PROPELLER

SAMPLE CREATED FOR A FICTIONAL BUSINESS

STARTER MARKETING PACKAGE

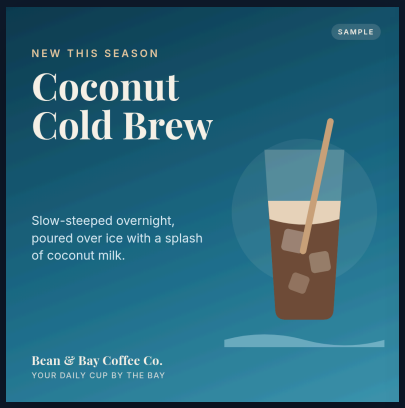
Starter package: *Sample work*

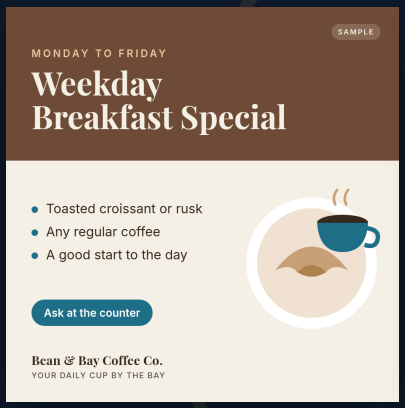
A short vertical promo each month, plus posts and a newsletter draft.

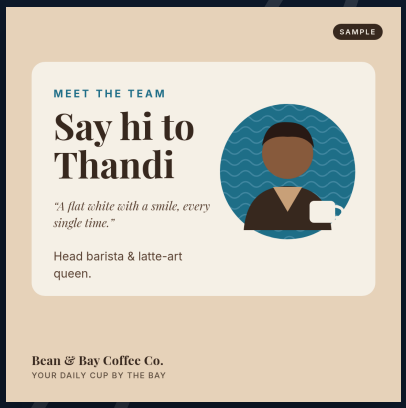
Shown for a sample client

Bean & Bay Coffee Co.

A fictional neighbourhood coffee shop in Durban. "Your daily cup by the bay"







Prepared by Propeller Marketing, Durban, South Africa

01 THE PACKAGE

What you get each month

Many entry-level packages priced between R2,000 and R3,500 a month are posts only. Each month you get one short promo video, four social posts and a newsletter draft. Nothing goes out until you approve it.

One short promo video

30 TO 60 SECONDS

A vertical video, captioned so it works with the sound off, finished with your branding. Made for Reels, TikTok, Shorts and WhatsApp Status.

Four social posts

ABOUT ONE A WEEK

Designed graphics with captions and hashtags for Instagram and Facebook, written in your voice and planned around what is happening in your business.

One newsletter draft

READY FOR YOU TO SEND

An email for your customer list, with a subject line, preview text and a clear call to action.

About this sample. To show you what the work looks like, we made a sample month for **Bean & Bay Coffee Co.**, a fictional neighbourhood coffee shop in Durban. The business, the team member and the offers in this document are made up. Your content would be built around your own business, products and customers.

1 VIDEO

4 POSTS

1 NEWSLETTER

Delivered every month, approved by you first.

02 PRICES

What it costs

You send phone footage and a logo. We plan the month around what is happening in your business.

One-off promo

R1,500

LAUNCH PRICE

A 30 to 60 second vertical video, captioned so it works with the sound off, finished with your logo, tagline and where to find you. You send phone footage, and we edit it.

Monthly starter package

R2,500

LAUNCH PRICE, MONTHLY

Each month you get one short promo video, four social posts and a newsletter draft, written for your business. The video is included. Nothing is posted or sent without your approval.

On-site filming

R500

OPTIONAL ADD-ON

We film at your business, instead of editing the clips you send.

Short on time

You send a few phone clips, or we film at your business for R500. A shot list tells you what to film. We make the video, the posts and the newsletter draft. You approve the work.

Tight on budget

A one-off promo is R1,500. The monthly starter package is R2,500. Both are launch prices. The monthly price includes the promo video.

Not sure it will pay off

You do not pay for a promo you will not post. You see everything first. Nothing is posted or sent without your approval.

You do not pay for a promo you will not post.

Two revision rounds are included on every promo. If after the second round you still do not want to post it, you are not billed for that promo. You need to send usable phone footage, or book on-site filming, and give revision notes within seven days of each cut. If you do not, the guarantee does not apply and the promo fee is due.

