VRIDEXA

Creative & Digital Growth Agency

Instagram · YouTube · Facebook Management

# Your brand, seen by the right people.

A complete, done-for-you plan to grow **Instagram**, **YouTube** and **Facebook** - from strategy and content to posting, ads and monthly reports.




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LET'S BE HONEST

# Posting is easy. Growing is not.

Most businesses we talk to are already on social media - but the page doesn't bring customers. Do any of these sound familiar?

### Views are stuck
Posts get the same few likes, mostly from friends and family. Reach doesn't grow.

### No time to post regularly
Running the business comes first, so the page goes quiet for weeks.

### Content looks ordinary
Designs and videos don't match your brand, so people scroll past.

### Followers, but no sales
Nobody DMs, calls or visits. There's no clear path from post to customer.

### No idea what's working
No plan, no tracking - just guessing what to post next.

### Competitors look bigger
Similar businesses are getting the attention - and the customers - online.

### The good news: every one of these is fixable.
It isn't about posting more. It's about posting the **right content**, to the **right people**, with a **clear next step** for them to take. That's exactly what we manage for you.

## Every month without a plan costs you:

**Leads**
that go to a competitor instead

**Trust**
an inactive page looks like a closed shop

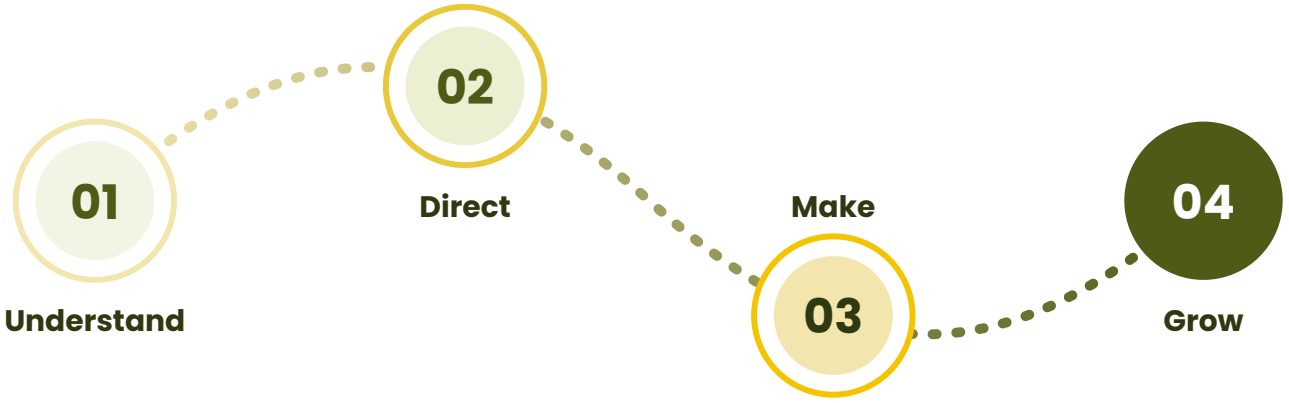
**Momentum**
growth compounds - the earlier you start, the better

*Your customers are already scrolling every day. The only question is - **are they seeing you, or your competitor?***

OUR APPROACH

# One team. End to end. You focus on the business.

We handle the full cycle on all three platforms - so you never have to think “what do we post today?” again.




**Understand**
Your business, customers, competitors and goals. We audit your current pages.

**Direct**
Content pillars, brand look & voice, and a monthly content calendar.

**Make**
Posts, reels, videos, thumbnails, captions - designed and edited in-house.

**Grow**
Posting, ads, engagement, and tracking - then we improve every month.

## What “end-to-end” really means

- Profile setup & optimisation on all 3 platforms
- Content strategy & monthly calendar
- Graphic design, reels & video editing
- Scripts, captions, hashtags & SEO titles
- Scheduling & posting at the best times
- Comment & DM handling (as agreed)
- Paid ads setup & management
- Monthly report with clear next steps

**Your time needed: about 1 hour a month.** One planning call, quick approvals on WhatsApp, and occasional raw footage from you. We do the rest.

