

thea.media

DONE-FOR-YOU SEARCH, SOCIAL & EMAIL MARKETING
for health, wellness & beauty brands.

We blend together great strategy, creative thinking and a long-term vision to achieve your best marketing results yet.

2024 packages & rates

We work with brands that make the world a happier, healthier, better place.

Ready for a marketing partner that cares about you, your results and our impact on the world? You're in the right place.

Having digital marketing in place that gets you more visibility, customers & money on the bottom line doesn't need to be stressful or time-consuming. You simply need to work with an expert partner who understands your industry and audience.



Experts across (& more):

Google

Instagram

∞ Meta



Pinterest

 **shopify** partner

klaviyo[™]

HI, MEET YOUR NEW MARKETING TEAM

We're a bit *different...*

Together with our hybrid team around Australia, we empower and enable health, wellness & beauty businesses to effortlessly:

- increase their bottom line
- generate more impact
- achieve work-life balance

Thea Media has your back when it comes to creating and running effective digital marketing campaigns that easily build on what serves you: your business profits, your impact on the world, your biggest goals.

We work with established, small businesses across Australia, generating long-term results like \$633,563 in bookings revenue in 2023 with a 6.73x Return On Ad Spend (that's for just one client!).

Your amazing business combined with our simplistic approach to multi channel marketing... Now THAT'S what we call a recipe for success!

WE DO THE MARKETING THING, SO YOU CAN DO YOUR THING.



HOW YOU CAN WORK WITH US

We create holistic strategies that actually work.

Search Marketing

Think SEO (Search Engine Optimisation) and Google Ads, where we get your business in front of the people which are actively searching for it online.

Social Marketing

We work across Instagram, Facebook, TikTok, LinkedIn & Pinterest, crafting organic social content calendars as well as managing Paid Advertising.

Email Marketing

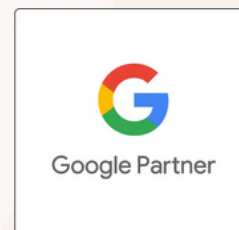
We can set up and manage your email marketing ongoing, crafting email strategies that cut through inboxes and generate \$ on auto-pilot.

GET TO THE TOP, QUICKLY

Google Ads

WE HELP SMALL BUSINESS OWNERS ACHIEVE
GROWTH WITH MORE EASE, TIME AND CONFIDENCE.

STARTING AT \$1,000 / MONTH
EXCLUSIVE OF GST



Our Google Ads support benefits businesses of all sizes by helping you expand to a wider audience and funnel traffic to your site, increasing conversions, leads, and sales.

Includes:

- Initial consult for strategy and goal setting
- Platform set-up (or audit of existing)
- Keyword research
- Campaign setup & creation of themed ad groups
- Ad copywriting and creation, including Ad Extensions
- Conversion & event set-up & tracking plus CRO
- 2x Weekly account check-ins (at minimum)
- Monthly performance report

IMPROVE YOUR VISIBILITY IN GOOGLE

Search Engine Optimisation

WE HELP SMALL BUSINESS OWNERS ACHIEVE
GROWTH WITH MORE EASE, TIME AND CONFIDENCE.

STARTING AT \$1,000 / MONTH
EXCLUSIVE OF GST

Having a website is just the first step, the next is being found online by your ideal audience. We ensure your website gets found! We're experts in optimising your website to be found by search engines (AKA Google).

Includes:

- Current SEO performance audit
- Keyword research & target page allocation
- On-page optimisation (i.e technical audit)
- Off-page optimisation (link-building)
- Local SEO optimisation (incl. GMB listing)
- Content creation & SEO copywriting for target pages
- Monthly rankings, competitor and analytics report



Chris 9:11 am
to me, Rebecca ▾

Thanks Lauren, we just love love love you work,

Thanks Kai

Whatever you girls are doing seems to be working. We have been insanely busy since starting back last week which is amazing.

This is amazing - thank you so much - it's crystal clear now and I love having something I can come back to every time I write a post!!!! 🙏



GROW & ENGAGE YOUR COMMUNITY

Social Media Management

WE HELP SMALL BUSINESS OWNERS ACHIEVE GROWTH WITH MORE EASE, TIME AND CONFIDENCE.

STARTING AT \$1,750 / MONTH
EXCLUSIVE OF GST

Ideal for those who value the power of consistent, strategic social media, but don't have the time or resources to manage it in-house. We create and roll-out your social media content with ease.

Includes:

- Social media audit and competitor review
- Organic social media strategy creation
- Content pillars & messaging testing
- All post/reel creation with your original content
- Caption writing and hashtag research
- Monthly draft calendar for review & your input
- Scheduling for auto-posting
- Ongoing testing & optimisation of content
- Monthly performance report
- Monthly strategy meeting together

AMPLIFY YOUR MESSAGING

Social Media Advertising

WE HELP SMALL BUSINESS OWNERS ACHIEVE GROWTH WITH MORE EASE, TIME AND CONFIDENCE.

STARTING AT \$1,750 / MONTH
EXCLUSIVE OF GST

Our Paid Social Ads support is right for you if you want to engage more of your target audience (new & existing) where they're hanging out and increase your brand awareness, ultimately driving traffic through to your website for more bookings or sales.

