



# PROJECT PROPOSAL

**Social Media Management**

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# STUDIO SUMMARY

## About Me

RubyGraz Design Studio is a small business dedicated to offering personalised and accessible design solutions to meet the unique needs of each client. Created out of a passion for visual storytelling and an eye for detail, I provide services across graphic design, web design, branding, illustration, social media, merchandise and any other professional touchpoints you may require.

I work closely with clients to bring their vision to life and elevate their digital presence within their field to catalyse growth and have the marks of an industry leader. By leveraging years of experience and a deep understanding of design principles, I create work that is not only aesthetically appealing but designed with strategy at the forefront to drive results through a unique connection with your target audience. Ensuring a lasting impression from potential to returning customers and business.

I have 5+ years of varied professional industry experience, designing for Monash University, in the Equity, Diversity and Inclusion Sector, and other smaller businesses before dedicating my energy to my own business. With a Bachelor of Communication Design (BA) and on-the-job marketing experience I possess the knowledge, skills and passion to take your organisation to the next level.

# PROFESSIONAL VALUE

## Why should I invest in my social media?

With professional social media management, on-trend and unique content, builds brand recognition with impact. It's a marker of how well your target audience and potential clientele recall your organisation. Brand recognition through strategy-driven social media:

- Increases positive digital marketing and word of mouth
- Improves customer loyalty
- Has higher advertising effectiveness on customers
- Lowers feelings of price sensitivity
- Improves engagement
- Increases applicants that want to work for your business

Social media by RubyGraz is an investment in the longevity of your business, making sure it's working hard to show your audience exactly why they need you.

## Additional benefits of social media management

Establishing a strong social media presence is one of the most powerful tools a business can use to grow in today's competitive landscape. Social media isn't just about posting content, it's about telling your brand's story, creating consistent touchpoints, and building a community of engaged stakeholders.

For many business owners, however, finding the time to plan, create, and maintain a consistent and strategic social media presence can be overwhelming. That's where professional social media management becomes invaluable. Free up time to focus on running your business or work-life balance, knowing that your online presence is in expert hands.

With my background in design, marketing, and audience engagement, I

# CASE STUDIES

ensure your brand is not only seen but remembered. I help build a loyal following that reflects your brand identity, drives traffic, and strengthens customer relationships, ultimately supporting long-term business growth and success.

## Case Studies with clients

The success of these case studies relies largely on the goals of each client. For instance AGA Australia, a bespoke oven company never engaged in paid promotion on social media and despite this managed 30,000 views most months (it has since closed down due to international restructuring). Sneaky Cat Pickleball being a new business (est. June 25) has ran numerous paid promotions to push their offerings using content I created. All paid promotions ran through Meta have generated, positive leads in their CTAs (call-to-actions). For example, one boosted post, garnered 20 member sign ups (main CTA) 68 website visitors and 23 new followers.

### Sneaky Cat Pickleball

Social media created in June 2025 and managed ever since (alongside the owner)

