



EASE TECHNICAL CONSULTING

# social media

## SERVICE PACKAGES

BRISBANE, QLD, AUSTRALIA

EASETECHNICAL.COM.AU

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### FACEBOOK & INSTAGRAM

Consistent content, scheduled and managed for you.

### TIKTOK

Short-form video, scripted, edited, and posted.

### LINKEDIN

Thought leadership and lead generation done right.

### SOCIAL MEDIA AUDIT

Know exactly what's working — and what's not.

### PROFILE OPTIMISATION

First impressions that actually convert.

### META ADS

Paid campaigns that reach the right people.



## WE'RE EASE TECHNICAL CONSULTING

We're the team you actually wanted.

Most small businesses end up managing three or four different vendors for tech and marketing — and none of them talk to each other. Something breaks, nobody knows whose problem it is. A campaign needs a landing page, and suddenly you're the one coordinating between your developer and your marketer.

We fix that.

**Ease Technical Consulting** is a Brisbane-based team covering IT, websites, social media, email marketing, accounting, systems, and public relations. One team across all of it. Things get done, you stay in the loop, and nothing falls through the cracks.

We make it simple, fast, and efficient. So you can get back to running your business — *with ease*.

# who we are

# about our service

## YOUR SOCIAL MEDIA, HANDLED.

Most businesses post when they remember to — and stop when it gets too hard. **Ease Technical Consulting** takes social media off your plate completely.

We manage your content, your consistency, and your community across the platforms that matter most to your business. You stay focused on what you do best. We handle the rest.

Whether you need one platform or four, we build around what your business actually needs right now.

The logo for Ease Technical Consulting, featuring the word "ease" in a lowercase, rounded, orange font.

# our process



## STEP 1

### YOU TELL US WHAT YOU NEED

Fill in our short questionnaire. Tell us about your business, your goals, and what's not working. No lengthy briefs or video calls required.

## STEP 2

### WE SCOPE AND CONFIRM

We come back with a clear proposal — what's included, the timeline, and the price. Everything confirmed in writing before work starts.

## STEP 3

### WE GET TO WORK

Work is delivered in stages with your approval at each step. Nothing goes live without your sign-off.

## STEP 4

### YOU STAY IN THE LOOP

Regular updates, monthly reports where applicable, and a direct line to your Ease contact throughout.

# Social Media Management

*Facebook · Instagram · TikTok · LinkedIn · Ads*

Content created, scheduled, and managed for you — so your platforms stay active without taking up your week.

CHOOSE YOUR PLAN



# facebook & instagram

Plan	Content / Month	What's Included	Starts at
<b>Basic</b>	~12 posts + ~8 stories	Content creation, captions, calendar, scheduling	A\$ 500/mo
<b>Growth</b>	~16 posts + ~12 stories + ~8 reels	Everything in Basic + community management, monthly report	A\$ 800/mo
<b>Ease Boost</b>	~16 posts + ~12 stories + ~8 reels	Everything in Growth + ad strategy, creatives, campaign setup, monitoring, ad report	A\$ 1,300/mo

## WHAT WE NEED FROM YOU

- Admin access to your Facebook and Instagram through Meta Business Suite
- Brand assets — logo, colours, fonts
- Monthly brief on upcoming promotions or news
- Raw footage for Reels (phone footage is fine)
- Approval on content calendar before scheduling

## CHOOSE YOUR PLAN

# tiktok



Plan	Video / Month	What's Included	Starts at
<b>Basic</b>	~8 videos	Video editing, captions, calendar, scheduling	A\$ 600/mo
<b>Growth</b>	~12 videos	Everything in Basic + scriptwriting, community management, monthly report	A\$ 1,000/mo
<b>Ease Boost</b>	~12 videos	Everything in Growth + ad strategy, video ad creatives, campaign setup, weekly monitoring, monthly ad report	A\$ 1,600/mo

### WHAT WE NEED FROM YOU

- Access to your TikTok account
- Raw footage sent fortnightly (phone footage is fine)
- Brand assets — logo, colours, fonts
- Monthly brief on upcoming promotions or news
- Approval on content calendar before scheduling

CHOOSE YOUR PLAN



# linkedin - personal account

Plan	Posts / Month	What's Included	Starts at
<b>Basic</b>	~8 posts	Posts written in your voice, content strategy, scheduling	A\$ 500/mo
<b>Growth</b>	~12 posts	Everything in Basic + community management, monthly report	A\$ 750/mo
<b>Ease Authority</b>	~12 posts + 2 newsletter editions	Everything in Growth + LinkedIn newsletter (2 editions/mo), deeper community management	A\$ 1,200/mo

## WHAT WE NEED FROM YOU

- Access to your LinkedIn profile
- A voice and tone brief or existing content to reference
- Monthly brief on topics, achievements, or news worth posting
- Approval on posts before scheduling

CHOOSE YOUR PLAN



# linkedin - company page

Plan	Posts / Month	What's Included	Starts at
<b>Basic</b>	~8 posts	Posts written in your voice, content strategy, scheduling	A\$ 400/mo
<b>Growth</b>	~12 posts + weekly newsletter	Everything in Basic + community management, monthly report	A\$ 650/mo
<b>Ease Boost</b>	~12 posts + weekly newsletter	Everything in Growth + ad strategy, creatives, campaign setup, weekly monitoring, monthly ad report	A\$ 1,100/mo

## WHAT WE NEED FROM YOU

- Access to your LinkedIn profile
- A voice and tone brief or existing content to reference
- Monthly brief on topics, achievements, or news worth posting
- Approval on posts before scheduling

## CHOOSE YOUR PLAN

# social media audit

A clear picture of where your social media stands — what's working, what isn't, and a prioritised plan to move it forward.

