



Swink Social Co

Service & *Investment* Guide

Hello & *Welcome*



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A Note from Lezlie

Hi there,

I'm so glad you're here.

Whether you're looking for hands-on support or just need a strategic nudge in the right direction, my mission is to help interior designers grow their business through intentional, strategic content, without the overwhelm.

At Swink Social Co., we're not just about pushing content out into the void. We're about crafting a presence that feels like you and connects with the right people. Your success is my success, and I take that seriously. I'm not just another contractor—I'm a part of your team, and I'm in your corner.

Let's make social media feel a little less stressful and a lot more aligned.

Cheers,

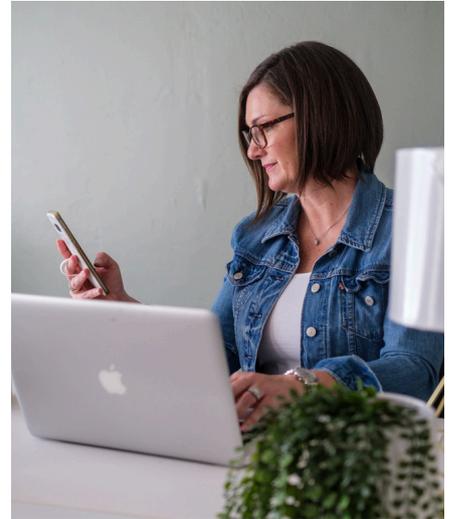
Lezlie Swink

Founder, Swink Social Co.

Our *Mission* And Values

Our Mission

To empower interior designers to captivate their audience, showcase their creativity, and grow their business through strategic, story-driven social media content.



Our Core Values

01.

Partnership

Your success is our success. We work with you—not just for you.



02.

Communication

Clear, timely updates so you're never left wondering.

03.

Quality

Every post is crafted with intention and aligned with your brand voice and goals.

Our *Services* Overview



Empowering Designers, Elevating Digital Presence

At Swink Social Co., we specialize in building thoughtful, strategy-driven social media content for interior designers and creative businesses. Every service we offer is designed to help you show up online with confidence, clarity, and consistency.

Here's a snapshot of the services we offer

01. Instagram/Facebook Management

At Swink Social Co., we specialize in building thoughtful, strategy-driven social media content for interior designers and creative businesses. Every service we offer is designed to help you show up online with confidence, clarity, and consistency. Whether you're ready to hand over your Instagram entirely, want to grow your brand on Pinterest, or just need a one-time strategy session—we're here to support you with services that feel aligned and effective.

021 Pinterest Management

Pinterest is more than inspiration—it's a powerful search engine that can drive traffic to your website long after a post goes live. Our Pinterest services are built to help interior designers boost visibility, grow their audience, and turn pins into inquiries. From one-time setups to full monthly management, we make sure your content gets seen by the right people.

03 Power Hours

Need clarity, direction, or a fresh perspective? These 60-minute strategy sessions are designed to tackle your biggest social media challenges and walk away with clear, actionable next steps.

Instagram/Facebook

Management

Investment Starts From: **\$799**

What You'll Get

- ✓ Strategic content planning
- ✓ Monthly content calendar
- ✓ Custom captions and curated visuals
- ✓ Reels video creation/editing
- ✓ Content scheduling (varies by package)
- ✓ Monthly analytics report
- ✓ Optional engagement support



Since working with Swink Social Co I understand my social media and where it will take my business and brand now and into the future. I have a strong presence that is growing with the right kind of following. I am also able to speak the language of social media with confidence because they have been so insightful through the whole process.

Juliane - Zahane Interiors

Here's How The Process Looks Like

01. Marketing Foundation

We kick things off with a deep dive into your brand—your goals, audience, and message—so we can create a content strategy that actually supports your business.

02. Monthly Planning

Each month, we develop a strategic content plan and calendar. We come to the call prepared with topic ideas and visual direction, so we're always one step ahead.

03. Review & Refine

You'll review the proposed plan during your monthly content planning call. We'll tweak as needed to make sure everything sounds and feels like you.

04. Creation & Curation

Once the plan is finalized, we write captions, design visuals, and edit Reels—all tailored to your brand voice and aesthetic.