#### INSTAGRAM



#### FACEBOOK

**Sneaky Cat Pickleball**  
461 followers • 67 following

### AGA Australia

Managed solely from April 2024 - Sept 2025

#### INSTAGRAM



#### FACEBOOK

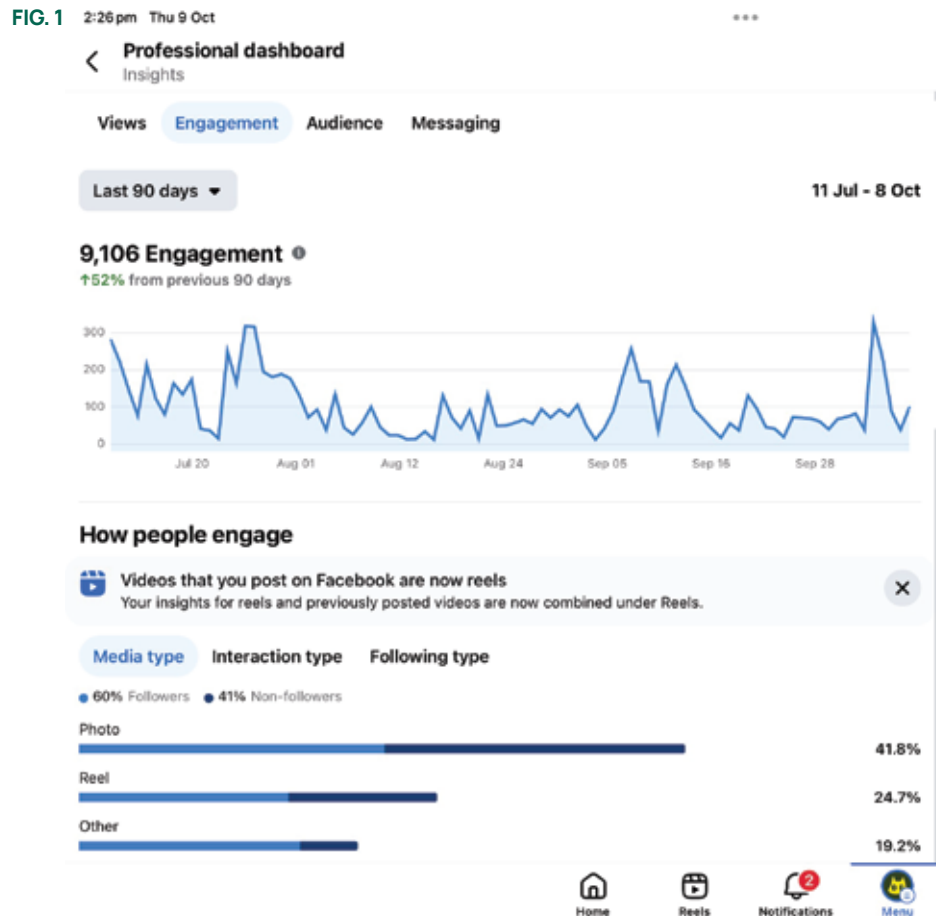
**AGA Rayburn Australia**  
7.2K followers • 81 following