**3**
platforms, one consistent brand

**1**
team - no juggling freelancers

**0**
guesswork - every post has a purpose

PLATFORM 01

# Instagram

Goal: Reach + Enquiries

Instagram is your **shop window**. When someone hears your name, this is where they check if you're real, active and worth trusting.

### Where most pages fall short

- Bio doesn't say what you do or how to contact you
- Random posts with no theme or style
- Few or no reels - so almost no new reach
- Stories rarely used, highlights empty
- DMs and comments answered late

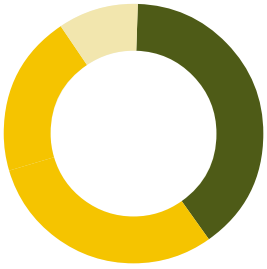
### How we fix it

- Clear bio, link, highlights & a strong first impression
- A consistent look - your feed starts to feel like a brand
- Hook-first reels built to be watched & shared
- Daily-feel stories: offers, polls, behind the scenes
- Every post ends with a clear action: DM, call, visit

## What you get every month (quantity planned as per your goals)

- Reels
- Posts / Carousels
- Stories
- Ad campaign

## Content mix we follow



- 40% **Value** - tips, how-tos, FAQs
- 20% **Offers** - products, deals, launches
- 30% **Trust** - reviews, results, team
- 10% **Trends** - fun, relatable, timely

### What you can expect

A professional, active profile from month 1 · steady growth in reach and profile visits · more DMs and enquiries as reels and ads start working.

### What we track for you every month

Reach · Profile visits · Reel views · Saves & shares · Follower growth · DMs received · Link clicks

PLATFORM 02

# YouTube

Goal: Authority + Search traffic

YouTube is the **second-biggest search engine**. A good video keeps bringing in viewers for months - it works for you even while you sleep.

## Where most channels fall short

- Thumbnails that don't get clicked
- Titles with no searchable keywords
- Slow starts - viewers leave in the first 10 seconds
- No Shorts, so the channel never gets discovered
- Uploads stop after a few weeks

## How we fix it

- Bold, click-worthy thumbnails (our speciality)
- Keyword research for titles, descriptions & tags
- Scripts with strong hooks & tight editing
- Shorts from every long video for extra reach
- Fixed upload schedule + channel banner & playlists

## What you get every month (quantity planned as per your goals)

- Long videos
- Shorts
- Custom thumbnails
- SEO on every upload

## How one video becomes many

**1 Long** video → **3 Shorts** for YouTube, **3 Reels** for Instagram, **Clips** for Facebook → **More reach, same effort** — Your one shoot fills all 3 platforms

## What you can expect

A channel that looks premium · videos that show up in search · better click-through on thumbnails · a growing library that keeps bringing in viewers month after month.

## What we track for you every month

Views · Watch time · Click-through rate · Subscribers gained · Avg. view duration · Search traffic · Shorts views

PLATFORM 03

# Facebook

Goal: Local leads + Ads

Facebook is still where a huge, ready-to-buy audience spends time - especially for **local businesses**. It's also the engine behind Meta ads for both Facebook and Instagram.

### Where most pages fall short

- Page info outdated - wrong hours, no phone, no reviews
- Instagram posts copied over without changes
- “Boost post” button used - money spent, no leads
- No pixel or tracking, so ads can't improve
- Messages and comments left unanswered

### How we fix it

- Complete page setup: info, CTA button, reviews, services
- Posts adapted for Facebook's audience & format
- Proper Meta Ads campaigns aimed at real leads
- Pixel, lead forms & WhatsApp click-to-chat setup
- Fast replies with saved responses & auto-messages

## What you get every month (quantity planned as per your goals)

- Posts
- Video / Reels
- Ad campaigns
- Ad testing

## Our lead funnel

**SEE – Reels & video ads reach new local people**

**TRUST – Reviews, results, behind the scenes**

**ACT – Lead form / WhatsApp / Call**

### What you can expect

Ad money spent on real enquiries, not just likes · a trusted, complete business page · a steady flow of calls, WhatsApp chats and form leads you can track.