If on-site filming was booked, the R500 is still due. Approved posts and newsletter drafts on the monthly package are still billed.

WITH THE MONTHLY PACKAGE YOU ALSO GET

Café shot list

A one-page list of what to film this month on your phone.

WhatsApp Status cut

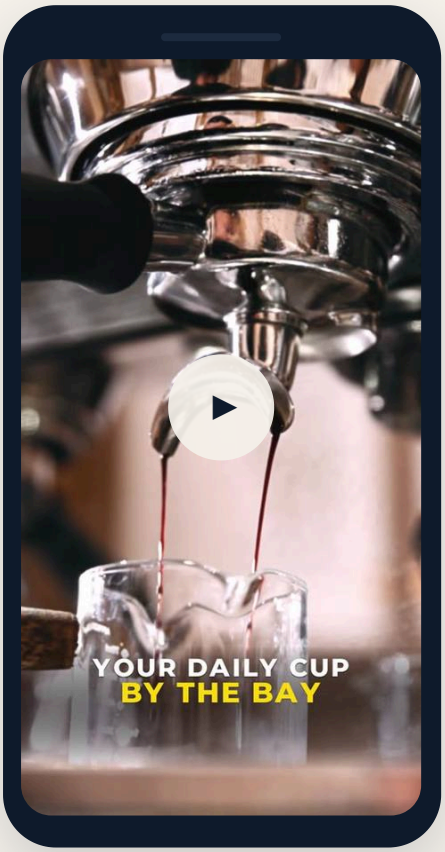
A 15-second cut of that month's promo, ready for WhatsApp Status.

Table-card review ask

Short copy for a counter or table card that asks a guest to leave a Google review.

Your daily cup by the bay

A 40 second vertical video that gives people a feel for Bean & Bay: fresh roasts, friendly faces behind the counter, and a reason to pop in this week.



WATCH THE SAMPLE

[need: video link]

THE IDEA

We open on beans tumbling from the roaster, cut to a barista pouring latte art, then a customer's first sip by the window. On-screen text calls out the weekday breakfast special and the new seasonal drink, before closing on the shop's logo and tagline.

THE STYLE

- **Vertical (9:16)**, made for phones: Reels, TikTok, Shorts and Status.
- **Captioned throughout**, so it works with the sound off.
- **Branded end card** with your logo, tagline and where to find you.

Opening

Fresh beans and the roaster, to set the scene

Middle

Baristas at work, the breakfast special and the seasonal drink

End card

Logo, tagline and a simple "Pop in this week"

Four posts for the month

Each post comes with a designed graphic, a caption written in your voice, and hashtags. Here is a mix we would plan for a coffee shop.



Post 1 · New seasonal drink

INSTAGRAM & FACEBOOK

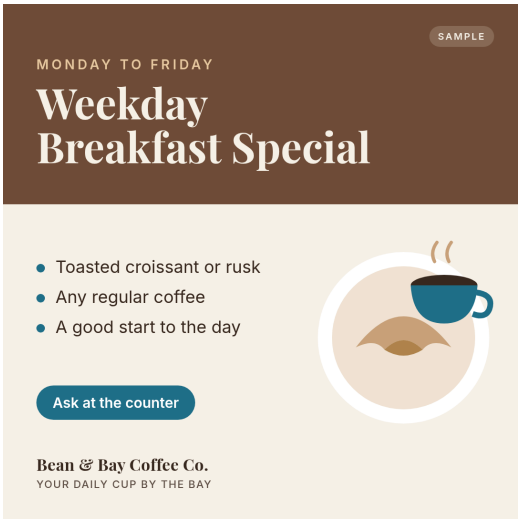
CAPTION

Summer in Durban calls for something cold. ☀️ Meet our new Coconut Cold Brew: slow-steeped overnight, poured over ice and finished with a splash of creamy coconut milk. Smooth, refreshing and only here for the season, so come try it while it lasts.

#BeanAndBay #DurbanCoffee #ColdBrew #SummerSips #DurbanEats #YourDailyCup

VISUAL

Deep ocean-blue background with a simple illustrated glass of iced cold brew. Bold headline "Coconut Cold Brew", one short line of description, and the Bean & Bay logo and tagline at the bottom.