# CASE STUDY - FACEBOOK

## Deeper look at a current client's Facebook Engagement

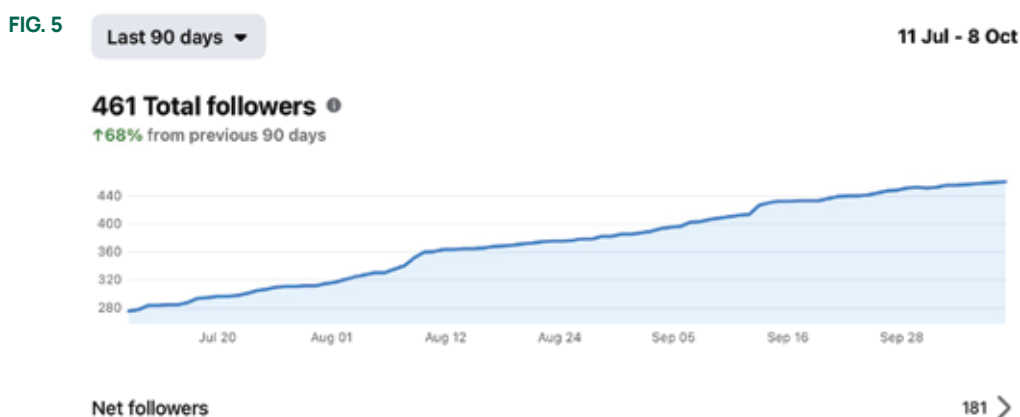
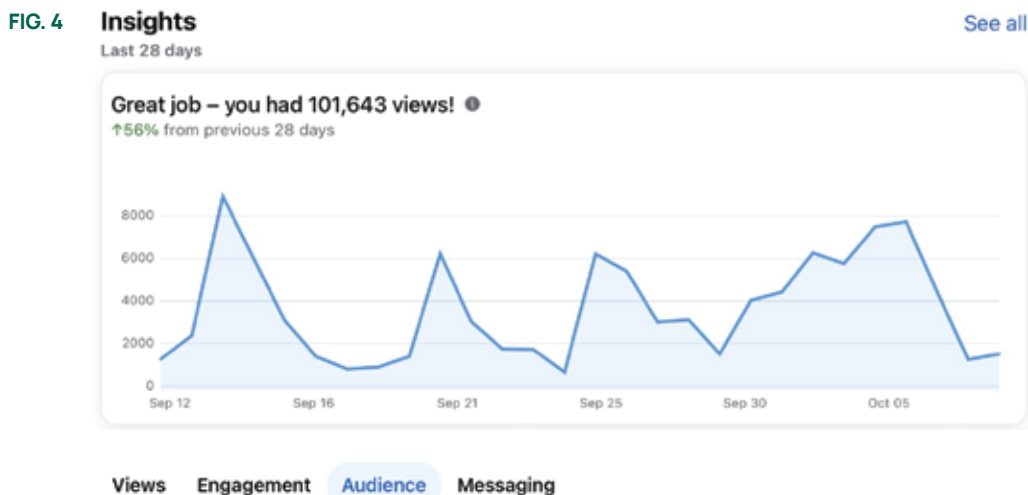
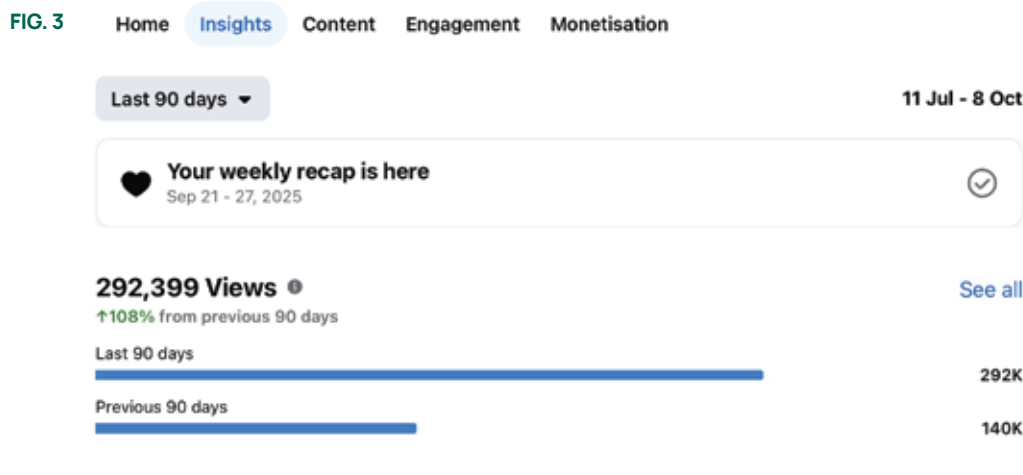
In the past 90 days Sneaky Cat's Facebook page alone has gathered 9,000+ non-unique interactions; including shares, reactions, comments and replies (see Fig. 1). Just over three quarters of these interactions are organic, while one quarter accounts for paid promotion (see Fig. 2)

When we consider their total followers on Facebook (see Fig. 5), they are performing above their means which is an ode to the overall marketing and social media strategy and of course the paid promotion, which indirectly improves their algorithmic standing.



