




Welcome to

CORAL & CO Studio



YOUR FAVOURITE CREATIVE DUO.

Thank you for taking the time to download this small booklet. We aim to go into more detail about what we can offer you and your business.

Our aim is simple, to walk the journey with people who want to grow thier business.

The last 10 years Ella and Brad have built businesses, worked for businesses ranging from millions of followers to no audience at all, and are looking to work along side businesses who want a person touch when it comes to marketing, content and brand building.





OUR BUSINESS MODEL AND VALUES

Our aim is to work with 5 business in a constant and effective manner that produces growth.

We don't want lots of clients. We want to create quality for our clients and build success for them. This approach means relationship building, understanding, dreaming and executing.

We value creativity, honest, passion and care.

We don't believe we can do the above for the multitudes, but can successful care, nurture and grow sincere relationships with a few that will benefit those who we work with.

UNLIMITED TASKS, NO CONTRACTS

Unlimited Tasks

You can get as much or as little as you want across the month. Think of it like an all you can eat buffet. You get your plate, you get your food, you eat your food, and can come back for more. How this works is that you send us a task request, we do this request (most will take 1-3 days) and once completed, we go again.

We go into detail on the Menu of what we believe each task would roughly take.

You will also have access to see our planner for your tasks and see where jobs are up to.

No Contracts

We understand businesses go through the motions. Not locking you in is part of the heart beat of putting your business first. This also ensures we give our best as we aim to over deliver and become the hardest working aspect of your business.

We want you to want us.



THE MENU

You order what you want, when you want. Once the task is completed, you order your next item. This is how we operate our “Unlimited” approach to working with your business.

Content

Approx. 1-3 Days

- Photography
- Videography
- Graphic Design
- UGC (user generated content)

Approx 2-5 Days

- Meta & Google Ads
- Blogs
- Signage

Approx. 4-10 Days

- Splash, Squeeze & Sales Landing Web Pages
- E-books
- Catalogues
- Booklets
- Apparel / Merch

Marketing Management

Approx. 1-3 Days

- Social Media Management
- Email Direct Marketing Campaigns
- Analytics and Reporting
- Customer Feedback Surveys
- Website Audits (once off task)
- Social Media Audits (once off task)

Approx 2-5 Days

- Meta & Google Ad Campaigns

Brand Building

Approx 2-5 Days - Once off tasks

- Social Media Strategy
- Community Engagement Strategy

Approx. 10+ Days - Once off tasks

- Business Culture Profile
- Mission Statement
- Values Statement
- Purpose Statement
- Connections Statement
- Aesthetic Statement
- Business Rebranding
- Template Website Design (Wix, Squarespace etc)
- Branding Guidelines



COMMUNICATION

One of the challenging aspects of working with an agency or team when it comes to marketing is communication.

What we aim for with our clients is:

In the first 8 weeks

1. Fortnightly 30 min Teams Meeting
2. Maximum 24 hour email or sms response time

After the first 8 weeks

1. One 30 min Teams Meeting per month
2. Maximum 24 hour email or sms response time

Campaign / Seasonal Direction Brief

1. Every three months we aim to have a 60 minute discussion via Teams to discuss business direction, business goals, seasonal objectives and insight.

ONE MONTHLY FEE

Each month you'll pay \$800 for our services. What you choose to spend it on is up to you. We understand that different businesses need different things at different stages. You choose what you want us to do, and we deliver.

Invoices will be sent the 28th of each month.

We also do the work before you pay. We want you to see the goods and be thrilled when you pay for our service.

We run with this price for 12 months and review based on dynamic demand pricing.

Note.

Our fee is for the work we complete for your business. This doesn't include costs for Meta / Google advertising, postage of products, subscription services for your business or external 3rd party providers.



LET'S START THE CONVERSATION

We hope the extra details in this document help you in your pursuit of making your business better.

Why not get in touch and start the conversation about how we can help you and your business grow.

[Click here to email us](#)

