



your  coastalconnection

Copywriting • Social Media • Public Relations • Blogging

Your Coastal Connection offers digital communications and copywriting services to small business and not-for-profit organisations. I connect you, and the world with your story.

Your Coastal Connection creates engaging words and identifies tactical approaches that help tell your story, set you apart from your competitors and connect with your customers. Whether you're just starting out, or looking for a communications makeover contact Your Coastal Connection for a chat.

PACKAGES

Your Coastal Connection communications packages include

- a phone consult • comprehensive research covering your industry, competitors and trends • clever and creative copywriting
- a focus on search engine optimisation for website and blog writing • tone and formatting guidelines for website writing
- navigation and site structure advice for website writing • typo-free and grammatically correct proof-reading • 2 rounds of edits.
- 2 - 3 weeks on average to complete your draft • Additional pages can be added to any package (400 – 500 words) \$250 per page

The Shoreline Package

Home page (title, meta description and up to 400 words), **About page** (title, meta description and up to 400 words), **contact page** (title, meta description, intro, fields and thankyou / follow-up messages)

PLUS tone and content formatting guidelines, site navigation / map and structure advice, SEO friendly copywriting, professional proof reading and 2 rounds of edits.

\$999

The Riptide Package

Home page (title, meta description and up to 400 words), **About page** (title, meta description and up to 400 words), **Contact page** (title, meta description, intro, fields and thankyou / follow-up messages)

PLUS 3 additional pages of your choice, tone and content formatting guidelines, site navigation / map and structure advice, SEO friendly copywriting, professional proof reading and 2 rounds of edits.

\$1,699

The Breakers Package

Home page (title, meta description and up to 400 words), **About page** (title, meta description and up to 400 words), **Contact page** (title, meta description, intro, fields and thankyou / follow-up messages)

PLUS 5 additional pages of your choice, tone and content formatting guidelines, site navigation / map and structure advice, SEO friendly copywriting, professional proof reading and 2 rounds of edits.

\$1,999

The Ocean Package

Home page (title, meta description and up to 400 words), **About page** (title, meta description and up to 400 words), **Contact page** (title, meta description, intro, fields and thankyou / follow-up messages)

PLUS 10 additional pages of your choice, tone and content formatting guidelines, site navigation / map and structure advice, SEO friendly copywriting, professional proof reading and 2 rounds of edits.

\$2,499

Creativity can solve almost any problem

GEORGE LOIS

Communications and Content Strategies and Plans

Research, copywriting and content development for customised social media road / map and action lists for Linked In, Twitter, Google +and Facebook. This package also applies to traditional communications plans and strategies for blogging, media and PR tactics and campaigns.

Starting from \$1,000

Scoping and Positioning documents, Tender and Grant submissions, Annual Reports

Research and copywriting for scoping documents and submissions addressing selection criteria, community and industry expectations and standards, vision, values, history, current projects, partners, showcase projects, mandatory reporting, testimonials, future directions, call to actions and incorporating an authoritative and celebratory tone. Copy submission to include professional proof reading and 2 rounds of edits.

Starting from \$1,900

Media Releases

Copywriting and research for media release, media release template development for you to use, 20 minute phone consultation, 1 social media link message, 1 URL media release shortener link, and 2 revisions. 350 - 400 words.

\$250

Blog posts

SEO copywriting and content for a blog, featuring keyword and content research, back-links, 20 minute phone consultation, 1 social media link message, 1 URL media release shortener link and 2 revisions. Bulk blog packages available at \$1, 200 for a 6 pack of Blogs. From 700 – 1600 words.

From \$250

Newsletter and Brochures

Copywriting and research for punchy pieces to communicate your brand and deliver targeted calls to action. Based on 300 – 700 words per newsletter. Bulk packages available.

From \$250 – \$650

Social Media and Communications Content Coaching

4 hour consultation to provide you with personalised feedback about your current social media accounts and to set out a communications and content road map for your business. This package can also apply to coaching in traditional communications and PR messages and strategies.

\$350

No GST is charged in line with current Australian Taxation Office requirements.

Digital copywriting and content repurposing for web, newsletter, blog and social media content writing is \$95 p/h. Social media content creation workshops also available. POA. All information provided to Your Coastal Connection remains commercial in confidence.

In general, what is written must be easy to read and speak; which is the same

ARISTOTLE