Includes:

- Platform selection in-line with your strategy
- Audience research/targeting
- Paid Ads strategy and funnel creation
- Ad creation, including all copywriting
- Campaign setup and management
- Ongoing audience and creative testing
- Weekly account check-in & optimisation
- Monthly performance report & recommendations
- Monthly strategy meeting together



ANDREW - CAKE IN A BOX

“The team aren’t afraid to roll up their sleeves to get the job done.”

“All of the deep digital marketing, SEO and technical knowledge you'd expect from a big digital marketing firm but with the understanding, patience and care of a trusted partner. Lauren's strategies have allowed our business to steadily grow with a mixture of Google, FB/Instagram and Email marketing with healthy returns. The team aren't afraid to roll up their sleeves to get the job done, helping us implement multiple website improvements and customer engagement processes as well. If you trust in your own brand and product, then I would (and have) highly recommend dash. to help you reach your true potential in the marketplace.”

OWN YOUR AUDIENCE DATA

Email Marketing

WE HELP SMALL BUSINESS OWNERS ACHIEVE
GROWTH WITH MORE EASE, TIME AND CONFIDENCE.

SET-UP FROM \$2,500
EXCLUSIVE OF GST

MGMT FROM \$500 / MONTH
EXCLUSIVE OF GST

No matter your business type, email marketing is a powerful tool to have working for your business. Capturing first-party data, you are able to engage subscribers who are actively interested in your brand. With smart automations in play, you can book and sell on auto-pilot at any time of the day.

Set-up Includes:

- Automation and audience mapping
- Flow and campaign template creation
- Basic segmentation

Monthly Management Includes:

- Campaign planning and strategy
- Email design and development
- Campaign deployment
- Analytics and reporting
- Continual optimisation & testing

INTRODUCING...

Savvy Marketing Packages

DONE-FOR-YOU DIGITAL MARKETING THAT TAKES THE GUESSWORK OUT OF "WHERE THE HECK DO I START?"

With multi-channel digital marketing comes the confusion of where to begin.

"Do I start on Google?"

"How do I split my investment efficiently across both?"

"How do I get the most bang for my buck with my digital marketing strategy?"

We offer standalone digital marketing services for health, wellness and beauty brands but we've taken all the good bits and created two client-coveted services that will amplify your brand across your search and social media marketing.

Because healthy marketing shouldn't be hard





Search Savvy

Want to double your business revenue but you're not sure how to do it? Do you shudder when you hear the terms SEO and Google Ads?

What if we told you we can tailor SEO and Google Ads to your budget and business goals so you can get found online and increase your conversions this year with real results? It's *not* too good to be true.

Combines tailored SEO & Google Ads

STARTING AT \$2,000 / MONTH



Social Savvy

A social media marketing service that takes health, wellness and beauty brands from invisible to impossible to ignore across the right platforms.

We take the stress of social media off your hands completely and wrangle your current strategy into a purposeful, connection-focused and scroll-stopping machine using organic and paid methods.

Combines tailored Organic & Paid Socials

STARTING AT \$3,000 / MONTH

Hey Kai (and Lauren)

Oh my GOSH – thank yu so much. I love the work you've done and I appreciate it so much.

Hey Lauren,

November was a great month! Very busy 🎉
I appreciate your work, and I'm so glad I don't need to even think about SEO anymore as I know I can trust you.

S

Btw, omg! It's been an amazing few weeks!! The ads are doing so well and signing loads of clients up



4:04 pm



Partnering with us includes:

Kick-off call

Minimal small talk, maximum discovery. We'll dive into your business goals, your most pressing headaches, and what your current marketing is doing (and not doing) for you. Sound exciting? Getting down to business FAST is our kind of fun.

Strategy

You'll learn to love road maps - because this one will start making you dollars AND sense. It's the internal big picture thinking BEFORE we take a single step and AFTER we audit your current presence to find all your low-hanging fruit and big opportunities.

Brand Familiarity

Quality, on brand visuals are half the battle. And we do them too. We get familiar with your brand and assets in order create aesthetically on-point collateral custom to channel - they not only attract your ideal client... they're aligned with your conversion strategy too.

Audience building

We go full FBI mode on the case of your audience. Based on in-depth audience research, we build out different personas and get in your customer's heads. Prepare to know everything about them (well, the relevant stuff).

Testing & optimisation

We never rest on our laurels, and constantly look to test our work and improve on outcomes. Ongoing management (we're in your account a creepy amount!) and ensuring your campaigns are peak performers is what we do.

Reporting

We LOVE data. You'll get a detailed report every month, breaking down all the nitty gritty. It's our monthly deep dive with you - and we'll talk you through every stat and acronym. During this monthly meeting, we get to reflect together and continue with future planning.



GRACE - HOLDING SPACE WITH GRACE

**“I could not recommend the team
and their services more!”**

Working with Thea has been one of the best investments to my business, my professional and my personal development. The team went above and beyond to not only facilitate growth across my social media channels but also to develop my social media aptitude along the way. I could not recommend the team and their services more!

Are you ready to grow with ease?

We tailor our services to suit your needs.

[BOOK A DISCOVERY CALL](#)

