

SERVICES & PRICING GUIDE

Where craft meets connection.



speakeasy **SOCIALS**
A NOT-SO-UNDERGROUND COLLAB BY NICXLE & INNOVATIVE MARKETING

WE'RE A SOCIAL MEDIA AGENCY FOR PEOPLE WHO ARE TIRED OF SOCIAL MEDIA AGENCIES.

IF YOUR BRAND WERE A DRINK, WE'D MAKE IT TOP SHELF. NOT BECAUSE WE'RE FANCY, BUT BECAUSE WE KNOW THE DIFFERENCE BETWEEN WHAT LOOKS GOOD AND WHAT WORKS WELL.





INTRODUCTION

A not-so-underground collab by Nicxle & Innovative Marketing

Creating content that actually converts takes more than just scheduling posts and hoping for the best. In a world where everyone's fighting for attention, true digital presence requires more than just showing up - it demands craft, precision, and insider knowledge. That's where we come in.

Speakeasy Socials represents a destination for those "in the know" - a place where strategic marketing meets creative storytelling, and where every social campaign is crafted with precision.

Think expert management, elevated engagement, and visibility that puts your brand exactly where it belongs—at the top shelf of your industry.





CONSIDER US YOUR PERFECT MATCH

You know what you need: someone who gets social media, gets your brand, and gets results. That's us. We bring 30 years of combined expertise to the table - not just watching trends, but cracking the code on what makes social media actually work.

Think less "corporate agency," more "strategic partner who knows their stuff." We create the kind of content that stops scrollers in their tracks, pair it with strategy that converts, and manage it all so seamlessly you'll wonder why you didn't find us sooner. From content that captures attention to ads that actually reach the right people, we handle everything with the precision of experts and the creativity of innovators.



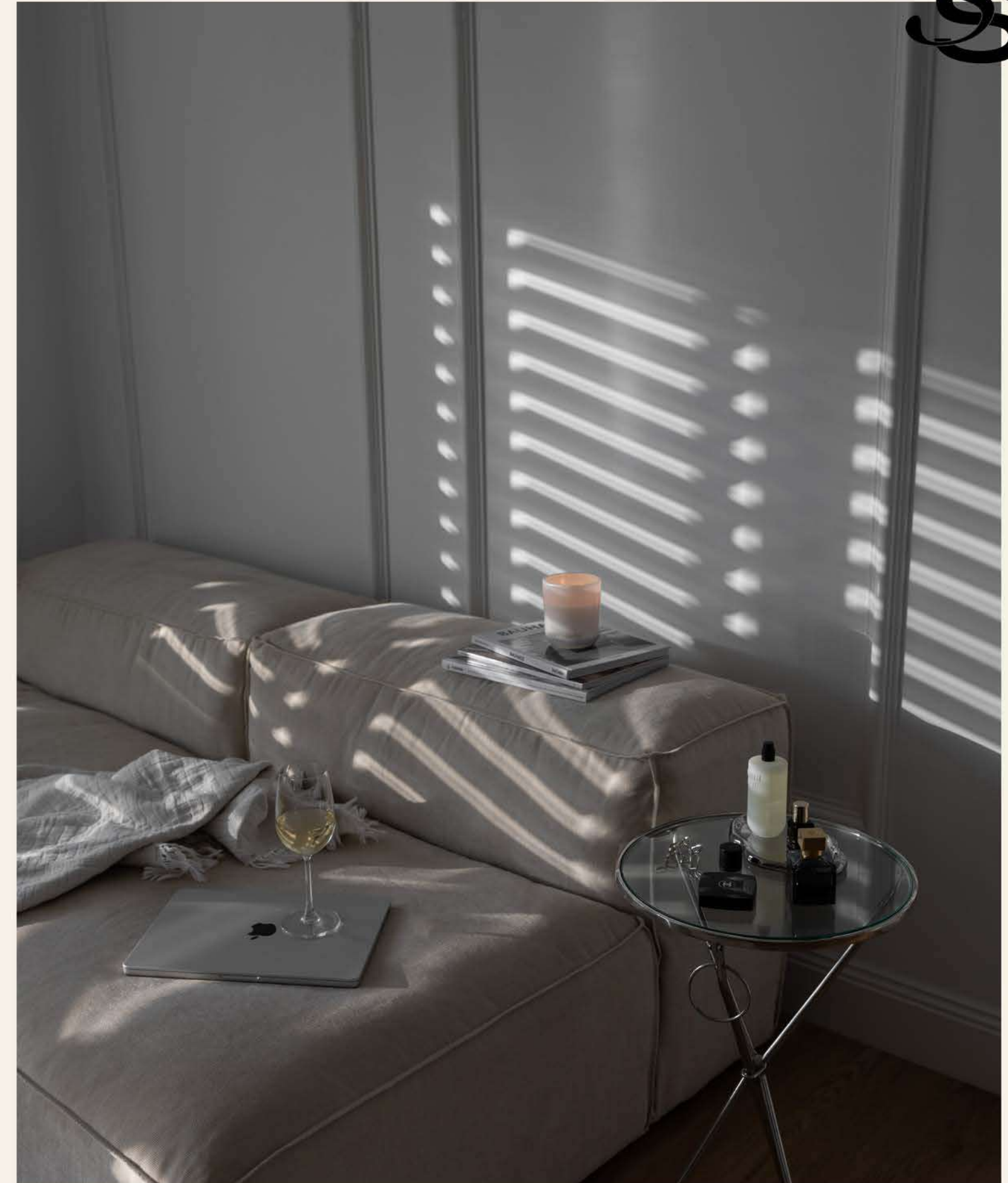
MARKETING CHANNELS



ELEVATED EXPERIENCE

Every client receives exclusive access to our Collaboration Calendar (\$100 monthly value):