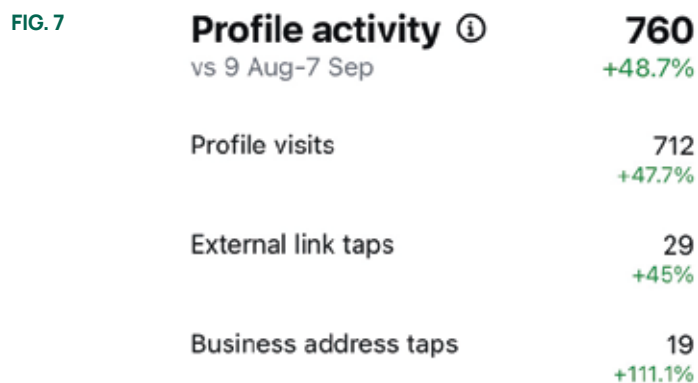
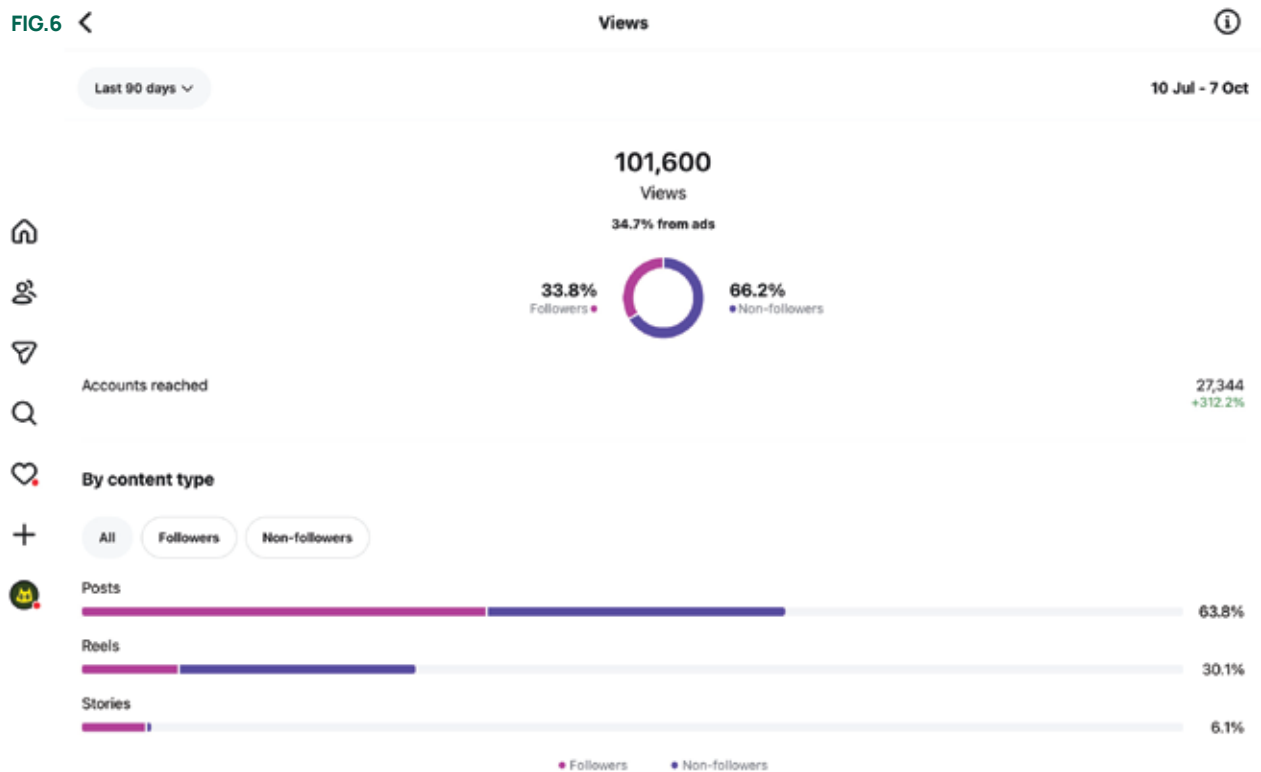
# CASE STUDY - FACEBOOK

In the past 90 days Sneaky Cat's Facebook page alone has gathered nearly 300,000 views (see Fig 3) this includes paid promotion and organic views. Around 100,000 of these views can be attributed to the previous month (see Fig. 4), indicating steady growth and month-to-month consistency.



# CASE STUDY - INSTAGRAM

The last 90 days for Sneaky Cat's Instagram has gathered 100,000+ views. Their Instagram and Facebook have slightly different audience age-groups, which may account for some of the platform to platform disparity. More likely however - sharing our posts in relevant local & sports Facebook groups has been improving the engagement significantly.