Post 2 · Breakfast special

INSTAGRAM & FACEBOOK

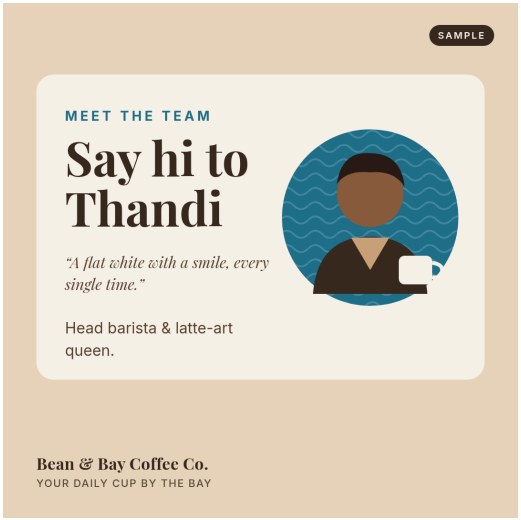
CAPTION

Mornings are better with breakfast sorted. 🥐 Our Weekday Breakfast Special pairs a toasted croissant or rusk with any regular coffee, Monday to Friday. Pop in on your way to work and start the day right. Ask at the counter for details.

#BeanAndBay #BreakfastSpecial #DurbanBreakfast #CoffeeAndCroissant #WeekdayTreat

VISUAL

Two-tone layout: coffee-brown header with the headline, cream lower half listing what's in the special. A clean illustration of a coffee cup and croissant on a plate, plus an "Ask at the counter" button.



Post 3 · Meet the barista

INSTAGRAM & FACEBOOK

CAPTION

Say hi to Thandi! 👋 She's our head barista, latte-art queen and the reason so many of you leave with a smile. Her go-to order? A flat white, "with a smile, every single time." Next time you're in, tell her we sent you.

#BeanAndBay #MeetTheTeam #DurbanBaristas #LatteArt #LocalCoffeeShop

VISUAL

Warm latte-coloured background with a cream card. An illustrated portrait (no real person) on an ocean-wave circle, a short quote in italics and the barista's role underneath.



Post 4 · Community & loyalty

INSTAGRAM & FACEBOOK

CAPTION

To everyone who makes Bean & Bay part of their day: thank you. 💙 Grab a Bay Loyalty Card next time you visit. You get one stamp per coffee, and your 10th cup is on us. Because our regulars deserve a little something back.

#BeanAndBay #LoyaltyCard #SupportLocal #DurbanCommunity #YourDailyCup

VISUAL

Rich espresso-brown background with a cream loyalty-card graphic showing coffee stamps filling up towards a blue "FREE" stamp, and the headline "Your 10th cup is on us".

Monthly newsletter draft

SUBJECT Something cool is brewing at Bean & Bay ☀️

PREVIEW A new summer drink, your weekday breakfast sorted, and a little thank-you for our regulars.

Bean & Bay Coffee Co.

YOUR DAILY CUP BY THE BAY

Hi there,

Summer has properly arrived by the bay, and we've been busy getting ready for it. Here's what's new at Bean & Bay this month.

New on the menu: Coconut Cold Brew

Our cold brew steeps slowly overnight, so it's smooth and never bitter. We pour it over ice and finish it with a splash of coconut milk. It's the perfect cool-down after a morning on the promenade, and it's only here for the season.

Breakfast, sorted

Running late? Our Weekday Breakfast Special has you covered, Monday to Friday. Pair a toasted croissant or rusk with any regular coffee and you're ready for the day. Just ask at the counter.

Meet the team: Thandi

If your flat white comes with a perfect leaf on top, you've probably met Thandi, our head barista. She's been perfecting her latte art, so ask her for a heart or a rosetta next time you're in.

A thank-you to our regulars

You make this place what it is. Grab a Bay Loyalty Card on your next visit: one stamp per coffee, and your 10th cup is on us.

Pop in this week and try the Coconut Cold Brew

See you soon,
The Bean & Bay team

P.S. Know someone who loves good coffee? Forward this email and spread the word.

How it works

You see everything first. Nothing is posted or sent without your approval.

1

We learn your business

A short chat about what you sell, who your customers are, and how you like to sound. Send a few phone clips and your logo, and we take it from there.

2

We create

Each month we plan and make your video, four social posts and a newsletter draft.

3

You approve before anything goes out

You see everything first. Ask for changes, sign off, and only then does it go out. Nothing is posted or sent without your approval.

GET IN TOUCH

If you would like a promo or a first month of work, chat on WhatsApp.

Chat on WhatsApp

[need: WhatsApp number]

Or email or call:

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All content in this document was created as a sample for Bean & Bay Coffee Co., a fictional business. Any resemblance to a real business or person is coincidental.