Platforms	Starts at	Timeline
1 platform	A\$ 380	2-3 business days
2 platforms	A\$ 600	2-3 business days
3 platforms	A\$ 850	3-5 business days
4 platforms	A\$ 1,100	3-5 business days
All 5 platforms	A\$ 1,350	5-7 business days
Google Business Profile (only or add-on)	A\$ 250	2-3 business days

## EVERY AUDIT INCLUDES

- Profile & presence
- Content performance
- Engagement & growth
- Missed opportunities
- Cross-platform consistency
- 90-day growth plan

## WHAT WE NEED FROM YOU

- Confirmation of which platforms to include
- A brief on your business goals and what feels like it isn't working
- Access to platforms where applicable

## CHOOSE YOUR PLAN

# profile optimisation

A good starting point before ongoing management — your profiles cleaned up, optimised, and ready so you can show up confidently.

Platforms	Starts at	Timeline
Per platform	A\$ 150	3-5 business days
2 platforms	A\$ 270	3-5 business days
3+ platforms	A\$ 380	5-7 business days
Audit + optimisation	A\$ 500	5-7 business days

## EVERY OPTIMISATION INCLUDES

- Bio rewrite
- Branded cover image
- Link-in-bio setup
- Highlights covers
- First pinned post
- Platform SEO

## WHAT WE NEED FROM YOU

- Admin access to the platforms being optimised
- Brand assets — logo, colours, fonts
- Preferred links for link-in-bio
- Profile photo or guidance on which existing photo to use

CHOOSE YOUR PLAN

# meta ads



Meta Ads Campaign	
<b>Ad sets</b>	at least 2
<b>Creatives</b>	3 per ad set; at least 6 (video-first, mix of supplied and sourced assets)
<b>What's Included</b>	Strategy, audience research, campaign setup, testing, optimisation, creative refresh, weekly update, monthly report
<b>Minimum term</b>	3 months
<b>Ad spend</b>	\$10-\$20 AUD daily minimum; Paid directly to Meta — not included in Ease's fee
<b>Starts at</b>	A\$ 1,000/mo

## WHAT WE NEED FROM YOU

- Brand assets — logo, colours, fonts
- Raw footage or photos where possible
- Brief on your goals, target audience, and offer
- Ad budget confirmed before campaign launch

# what else we do

Social media is one part of what **Ease Technical Consulting** handles.

If your business needs support beyond this, we're set up for that too.



## ONGOING SUPPORT PLANS

Get things done without the overhead. Hourly, weekly, or monthly plans that cover all services.

## IT & SYSTEMS MANAGEMENT

Setup, monitoring, security, 365/Google Admin, and 24/7 critical response.

## SYSTEMS & OPERATIONS SETUP

Run smoother with your CRM, automations, and SOPs set up and connected.

## ACCOUNTING & BOOKKEEPING

Know your numbers. Xero reconciliation, BAS, payroll, P&L, and cash flow forecasting.

## WEBSITE DESIGN & DEVELOPMENT

A site that works as hard as you do, built on Wix, Squarespace, WordPress, or Webflow.

## APP DEVELOPMENT

Your idea built into a working product — iOS, Android, or web, scoped and delivered to brief.

## PUBLIC RELATIONS

Grow your media presence with releases written, distributed, and tracked monthly.

## EMAIL MARKETING

Campaigns written, designed, and sent monthly to nurture your audience.

[SEE ALL OUR PACKAGES](#)

# why choose ease



## WHAT WORKING WITH EASE LOOKS LIKE:

- ✓ One team across multiple disciplines — no juggling separate vendors
- ✓ Clear proposals before any work starts — no bill shock
- ✓ Your approval at every stage — nothing goes live without sign-off
- ✓ Direct contact with the person doing the work — not an account manager
- ✓ No lock-in contracts — stay because the work is good, not because you're tied in
- ✓ Based in Brisbane, working across Australia

We're built for small businesses that want things done properly without the overhead of a large agency.



LET'S TALK!

ready to get  
started?

Tell us what you need and we'll come back with a clear scope and price.

Website: [easetechnical.com.au](https://easetechnical.com.au)

Point of Contact: **Emma Sciberras** | Executive Director

Email address: [emma@easetechnical.com.au](mailto:emma@easetechnical.com.au)