# CONTENT CREATION - REELS



## Reel creation for Sneaky Cat Pickleball

As part of a brand awareness campaign for Sneaky Cat Pickleball my duties included

- concepting a video for Instagram
- storyboarding the shots
- filming (excluding shots I was in),
- scripting and recording the voice over
- selecting a relevant trending audio
- writing the caption
- directing the cover image

Posted in collaboration with a local page that has 10k+ followers to reach a new and local audience, this post was successful in meeting Sneaky Cat's goal to strengthen awareness and encourage new players to book in (and comments were left expressing intentions to do so)

This casual approach to advertising; (ensuring people do not feel like they're being sold something) as well as connecting to the audience with targeted storytelling creates a video people want to engage with rather than scroll away.

## See the reel here

Instagram:

[https://www.instagram.com/reel/DNFiTh3J4Rg/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/reel/DNFiTh3J4Rg/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)



# CONTENT CREATION - REELS



## Reel creation for AGA Australia

As part of an education awareness campaign for AGA Australia's products my duties included

- filming and editing
- captioning
- selecting the cover image
- scheduling post for optimised views
- employment social media codes & conventions for maximised engagement

Using the “wait for the reveal” trend to improve performance, with 33k views on Instagram and 1.5M+ views on Facebook.

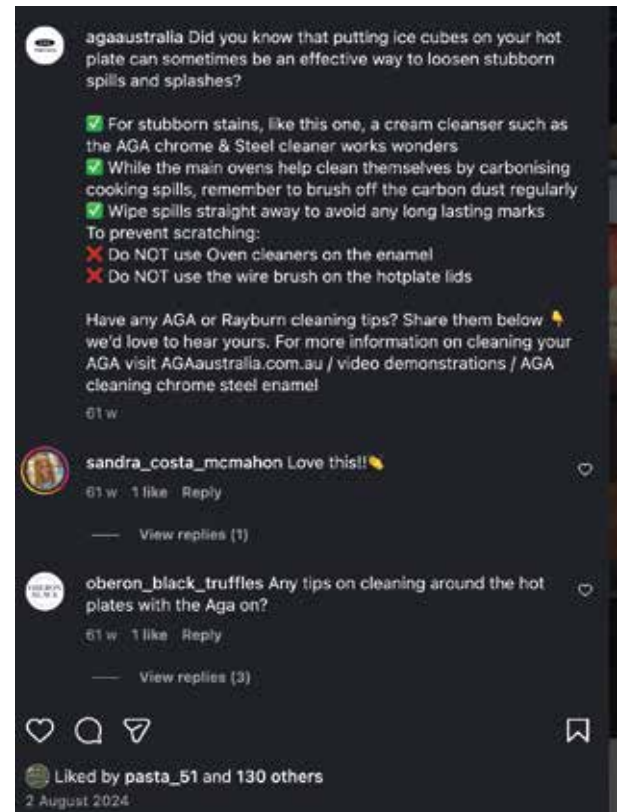
## See the videos here

Instagram:

[https://www.instagram.com/reel/C-KTY1shxWk/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/reel/C-KTY1shxWk/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)

Facebook:

<https://www.facebook.com/share/r/1BTzQgWNSP/>





# CONTENT CREATION - REELS

## Reel creation for AGA Australia

Using the “How to” trend to build educational awareness in the benefits of a partnered brand. As well utilising cross-promotion of the products in a natural and inspiring way (AGA cooker and the flat press). The caption is straight to the point so maintain attention.

## See the reel here

Instagram:

[https://www.instagram.com/reel/DE6777PTv0d/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/reel/DE6777PTv0d/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)



agaaustralia Ironclad's most sold out item, now stocked at AGA Australia.

The Ironclad Flat Press perfects summer steaks, charred veges and grilled cheese with unparalleled heat control using top-down and bottom-up cooking.