05. Final Review

You'll review and approve content weekly before anything goes live. We'll take care of scheduling and implementation, depending on your service level.

Packages

Introduction

We believe in making your investment feel intentional and aligned. Below, you'll find a breakdown of our Instagram/Facebook Management packages - each designed to give you the level of support you need to grow your brand with clarity and consistency.

01. Basic Management

\$799/month

- Monthly content planning call
- 2–3 Instagram feed posts per week
- 1 Reel video per week
- Custom captions tailored to your brand
- Ideal for designers who want strategic support and done-for-you content



02. Premium Management

\$999/month

- Everything in Basic, plus:
- Content scheduling
- 5 hours of monthly engagement
- 1 custom Story graphic per week
- Monthly analytics report
- Perfect for brands ready to show up consistently with full implementation support

03. Ultimate Management

\$1399/month

- 3–5 Instagram feed posts per week
- 2 Reel videos per week
- 3 custom Story graphics per week
- 7 hours of monthly engagement
- Content planning, creation, and scheduling
- Best suited for designers who want a strong, visible presence with ongoing strategy and support



Add-On Packages



Pinterest Cross-Posting

PRICE:
\$50

- Optimize existing Instagram content for Pinterest
- Adjust image dimensions, captions, and links
- Maintain consistent branding across platforms

LinkedIn Cross-Posting

PRICE:
\$50

- Reformat Instagram content for a professional LinkedIn presence
- Caption editing for tone and platform fit
- Post scheduling and optimization

Google Business Cross-Posting

PRICE:
\$50

- Reuse Instagram content for Google My Business posts
- Includes minor adjustments for formatting and relevance
- Great for boosting local SEO and search visibility

Instagram Engagement Packages

PRICE:
\$250.00 – 10 hours/month
\$150.00 – 5 hours/month

- Reply to comments and monitor DMs
- Leave meaningful comments on ideal accounts
- Engage with relevant hashtags
- Track and report on engagement trends

ManyChat Management

PRICE:
\$50

- Set up automated workflows using ManyChat
- Optimize message sequences for conversions and client experience
- Ongoing management and updates to reflect current offers, changes, and seasonal campaigns
- Ideal for lead capture, DMs, and quiz/email opt-ins

Pinterest

Management

Investment Starts From: **\$899**

What You'll Get

- ✓ Custom Pinterest strategy tailored to your business goals
- ✓ SEO-rich board optimization and maintenance
- ✓ Branded pin templates or done-for-you weekly pinning
- ✓ Keyword research and Pinterest-specific SEO
- ✓ Monthly or quarterly performance insights
- ✓ Optional lead magnet and blog content integration



"I really appreciated that Lezlie took the time to dissect my Pinterest account and provide me with actionable tips in order for me to optimize my account. With Lezlie's sound advice and guidance, I feel more confident that once I implement the suggested changes, I'll be well on my way to obtaining the organic reach I've longed for. So helpful!"

Jan - Spirit & Feathers

Here's How The Process Looks Like

01. Discovery & Strategy

We begin with a deep dive into your brand, audience, and goals to craft a strategy that turns Pinterest into a traffic-driving machine for your business.

02. Profile Optimization

We audit (or create) your Pinterest profile, optimize your bio and boards, and build a clean foundation that supports SEO and saves your audience time.

03. Visual Creation

Whether we're creating branded pin templates or designing weekly content, we make sure your pins are polished, scroll-stopping, and aligned with your brand style.

04. Weekly or Monthly Implementation

Depending on your level of service, we handle weekly pinning, monthly blog integration, or provide you with templates and a strategy to manage it yourself.

05. Ongoing Optimization

With regular reporting and quarterly strategy calls (for full-service and above), we track what's working and refine your approach so your results keep growing.

Packages

Introduction

Pinterest works differently than social media—it's a long game that pays off. Below is a breakdown of our Pinterest Management packages, each designed to help you grow traffic, reach new audiences, and keep your content working for you long after it's published.

