

2024

**BUSY** *Bee*  
ORGANISERS

Packages  
&  
Services Guide



# Introduction

Hey, I'm Becky!

Queen Bee at Busy Bee Organisers.

Back in July 2020, I had a plan. A plan to offer a proactive, solution-based, complete business support service for heart-led entrepreneurs. And over the past couple of years, I've made it happen!

I am a qualified Journalist and Radio Producer, CRM Specialist and Marketing Professional. I also have 10 years of experience in Sales Management, and it is a combination of these skills and experiences that led me on my mission to create this business. Together with my awesome team, we've supported and empowered over 120 business owners, so they can spend more time in their zone of genius.

One of our missions is to make Tech Simple. There is no need to overcomplicate Processes and systems within an organisation, and we see this happen time and time again. We want to empower businesses so they have the right solutions and systems in place to go places and achieve amazing things. Whether that be email automation, Marketing Automation, Customer Management Solutions, or Business Management Software - we have you covered.

Systems - Strategy - Synergy - Streamline - Savings - Success.

Our other mission is to empower businesses with the BEST marketing solutions for them, so they can shine in front of their ideal client. We offer social media management services, strategy training and Email Marketing to get you seen and heard.

Over the next couple of pages, you will see all the different types of packages we offer.

Any questions do not hesitate to contact me

*Becky*



2024

**BUSY**  *Bee*  
SOCIALS

# Marketing Support

Helping you create a buzz about  
your business online



Social media and email marketing is THE best way to showcase what your business has to offer.

It's a surefire way to generate interest, build relationships, connect with potential customers and make more sales... all in a way that simply isn't possible by any other means.

Social media is in peoples' pockets 24/7. So, like it or not, you need to be a part of it!

**But for social media to be effective, it has to be tackled strategically. Because gone are the days when you could post to your feed, and the enquiries come rolling in.**

And this is where many business owners go wrong.

They don't plan. They don't strategise.

Instead, they end up panic posting when they find the time... just to tick the box that they've at least done SOMETHING... ANYTHING!

The result: Social media content that lacks focus, goals and substance! Content that falls flat.

**And that's where we come in!**

At Busy Bee Organisers, we have a wealth of resources, knowledge, experience and qualifications to arm you with the skills you need to confidently push forward with your social media and we will work alongside you on a 'DONE WITH YOU' basis.

OR

We'll take it off your hands and manage it for you, so you don't have to worry about a thing!

**Whichever option you choose, we'll eliminate the stress and get you visibility and results!**

**Here are the support packages we have on offer...**

**SOCIAL MEDIA**

# Social Media Review

Maximise your marketing with our Signature Social Media Audit. A 360-degree social media audit that will help you review and improve your marketing strategy.

Learn how to understand and optimise your socials so you can confidently create strategic content that attracts your ideal clients and converts them into paying clients every month.

We will carry out a thorough audit of one of your social channels and help you:

1. Optimise your bio/page information to help you attract your right-fit customer, so they know exactly who you are, what you do and how you can help their engagement, so you can get more eyes on your content
2. maximize your selling power through your social media by knowing how to create powerful content that sells
3. Have a clear content plan, knowing exactly what you should be posting and when to meet your sales goals
4. Perfect your branding so you have consistent visuals so clients can recognise your content when you post, and you are making the BEST first impression.

**£197**

---

**DONE WITH YOU MARKETING**

# 12 Month Marketing Strategy

A 12-month 1:1 mentoring package for Business Owners who want to get intentional with their marketing.

There is a difference between knowing it and doing it...

This 12-month package is specifically designed for women in business who need to get intentional with their marketing BUT who don't want to spend the money on outsourcing to a marketing agency.

It is for those of you who:

- are marketing your business, but don't feel like you are getting anywhere with it.
- aren't generating interest in your business, or the leads
- struggle with direction and lack consistency in your marketing efforts.
- Includes a 90minute strategy mapping session
- A full in-depth marketing strategy document
- 3 x 60-minute calls each quarter to review progress and ensure your marketing is successful

## £150 per month

[Click here for more info](#)

---

**DONE WITH YOU MARKETING**

# Master Your Marketing Mentoring

A 4-month 1:1 mentoring package for action-taking business owners who want to equip themselves with knowledge and confidence to use powerful marketing strategies to grow their businesses.

This is the perfect 'done with you' option, if you have time to be able to develop your marketing skills, and want to learn how to manage your own marketing longer term. This mentoring will arm you with expert advice and guidance helping you find a tailored and personalised solution to your needs. Most importantly, it will get you results!! You want your marketing efforts to start creating results - more inquiries, more comments, more engagement, and attracting more of your ideal clients to your business.