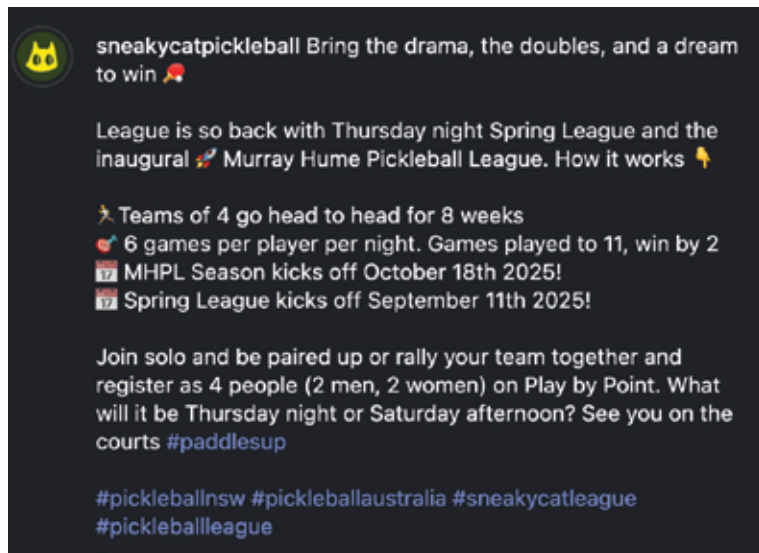
Coupled with the AGA cast-iron griddle, this is a powerhouse for grilled steaks.

The Flat Press Care Ritual is easy.

1. Wash Hand wash with warm water (no soap).
2. Dry Dry immediately with a cloth. Do not drip dry.
3. Oil Apply a light coat of oil or conditioning balm to both the iron and wood handle.
4. Done Ready for action, again and again!

37 w

# CONTENT CREATION - CAROUSELS

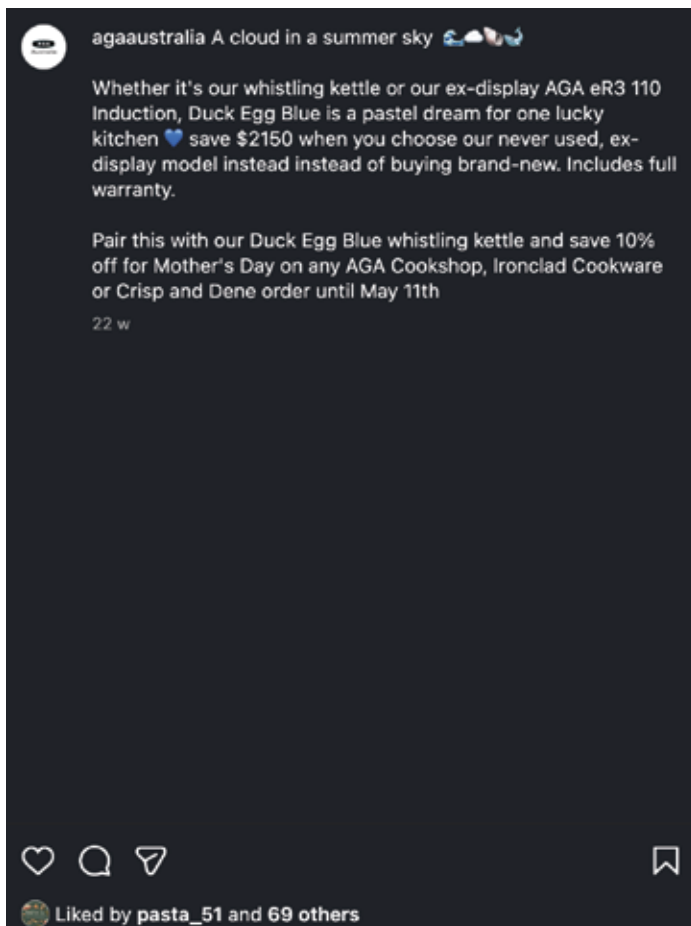


## Carousel for Sneaky Cat Pickleball to promote their League nights.

- Utilises client's branding effectively
- Fun and invigorating design to capture the joy of social sports
- Carousels are a great way to break down lots of information into a digestible format for the viewers
- By swiping to the next slide it increases the time spent viewing/interacting with the post which implies interest to the algorithm, helping push the content further



# CONTENT CREATION - CAROUSELS



## Carousel for AGA Australia

Using photos I took in their showroom I put together a simple carousel and caption.

