

CREATIVE  [SOCIAL
MEDIA
COLLAB]

A creative collaboration for your social media?

Do you want **success** and **engagement**
with your target audience to build a
growing and loyal community?

Creativity is a **key** element for
success on social media.

N°1: The number one element contributing to success on social media is the quality of the content.

By **creating** an **emotional** bond, it effectively and sustainably engages your target audience.

We achieve this by producing
quality content

Relevant

Attractive

Original

Memorable

Who is it for?

For any **company, brand, product, or public figure**, regardless of their goals, who **wants to stand out and increase their visibility** on social media.

What?

Collaborate with a creative agency and
grow together

We provide a distinctive creative & strategic collaboration in the market that will skyrocket your social media presence through high-quality content creation!

1.Strategy

We provide a **strategic plan** for your social media that includes an **audit stage** to evaluate, improve, and ensure the best possible results.

2.Creation

High-quality creative production from an agency. Elevate your social media content to the TOP: Relevant, impactful, strong, beautiful, unforgettable ...

Bonus: "To success"

The **more you grow** your
community, the **less you pay!**

The social media creative solution for
your brand, product, company!

★
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1. The strategy for your social media.

After conducting an audit, we provide a diagnosis along with optimization recommendations. Based on this, we develop a comprehensive strategy and present you with a range of creative concepts tailored to your content.

Social Audit

We begin with an in-depth assessment of your social media presence. We analyze your channels, configurations, audience, and content.

Social Strategy

We create a customized social media strategy aligned with your brand and product. This includes identifying the channels to invest in, optimizing setups, and devising a content identity plan.

Creative Strategy

Our creative strategy complements the social strategy. It involves brainstorming sessions to generate a series of concepts and creative ideas for realization and production.

600€/ * One time

The audit is essential to start an effective collaboration. A one-time affordable investment, to define the basis of success.

2. Our tailored solution provides a customizable approach for your content production on social networks, allowing you to select precisely what you need.

For each creative concept validated, a budget is established and validated for the client. A budget per "creative theme" and not per unit or per post. Ask & Consult our THE RATECARD

Design

Studio graphic design

- Graphic identity
- Visuals prod.
- Adapting formats

Photography & Video

Photo and video shoots tailored with style to your target audience and strategy.

- Photography
- Video
- Casting
- Places

Animation

Animation design studio

From animated .gif to 3D and cartoons.

Copywriting

Content writing:

- Publications, Posts
- Blog articles & pages, news
- Headlines, slogans
- Keywords, hashtags

An **advantageous collaboration** with percentage-based reductions for successful outcomes by tagging the agency in posts.

@TAG & SAVE €

By tagging @theadagency in all your collaborative publications, you can enjoy increasing percentage reductions on your monthly bill, ranging from -2.5% to -85%, based on the size of your community (subscriber volume). Please refer to the provided [table for the percentage](#) reduction applicable from the start of your collaboration with the agency."

+Optional: classic services for social networks. –Social media planning

Social media planning

Planning of content and publications on social networks. A rate based on the content themes to be produced & the number of social media. (Insta, Facebook, Tik-Tok, Youtube, Linkedin, Snap, Pinterest...)

Community

Gestion "community management" interaction & engagement avec la communauté. Un tarif selon le nombre de social média. (Insta, Facebook, Tik-Tok, Youtube, Linkedin, Snap, Pinterest ...)

Paid campaign

Management & media planning and execution of paid social media campaigns on social networks (Meta - Insta, Facebook, Tik-Tok, Youtube, Linkedin, Snap, Pinterest ...)

Ready to join the **creative** side of the force?
Submit your **#Collab** application.



CONTACT

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ANNEXES

Success on social networks

Success on social networks can be determined by a number of factors:

1. **The quality of the content:** social network users appreciate interesting, relevant and high-quality content. Visual and creative content can attract users' attention and encourage them to interact with the brand or product.
1. **Content relevance:** publications must be relevant to the audience and their interests. Publications must be targeted and personalised in order to arouse the interest of the audience.

Success on social networks

3. **Frequency of publication:** a regular and consistent presence on social networks is essential to maintain user engagement and attention
4. Audience interaction: it's important to engage and communicate with your audience on social networks. Responding to comments, asking questions, organising competitions or polls can all help to encourage user interaction and participation.
5. Promoting content: promoting publications on social networks can increase the visibility and reach of your brand or product.
6. Using the right tools: using the right tools to plan, manage and analyse your presence on social networks can make it easier to manage your social strategy and increase the effectiveness of your campaign.

In short, success on social networks depends on quality, relevance, regularity and interaction with the audience, as well as the use of appropriate tools for effective management.

Success on social networks

At the top of the global social media audience

- Instagram - @instagram (454 millions d'abonnés)
- TikTok - @tiktok (371 millions d'abonnés)
- Cristiano Ronaldo - @cristiano (315 millions d'abonnés)
- The Rock - @therock (269 millions d'abonnés)
- Kylie Jenner - @kyliejenner (249 millions d'abonnés)
- Kim Kardashian - @kimkardashian (229 millions d'abonnés)
- Lionel Messi - @leomessi (214 millions d'abonnés)
- Beyoncé - @beyonce (194 millions d'abonnés)
- Selena Gomez - @selenagomez (186 millions d'abonnés)
- Neymar Jr. - @neymarjr (169 millions d'abonnés)

*Accounts with the most followers on social networks in May 2023

Sources:

- According to a study by BuzzSumo, visual and interactive content (such as videos, infographics and lists) generates the most engagement on social networks.
- A study conducted by Sprout Social showed that the quality of content was the number one factor in engagement on social networks for brands, followed by the relevance of the content to the target audience.
- A study by Hootsuite found that brands that publish quality content on social networks are more likely to gain the trust of consumers and encourage them to buy their products or services.

As part of the #collab
with the agency:
Percentages of
reduction
to your volume
of subscribers,
applicable to your
monthly billing
with the agency.

Volume d'abonnés de > à		% Réduction
1 000	5 000	2,5%
5 000	10 000	5,0%
10 000	20 000	7,5%
20 000	40 000	10,0%
40 000	80 000	15,0%
80 000	160 000	20,0%
160 000	320 000	25,0%
320 000	640 000	30,0%
640 000	1 280 000	35,0%
1 280 000	2 560 000	40,0%
2 560 000	5 120 000	45,0%
5 120 000	10 240 000	50,0%
10 240 000	20 480 000	55,0%
20 480 000	40 960 000	60,0%
81 920 000	163 840 000	65,0%
163 840 000	327 680 000	70,0%
327 680 000	655 360 000	75,0%
655 360 000	1 310 720 000	80,0%
Plus de 1,5 milliards >		85,0%