- Includes 2-hour goal mapping session (Month one)
- Creation of planning document and content planning board (Month One)
- 1 x 90-minute planning call each month (months 2-4)
- 1 x 30-minute mid-month touch point call (months 2-4)
- 1 x 30-minute call at the end of the month to review analytics and tweak the plan if needed (months 2-4)
- Whatsapp support in between calls

## £345 per month

[Click here for more info](#)

---

## DONE FOR YOU MARKETING

# The Bumble Bee Package

Our lower-level packages is perfect to help you create a basic, consistent and strategic presence on social media. This consistency will help you to build momentum, visibility, and trust with your audience. This package is a perfect starting point and you can then add your own content to support your growth.

It includes:

- Social media management of two channels
- Content planning/strategy session (strategy and changes are made monthly)
- Optional quarterly call
- Monthly insights report so we can look at the real time data in your business, analyse what is working well and use this to inform and optimise your strategy.
- 3 pieces of varied content created for your channel each week (including design, copy, and researched # tailored to your business}
- Story strategy with 30 strategic prompts so you never have to wonder what to say and can build trust and visibility across your platform.

## £540 per month

---

# The Queen Bee Package

Our Ultimate Package offers everything you need to successfully market your business on social media. The increased content production will ensure increased visibility across your platform. This package is perfect for you if you'd love us to fully manage your account and create strategic and intentional content, raising your profile and visibility and leaving you to focus on running your business and converting the leads we generate.

It includes:

- Social media management of two channels
- Content planning/strategy session (strategy and changes are made monthly)
- Optional quarterly call
- Monthly insights report
- 5 pieces of content per week (video/feed/carousel)
- Daily story (minimum of 3 slides) and two live stories per week (poll/video/question/engagement)

## £820 per month

---

## SMM ADD-ONS

# Add ons

Busy Bee Organisers offers the following Add ons that can be added to either our Bumble Bee or Queen Bee Package:

### Engagement Time

Engagement is a crucial part of your social media success. If you don't have time to reply to comments or DMs on your business social media - we can do it for you. Includes 1 hour per week

**Cost £260 per month**

### Additional Social Media Channel

Need us to look after more than two channels? We can repurpose content to post across additional channels to maximise your exposure and reach.

**Cost £100 per channel**

### Email Marketing

It massively helps to have a full rounded marketing strategy, and email and social media work really well together to nurture and convert leads. We will create weekly email marketing of one email per week and 4 x lead magnets and nurture sequences per year)

**Cost £320 per month**

2024

**BUSY** *Bee*  
SYSTEMS

# Systems and Tech Support

Arming your business with the most efficient software and systems, so you can spend more time focusing on your zone of genius...whilst the software automates the rest!



I get it. As soon as someone mentions the words 'systems' or 'processes', your eyes glaze over, and you feel a yawn coming on. (That is unless you're like me and you get strangely excited by these things! Yep, I'm a tech geek, and I'm not ashamed to admit it!)

But what if I told you that these yawn-inducing elements could turn your business around AND drastically increase your profit and productivity?

Not so yawn-inducing now, is it?!

**At Busy Bee Organisers, we equip heart-led business owners with the right tools to run an efficient, optimised and streamlined business.**

We'll look at your processes, software and systems to make sure everything's working to introduce flow and reduce friction. Because when your systems are optimised, you can leverage your time more effectively and profitably, meaning an elevated experience for your clients AND more money in the bank for you!

Chances are you've stumbled across this page because you KNOW something isn't quite right in your business. Or you want to implement some technology and have reached Destination Overwhelm.

You're pushing forwards and achieving success, but your business systems and ways of doing things lack flow.

**Whether you need a lead magnet setting up, a full course creation, website design, or simply want to know if you have the best tech and systems in place for your business, we can help.. here are some of the techy things we can help with**

# Lead Magnet / Document Creation

if you need a fully branded, appealing document to draw in your leads, then leave it to the professionals to design it for you.

This package is also suitable if you need other documentation designing for your business.

