplifts our spirits, makes us smile, fall in love with a space. Being creative truly is a special gift and working as an interior designer can be rewarding like nothing else. But without a strategic approach it can be hard to ensure the attention your designs deserve. In our work we eliminate guesswork. Instead, we use our strategic insight and years of experience, along with constantly educating ourselves and testing everything we propose.

Our style won't fit everyone and that's okay. Our aim is to deliver the most value to our clients and so it's important for us to make sure we have a click before we work together. Being on the same page means clear communication, realistic expectations and better results overall.

Our style





# What you can expect from us

## **GETTING TO KNOW EACH OTHER**

After the initial contact we will send you a form to fill in so we get a better idea of your business and your needs. This will also help us prepare well for the introductory call and ensure we can help you exactly with what you need.

## **ALWAYS IN THE LOOP**

As we work fully remotely it's important for us that you always feel connected and fully in the picture. We will discuss all the deadlines and how the communication will go before starting the work. If you are unsure about anything or have questions during the work process, we are always just one message away.

## **POST-DELIVERY SUPPORT**

Where possible, we'd like to be your long-term partner and that involves being here for you even after the work is done and delivered. Be it ad hoc consultations or clearing up questions you might have, do know we want to hear from you again.

# our packages

ONE ON ONE CONSULTING  
WEEKLY COACHING  
SOCIAL MEDIA AUDIT  
SOCIAL MEDIA STRATEGY

COMPLETE CONTENT PACKAGE  
BESPOKE MEDIA KITS  
INSTAGRAM MAKEOVER  
RECRUITMENT ASSISTANCE



# one on one consulting



## What's in?

A one-off consultation tailored to your needs and wishes. We can cover one specific social media platform or more channels. Or we can discuss your overall marketing strategy covering both, online and offline marketing channels.

All consultations are online so you can do them anywhere you are, without the need of booking time for travel.

## Price / \$300

**90 minute consultation**

**1 social media platform**

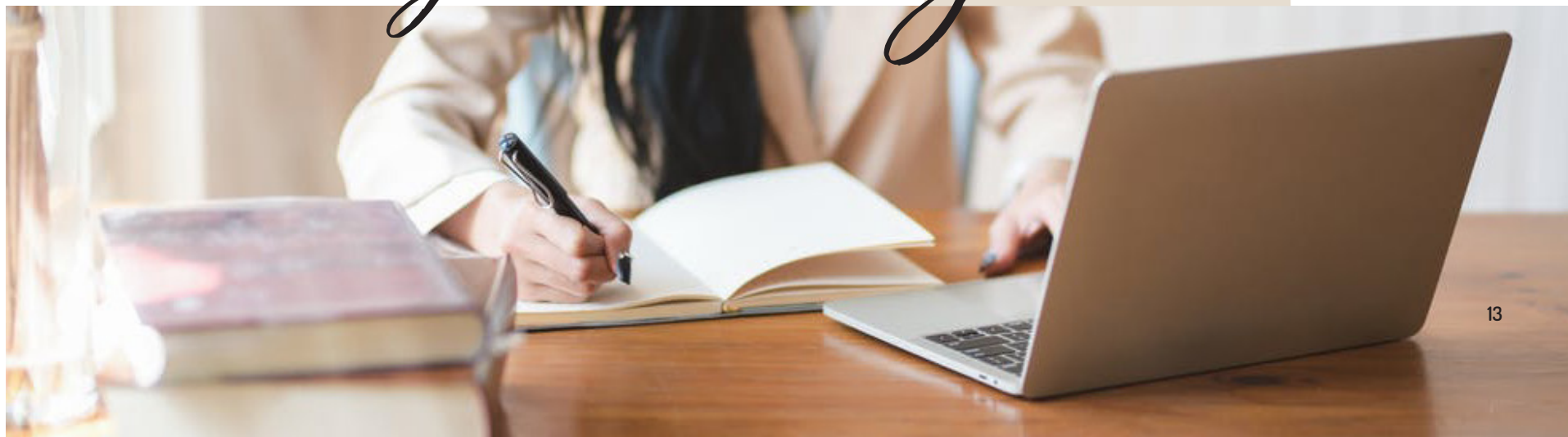
**Summary for you to keep**

Tailored to you and your business needs

Instagram/Facebook/Pinterest/Houzz

So you can go back to it when needed

# weekly coaching



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## What's in?

This package consists of two months worth of coaching sessions to guide you through a longer period while you gain confidence in your strategy to navigate the world of social media with your business.

All consultations are online so you can do them anywhere you are, without the need of booking time for travel.

## Price / \$2050

### **8 hourly consultations**

Tailored to you and your business needs

### **You choose the topic**

Social media or overall marketing strategy

### **Summary for you to keep**

So you can go back to it when needed

# complete content package



## What's in?

Our Complete Content Package has all you need to promote your finished project on your company blog and social media – not only it includes a bespoke media kit, but also an SEO-friendly blog post and three Instagram posts ready to be shared and liked.

We'll make it easy for you to focus on your new project while the one you just finished shines through and speaks for itself.

## Price / \$1050

### **Introductory consultation**

To get a better idea of what your business needs

### **1 Bespoke media kit**

Including a plain text and a ready to send pdf version

### **1 Before & after blog post**

Beautiful and SEO-ready to be published on your blog

### **3 Instagram posts**

Original and handcrafted for your Instagram feed

# social media audit



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## What's in?