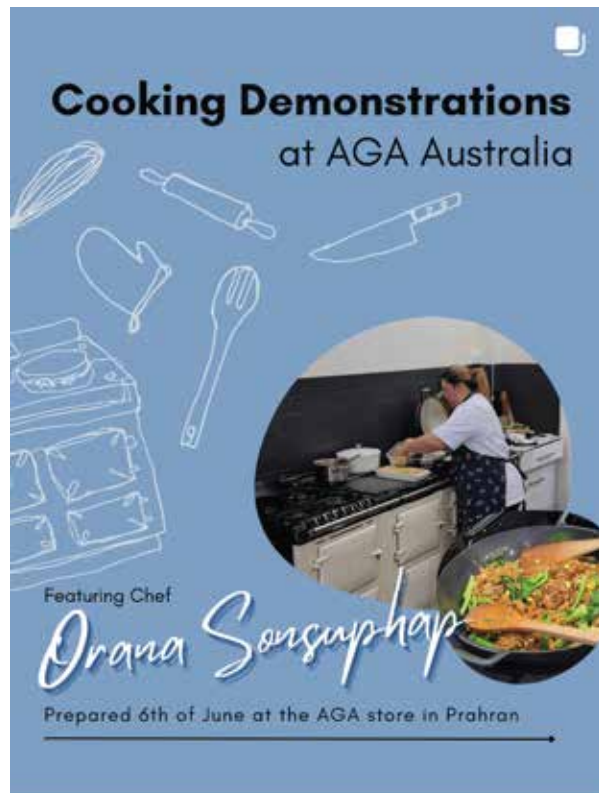
- Falling into the category of “inspiring and relaxing” content
- Adopting the brand tone to appeal to our target audience
- Naturally embedding sales information to avoid feeling pushy
- Falls under aesthetic content, utilising “golden hour” and a unified colour palette across the Instagram feed

# CONTENT CREATION - CAROUSELS

## Carousel for AGA Australia

This long form carousel brings the viewer on a step-by-step journey of a cooking demonstration, encouraging them to visualise the experience with a Call to Action to book the next one.

- Falling into the category of “swipe and read” content
- Caption encourages post engagement through the prompt to “comment to be added to the mailing list”
- Storytelling as a tactic
- Utilises branding elements, hierarchy and layering to feel professional and engaging



# CONTENT CREATION - CAROUSELS

Carousel to be read left to right, top to bottom (first image on page 14)

The first item on the menu was fresh & hot with the perfect balance of Umami flavour from the (vegan) fish sauce and heat from the red curry. Grilled on the hotplate using an AGA Cast Iron Griddle, they were eaten before you could blink!



Photograph of Thai Grilled Fish Cakes

"I fell in love with AGA when I lived in the UK. I didn't have one at home but there will always be close family friends that own Aga and they would invite me to cook. I have always cooked Thai food on the Aga. I had recently cooked for a client who owns an Aga as well."

Orana Sansukhap

The second starter was crispy tofu with vibrant greens and a hint of green chilli. Fresh and full of flavour!



Photograph of Tasting portion of Crunchy Tofu Salad

"Cooking has always been my passion. I love eating and I could never find a place where I've enjoyed the food more than cooking it myself. Making my own food has always satisfied me, and the people around me."

Orana Sansukhap

The Pad See Ew, meaning "stir fried soy sauce noodles" was incredible, with Chinese Broccoli, eggs and a touch of sugar, the noodles were perfectly caramelised and filling.



Photograph of Stir Fry Flat noodles

The main course was a Jungle style Chicken Green Curry packed with Thai eggplant, coconut cream and Chilli.




Photograph of Thai Green Curry

"When I'm cooking or creating recipes I get my inspiration from my grandma and my mum. They're such great cooks. Most of my curry secrets are from my mum and desserts will be from my grandma. It always makes me think of home when I cook."


Orana Sansukhap

Lastly, for dessert we were spoilt with Apple & Rhubarb crumble. Orana shared her technique for the perfect crumble (hint: it's in the crumb)



Photograph of Apple Rhubarb Crumble

**AGA**  
For your way of life



Want to attend?

Comment 'Amazing' to be added to our mailing list so you don't miss out on the next one!