01. Pinterest Set Up

\$899

- Pinterest account setup or optimization
- Keyword research + SEO-rich board creation
- Custom branded pin templates
- Tailored Pinterest strategy aligned with your goals
- 1:1 strategy call to review setup and next steps
- Perfect for designers who want to manage Pinterest on their own—but with a solid foundation



02. Full Service Management

\$899/month

- Custom Pinterest strategy + onboarding call
- Weekly branded pin creation and scheduling
- SEO board optimization and maintenance
- Monthly analytics report
- Quarterly strategy calls
- Ideal for designers who want Pinterest to run consistently in the background—without lifting a finger

03. Ultimate Pinterest Management

(Custom Pricing)

- Everything in Full Service, plus:
- Lead magnet integration and/or monthly blog writing (client to publish)
- Custom proposal based on content volume and business goals
- Ongoing content planning support + optimization
- Best for designers ready to fully leverage Pinterest as a key traffic and marketing tool



Power Hour

One-on-One Strategy

Investment:

\$199

What You'll Get

- ✓ 60-minute 1:1 strategy session via Zoom
- ✓ Pre-call questionnaire to tailor the session
- ✓ Focused support on your biggest social media pain point
- ✓ Personalized guidance, ideas, and direction
- ✓ Recording + summary with clear next steps



"Within minutes of receiving my Swink Social Analysis I was able to jump on and make a few minor tweaks to my Instagram Bio and Facebook Page. I really appreciated how precise Lezlie was with giving me a few things I could implement right away. I have been posting consistently for over four years now. Having another set of eyes on my feed gave me the little tweaks I needed to really say what I mean and clarify my big picture messaging."

Megan Legg - Green Couch Design

Here's What The Process Looks Like

01. Book Your Session

Choose your preferred time and complete a short intake form so we know exactly what you're hoping to walk away with.

02. Deep Dive Call

During our 60-minute Zoom, we'll dig into your biggest social media challenge—whether it's content strategy, engagement issues, visibility, or something else.

03. Real-Time Strategy & Focused Support

You'll get actionable advice, fresh ideas, and expert insight customized to your brand and your goals, with zero fluff.

04. Summary + Action Plan

After the call, you'll receive a session recording and a short summary of key takeaways and next steps so you can take action with confidence.

05. Add-On Support (Optional)

Need extra accountability? Add a mini check-in or second session to keep the momentum going.

Are We A *Good Fit?*



We Are A Good Fit If

- ✓ You value open communication and timely collaboration.
- ✓ You understand that strategic content takes time and consistency to yield results.
- ✓ You're open to expert guidance and trust the process.
- ✓ You respect boundaries and timelines for content planning and revisions.
- ✓ You believe social media is an investment in your brand, not just a marketing checkbox.
- ✓ You're looking for a true partner, not just someone to "post for you."

We Are Not A Good Fit If

- ✗ You expect instant growth or viral results with no long-term strategy.
- ✗ You want the lowest price rather than the best outcome.
- ✗ You're unwilling to relinquish creative control or micromanage every detail.
- ✗ You can't commit to providing necessary feedback or content when requested.
- ✗ You see social media as a last-minute task, not a core part of your business.
- ✗ You're looking for a one-time service with no ongoing collaboration.

FAQ

01. How far in advance is content planned?

We typically plan content 4-weeks ahead to ensure quality and consistency. You'll have the opportunity to review and approve content before it's scheduled.

02. Do I need to provide content or visuals?

Yes, we collaborate with you to source imagery and videos, especially from your projects. If needed, we can guide you on what works best for each platform.

03. What if I need to make changes to the content?

One round of edits is included for each post. We ask that all edits be submitted by Sunday so your content can be finalized and scheduled the following Monday.

04. Can I switch between service tiers?

Absolutely. If you need to scale up or down based on workload or launch plans, just let us know—we're happy to adjust your package with 30 days' notice.

05. How do we communicate throughout the month?

Trello is our main hub for communication and collaboration. It's where you'll find your content calendar, leave feedback, and stay up to date on what's coming next. It keeps everything organized and in one place.



Ready to Hand Off Social Media with Confidence?

Let's make it official.

Click below to schedule your discovery call and take the first step toward a social media strategy that moves the needle.

[Schedule a Discovery Call](#)