In-depth social media audit is beneficial to both, small business owners just starting out, as well as established studios who have been in the game for quite some time.

No matter what social media platform you are on we will analyse your social media communication and how it tallies with your brand. And if something doesn't work as it should, we will come up with solutions to fix it.

## Price / \$550

### **Introductory consultation**

To get to know your business better

### **1 Social media platform**

Instagram/Facebook/Pinterest/Houzz

### **Social media analysis**

Including competitor analysis

### **Concluding consultation**

About future possibilities for your brand

### **Turnaround time**

4 Weeks

# social media strategy



## What's in?

No more confusion about what to post, when and why. You will get everything clear on paper, complete with imagery guidance, tone of voice and timing suggestions so your posts will hit the most people possible.

Our content calendar will set you up for a strong start and your own, personalised social handbook will help you navigate the world of social media with style and ease.

## Price / \$550

### **Introductory consultation**

To get to know your business better

### **Social media strategy**

Completely tailored to your needs

### **3 month social media plan**

For one social media platform

### **Visual content guide**

Including imagery suggestions

### **Posting schedule**

To reach the widest audience possible

### **Tone of voice guide**

So all your branding is aligned

### **Social media handbook**

For you to keep

### **Turnaround time**

6 Weeks

# recruitment assistance



## What's in?

Whether you are looking to welcome a new employee onboard or looking for a virtual assistant to help you with your social media needs, we will help you find the best person possible for the job.

From formulating the perfect job description to screening candidates to assisting in second round interviews, we will offer our expertise during every step of this journey.

## Price / \$950

### **Introductory consultation**

To get to know your business better

### **Creating the job description**

Completely tailored to your needs

### **Candidates screening**

So they tick all the right boxes

### **Second round interviews**

Including testing against real life scenarios

### **Social media recruitment handbook**

For you to keep so you don't need us next time around

# bespoke media kits



## What's in?

You have just finished a beautiful project and you are already busy working on another one. Our Bespoke Media Kits will help your visibility and professional presence while providing you with a timely content that is ready to use again and again.

Choose from three visual styles according to your brand style and leave the rest to us. We'll take care of the writing, graphic design and we will make sure the file is the right size to fit the publicist's inbox.

\* For finished projects only

\*\* Requires a professional photoshoot

## Price / \$300

### **Introductory consultation**

To get a better idea of what your business needs

### **1 Bespoke media kit**

Beautifully designed with top notch writing

### **Ready to send pdf version**

Just hit publish or send

### **Plain text version**

So you can work with the text further, pull out quotes for social media or use it as a basis for a blog post

### **Turnaround time**

2 Weeks

# instagram makeover



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## What's in?

With our Instagram makeover we turn ordinary, dull profiles into marvelous, inspiring brand-building tools. Choose a visual style that suits best your brand and let us set you up for a strong start in the social media world.

Included are icons for your Insta stories, a new profile picture if needed, a kick-ass bio and a grid full of inspiring content to begin. We will also throw in ideas for content for the next 2 months.

## Price / \$450

### **Introductory consultation**

To get to know your business better

### **New Instagram bio**

Hand-crafted to attract your ideal client

### **Insta Stories Icons**

Designed to catch attention

### **12 Instagram posts**

I.e. one full grid of content!

### **2-month content suggestions**

So you don't struggle with ideas when we're done

# social media training



## What's in?

Once you hired someone you might want to get them trained to be fluent in your company's social media strategy. Or maybe you would like to be more hands-on.

Whether you choose an extensive, all day on-site workshop or a more compact, online training session, we will teach you how to do social better in a personal and engaging way. At the end of the training you will get your own social media handbook to keep so you can train your new team members yourself.

**Price / \$650 Compact online training**  
**\$1550 Extensive on-site workshop**

<b>Introductory consultation</b>	To get a better idea of your business needs
<b>Bespoke social media training</b>	Tailored to your business situation
<b>Personal, interactive approach</b>	Teaching through engagement, not static slides
<b>Post-training support</b>	We're here for you even after the training ends
<b>Relevant examples from the interior design industry</b>	To give you a plenty of inspiration for your business
<b>Social media handbook</b>	For you and your team to keep



## next step...

Ready to have a chat? Or do you have more questions?

Send us an email at [hello@straightahead.co](mailto:hello@straightahead.co) or use the contact form on our website. As there might be several time zones between us we don't usually make calls without scheduling them first but we do aim to respond as soon as possible.

**We look forward to hear from you!**

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Consultations

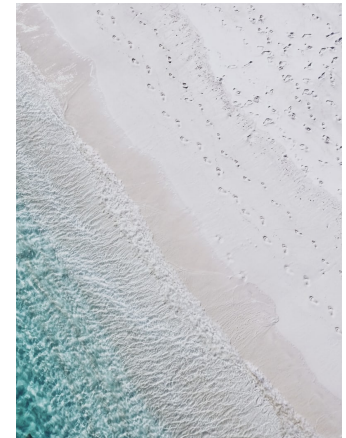
Social Media Strategy

Media Kits

Content packages

Recruitment assistance

Trainings & Workshops



*mood*