# SERVICES

## 1. Strategy & Planning

- Initial consultation to understand brand goals, audience & voice
- Social media audit (if applicable)
- Platform-specific strategy (e.g. Instagram, Facebook, LinkedIn, etc.)
- Content pillars & posting schedule
- Competitor and trend analysis
- Hashtag research and implementation

## 2. Content Creation

- Custom-designed graphics (posts, carousels, stories, reels covers)
- Branded templates for ongoing use
- Caption writing (aligned with brand tone and strategy)
- Short-form video editing (Reels, TikToks, etc.)
- Copywriting for CTAs, engagement prompts, and storytelling
- Social media bios and profile optimisation

## 3. Management & Execution

- Scheduling and posting, using tools like Meta Suite in app scheduling (free) or third party scheduling apps financed by the client.
- Community management (responding to DMs/comments)
- Consistent visual branding across all platforms
- Monthly content calendar delivery

## 4. Reporting & Optimisation

- Monthly analytics reports (engagement, reach, follower growth)
- Insights and suggestions for improvement
- A/B testing graphics or formats to find what resonates

## Optional Add-Ons

- Highlight cover design
- Community management (responding to DMs/comments)
- Story templates (interactive polls, Q&As, countdowns)
- Launch graphics for products or events
- Email marketing integration (e.g. sharing posts/newsletters)
- Training sessions or handover guide for DIY content use



# PACKAGES & PRICING

My hourly rate is \$49, I am prepared to offer a reduced rate of \$45/hour, on account of Bendigo being a Community bank. If you have a budget in mind, please let me know. Clients have a choice of hourly work, for jobs as they appear (any design work at all) or monthly packages for a tailored plan.

## Smooth Socials

### PACKAGE 1

#### Monthly Package for Instagram & Facebook

Initial strategy document

Caption writing for all posts

Posting schedule

Posting approval process

Social media bio optimisation

Trend research for each platform

10 or more stories a month

4 Static Posts / Carosels

2 Reels

2 hours of community management

Smooth Socials for \$699 per month.

estimated 21 hours of work, save \$246

## Seamless Socials

### PACKAGE 2

#### Monthly Package for 2-3 Social Media Platforms

Initial strategy document

Caption writing for all posts

Posting schedule

Posting approval process

Social media bio optimisation & audit

Trend research for each platform

10 or more stories a month

8 Posts (format of your choosing)

3 hours of community management

Execute Meta Ads

5 (or fewer) Highlight Covers

Seamless Socials for \$899 per month.

estimated 30 hours of work, save \$451

## Not what you're after?

No worries! Let's chat about customising any of these packages. Additionally extras (see previous page) can be added for a flat rate of \$49. As a small business owner I understand what it's like to work within a budget so don't be afraid to reach out.

# CLIENT TESTIMONIALS

## Sneaky Cat Pickleball

Working with Ruby Graz Design to manage our social media has been a total game-changer. As a new business, the extra support Ruby has given us starting out made a huge difference and helped us hit the ground running.

In just 4 months, we've seen amazing engagement and real community growth. Ruby just gets our brand and makes everything look and feel so on point.

Couldn't ask for a better partner to help us grow online!

- Jenelle, Director





## Kind Society

Ruby has been absolutely amazing to work with. Her dedication and hard work have brought my vision for Kind Society to life in ways I never imagined possible. Her attention to detail and commitment to excellence are truly unparalleled. I am beyond grateful for everything she has done for me and my little family. I highly recommend Ruby to anyone looking to bring their dream project to reality. Thank you, Ruby!

- Abbey, Owner

# Ruby Graziano

Your *local* designer

 [studio@rubygrazdesign.com](mailto:studio@rubygrazdesign.com)  
 [@rubygraz.design](https://www.instagram.com/rubygraz.design)  
 0499 994 899  
 [rubygrazdesign.com](https://www.rubygrazdesign.com)

Website Design

Logo Redesign

Graphic Design

Design for Print Media

Brand Identities

Packaging

Social Media

Homepages

etc

## Thank you

Appreciate your time, should you have any questions please reach out via my details above. If you have a specific budget in mind for this project please let me know and we can scale deliverables to suit your needs.

All the best,



*rubygraz*  
DESIGN STUDIO