- Real-time content previews and approval
- Seamless team communication
- Mobile-friendly notifications
- Content export capabilities
- Campaign tracking and insights



SERVICES

Designed Graphics, Proofed Copy, and Relevant Hashtags in a variety of formats such as - Reels, Carousels, Clumps, Albums, Videos, Stories etc. Full or short video clips to be supplied (Zoomsphere) for editing: we will add your logo + background music.

the social tasting

SAMPLE OUR EXPERTISE

Comprehensive social media audit
(Facebook/Instagram/GBP Listing)
Platform optimization
Hashtag strategy

\$497
one-time

menu add-ons

The Perfect Garnish - Pinterest, LinkedIn, & YouTube
The Double Shot - Extra content slots
The Private Collection - Extra strategy session

The Limited Edition - 4-Week Meta Sponsored Campaign (once-off)
The Golden Pour - Three-Tier Meta-Sponsored Ads (suggested annually)



the house special

OUR EVERYDAY ESSENTIAL



Inclusion of our social tasting package (monthly)

Annual Strategy
Quarterly 45-minute strategy session
Up to 4X Posts Monthly (one per week)
Copywriting services
Analytics review & recommendations (annually)
Regular weekly engagement with your followers

\$999
monthly

3x Facebook Group Shares (weekly)
Engagement + Shares into business Facebook Group Weekly

the perfect blend

OUR PREMIUM POUR



Inclusion of our social tasting package (monthly)

Annual Strategy
Quarterly 45-minute strategy session
Up to 8X Posts Monthly (two per week) + Bio link
Copywriting services
Analytics review & recommendations (bi-annual)
Regular weekly engagement with your followers

\$1799
monthly

6x Facebook Group Shares (weekly)
Engagement + Shares into business Facebook Group Weekly

the vintage reserve

FULL SERVICE LUXURY



Inclusion of our social tasting package (monthly)

Annual Strategy
Quarterly 45-minute strategy session
Up to 12X Posts Monthly (three per week) + Bio link
Copywriting services
Analytics review & recommendations (quarterly)
Regular weekly engagement with your followers

\$1999
monthly

9x Facebook Group Shares (weekly)
Engagement + Shares into business Facebook Group Weekly

While we make every effort to ensure timely posting there may be occasional overlap between posts due to varying completion times.

Our social media management offers a diverse range of engaging content to keep your audience engaged.



THE PROCESS

Welcome to a seamless, stress-free approach to social media. We take the guesswork (and the grunt work) out of managing your brand's digital presence—so you can focus on running your business while we make sure your brand stands out. From strategic setup to ongoing optimization, we handle every detail with precision, creativity, and a results-driven approach.



STEP 1

Welcome & Initial Setup

- **Kick-off Meeting:** We'll start with a brief meeting to outline your goals and expectations.
- **Gather Information:** You'll provide us with essential details such as social media logins, brand guidelines, and any specific content requests.
- **Collaborative Calendar & Chat Access:** We'll set up your personalized online marketing calendar for seamless collaboration and approvals.

STEP 2

Strategy Development

- **Marketing Strategy:** Within the first two weeks, we'll develop a tailored marketing strategy to align with your business objectives.
- **Customised Design Aesthetic:** Approval process
- **Content Planning:** We'll schedule posts and campaigns in advance, ensuring alignment with your promotional calendar.

STEP 3

Implementation & Engagement

- **Profile Optimization:** We'll ensure all your social media profiles are fully optimized and consistent with your brand identity.
- **Content Creation:** Our team will create engaging and relevant content, including posts, videos, and stories.
- **Regular Updates:** You'll receive regular updates on performance and progress, including reporting.

STEP 4

Ongoing Support & Communication

- **Real-Time Feedback:** Use our collaborative tools to provide feedback and approvals quickly.
- **Continuous Improvement:** We'll analyze analytics and make data-driven adjustments to enhance your social media presence.
- **Dedicated Support:** Our team is always available to assist with any questions or special requests.



MEET THE TEAM

Our company is proudly woman-owned and operated, driven by a vibrant team of creative trailblazers. We're not your typical agency founders who accidentally stumbled into social media. We're two industry insiders who saw through the BS of traditional marketing and decided to build something better.

NICOLE HARDENBURG CO-FOUNDER

Nicole is a dynamic force in the world of strategic branding and web design. As the driving force behind Nicxle Creative Studio, she transforms complex ideas into captivating brands that attract dream clients & drive real results. A lifelong learner with a Master's in Programme Evaluation and a degree in Psychology Honours, Nicole doesn't just understand marketing - she understands what makes people take action.

Her passion for technology and design led her to create solutions that not only meet but exceed client expectations. Nicole's mission is clear: to turn brands from overlooked to booked out. Her approach combines strategy and design to take your brand from invisible to inevitable.



CLAUDIA SHERRIN CO-FOUNDER

Claudia is an accomplished marketing guru with a rich background in integrated marketing and campaign management. With a flair for creativity she brings a unique blend of passion and expertise to the table.

Her background in Fashion/Apparel Design taught her how to catch eyes. Years of campaign management and her entrepreneurial spirit taught her how to keep them.

Claudia knows great marketing is about making an impact. She's built a reputation as a leader in crafting compelling content, managing online platforms, and executing digital campaigns that convert. Her strategic approach ensures brands own their space. Her personal touch turns audiences into loyal communities and brands into industry standouts.





WONDERING ABOUT
your next steps?

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