### What we track for you every month

Leads · Cost per lead · Page likes · Reach · Messages · Calls · Ad spend vs results

THE FIRST 90 DAYS

# A clear plan. No guesswork.

You'll always know what we're doing, why, and what's next.

Month 1 — Month 2 — Month 3

Build

### Set the foundation

- Full audit of your 3 pages
- Competitor & audience research
- Profile makeover & brand kit
- Content calendar goes live

Test

### Find what works

- Try different hooks & formats
- Launch first ad campaigns
- Study what your audience loves
- Double down on winners

Scale

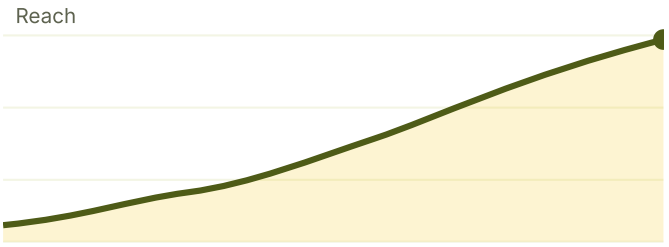
### Grow faster

- More of the top-performing content
- Scale ads that bring leads
- Collabs & trend content
- Plan for the next quarter

## Your monthly report - simple and honest

Every month you get one easy report. No confusing jargon - just what happened and what we'll do next.

**Sample report view** — Illustration only




- Reach & impressions
- Followers & subscribers gained
- Engagement (likes, shares, saves)
- Leads: DMs, calls, forms
- Ad spend vs results
- Top 3 posts & why they worked

**Monthly call**
Review & plan together

**WhatsApp group**
Quick approvals & updates

**You own everything**
All accounts & files stay yours

WHY VRIDEXA

# Strategy, content, design & growth – under one roof.

Most businesses juggle a designer, an editor and an ads person. With us, it's one team that knows your brand inside out.

| | Doing it yourself | Freelancers | VRIDEXA |
|---|---|---|---|
| **Strategy & calendar** | × | Sometimes | ✓ Included |
| **Design + video + thumbnails** | Basic | Different people | ✓ One team |
| **All 3 platforms managed** | × | Rarely | ✓ Yes |
| **Ads + tracking** | Boost button | Extra cost | ✓ Set up properly |
| **Monthly reports** | × | × | ✓ Every month |
| **Your time needed** | 10+ hrs/week | Lots of follow-up | ~1 hr/month |

**Available 24/7**
Quick replies

**No long lock-in**
Month-to-month

**Growth-focused**
Leads over likes

PLANS

# Pick the plan that fits your goal

All plans include strategy, design, posting and a monthly report. Final price depends on your niche, content volume and quality level - we discuss it after we agree on the plan. Ad spend is paid directly to Meta / Google and is separate.

Starter

## Custom pricing

Get active & look professional

- Instagram + Facebook
- Posts & reels
- Regular stories
- Profile setup
- Monthly report

MOST POPULAR

Growth

## Custom pricing

Full end-to-end on all 3

- **Instagram + YouTube + Facebook**
- Reels, posts & stories
- YouTube videos + Shorts
- Thumbnails & SEO
- Meta ads management
- Comment & DM handling
- Monthly call + report

Dominate

## Custom pricing

For brands ready to lead

- Everything in Growth
- Higher content volume
- More YouTube videos
- Influencer collabs
- Google / YouTube ads
- Landing page support
- Weekly updates

### Start with a FREE Social Media Audit

We'll review your Instagram, YouTube & Facebook and share **3 quick fixes** you can use right away - whether you work with us or not. We take on a limited number of new brands each month to keep quality high.

## Getting started takes 3 simple steps

1. **Free audit call**
   20 minutes, no pressure
2. **Pick your plan**
   We share your custom strategy
3. **We go live**
   First content within 7 days

## Ready to grow? Let's talk this week.

Reply to this message or reach us directly - we'll book your free audit.


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