- Includes creation of the lead magnet in the form of an ebook/guide or downloadable PDF of up to 10 pages in length
- You provide the copy and we will do the rest
- Lead magnet designed to be on brand
- Up to two revisions included
- Proof reading included



**£295**

---

# Lead Magnet (Opt-In) Funnel Creation

A lead magnet is an essential part of your marketing strategy in order to build your email list. It allows you to pre-qualify clients coming into your business so you can make more tailored offers, increase sales, etc. A lead magnet is also a great tool to build trust in your expertise and increase visibility - it supports you to create an ecosystem in your marketing to be bringing in new leads on autopilot etc. This package includes

- Two-page Lead Magnet including
  - landing page
  - Thank you page
- Branded landing page and GDPR compliant automated form to capture your leads and add them to your list.
- Customer segmentation at the time of sign up
- Design and creation of a 3 email nurture sequence to build trust with your new subscribers and guide them to your offer/next steps
- Up to 2 revisions of landing page are included.

## Starting at £195

---

# Sales Funnel Creation

If you need a Sales page in order to promote a product or service, that takes payment and delivers correct marketing nurturing to your customer, then this is perfect for you

- Three-page funnel (Sales Page, Payment Page, Thank you page)
- Connection to a payment processor
- Payment package setup can include up to 3 payment variations.
- Customer segmentation at the time of purchase
- 3 email nurture sequences included (copy provided by client)
- Up to 2 revisions included.

## Starting at £295

---



# Marketing Automation Set Up

Make marketing tasks such as email campaigns easier and more effective by introducing automation into your business. Your customers and leads will feel nurtured and will receive a personal experience, without you having to lift a finger. So you can welcome new subscribers to your list letting them know more about you, what you do and how you can help them.

- Includes set up of one marketing system (systeme.io / mailer lite or MailChimp)
- Set up of one nurture sequence (including up to 5 emails)
- Segmenting and tagging contacts so you can get to know your audience on a deeper level and make more tailored offers of support helping to increase conversions
- Suggestions on how to optimise the system

£595

---

# Course / Membership Set Up

Monetise your knowledge by setting up a course or membership area online.

- Creation of 1 x Course including the sales page so you can sign your customers up with ease and make automatic sales.
- Creation of course lecture pages (up to ten lectures) - content to be provided by the customer
- Designing Course lectures to ensure on brand
- Uploading relevant videos or downloadable content
- Creation of payment plans/subscriptions
- Video training on set up so this can be replicated in-house if needed in the future

Starting at  
£600



# Website Creation

Perfect for start up businesses who need an effective, professional looking and easy to update website for their business:

- Creation of your Website within systeme
- Website will include 4 pages including Home Page, About, Blog and Contact
- Each page beautifully branded and optimised
- Custom domain set up so the domain can be linked to the website in systeme. io
- Upload of up to 5 existing blogs onto the website
- Full instructions on how to maintain and update the website to be given
- Up to 2 revisions included for each web page

\*all copy and images to be provided by the client

**£600**

---

# Full Systeme.io Setup

Systeme.io is an incredible all in one marketing platform, that can accomodate your email marketing, sales funnels, lead magnets, online courses, website and MORE. It is also really easy to use, and cost effective to run. This set up includes

- Systeme set up and account optimized
- Email Marketing set up including one campaign and one email newsletter template.
- 4-page website
- One Opt-in lead magnet page
- Zoom session on how to use the system once set up

Becky has been pivotal in helping us to see where we could be working more efficiently within our small family business by conducting a no nonsense business audit, offering practical solutions that are tailored to our business needs. A business consultant that actually knows her stuff! I can highly recommend her. Friendly, professional, highly knowledgeable and all at fair and honest price.

*Julia Twist*

**£900**

---

# Complete Business Optimisation Solution

Scale your business and transform your Customer and Lead Management by ensuring the most effective and streamlined systems are in place.

- Complete audit including 60 minute call to assess the bespoke needs of your business
- Full recommendation of systems such as:
  - CRM
  - Business Management Tools
  - Project Management Software
  - Accounting Software
  - Marketing Automation Software
  - Practice Management Software
- Implementation of the necessary software
- Full training given

## £POA

---

# Systems / Tech Power Hour

Do you have some tech in your business that you just can't quite get your head around? Book in an hour with me and we will go through it and trouble shoot together. This power hour can also be used for:

- Tech troubleshooting
- Advice on what tech to use for a particular business area
- Systeme.io training on a particular area

**£120**

---

# Next Steps...

If you know the package that is suitable for you, then you can book by emailing [becky@busybeeorganisers.com](mailto:becky@busybeeorganisers.com) and we will get this booked in for you.

Alternatively, if you aren't sure where to start, or want to talk through what the best solution for you and your business is, then you can book a no-obligation coffee catch up to chat things through

Book Coffee Catch Up



**BUSY** *Bee*  
ORGANISERS

