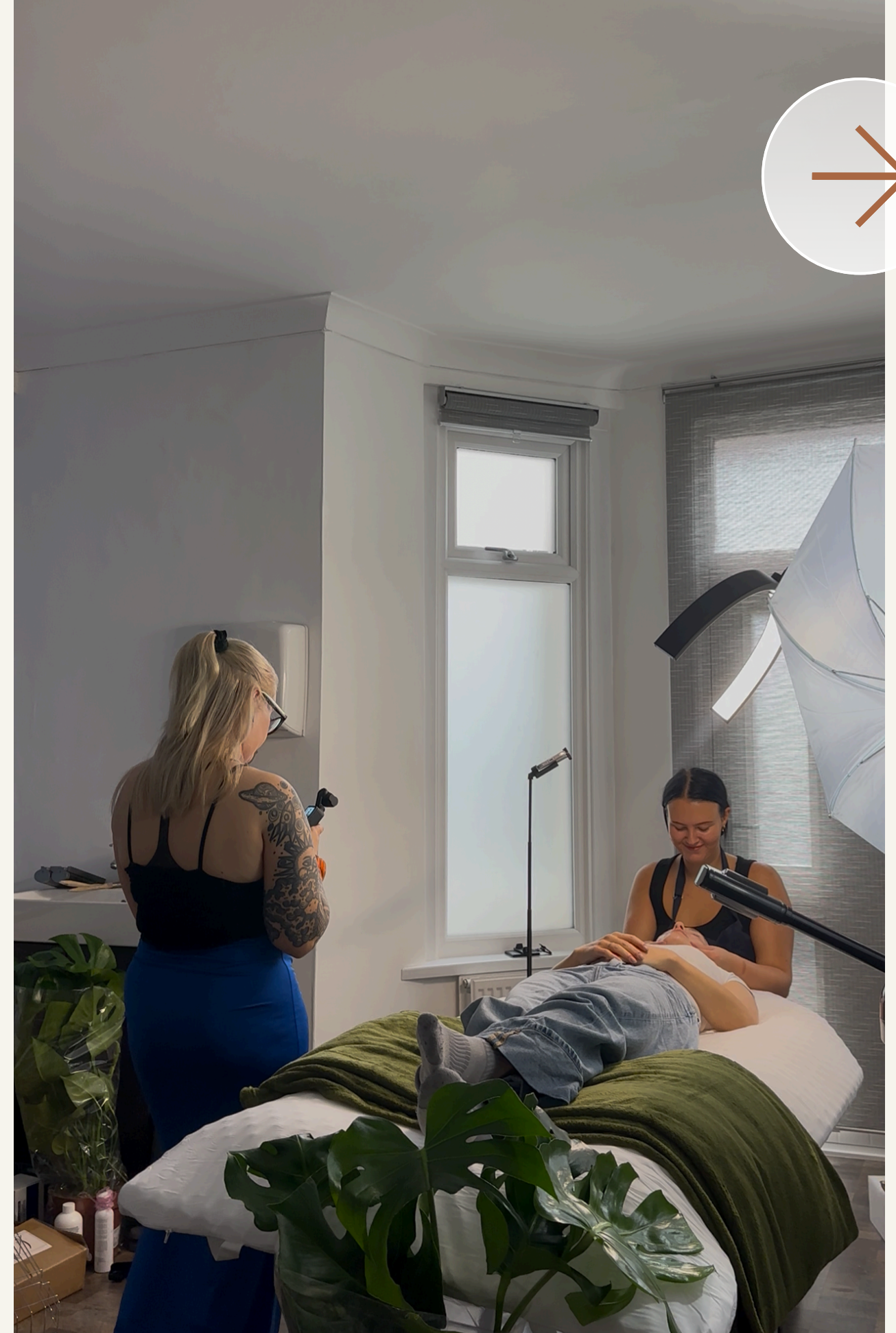


# KHB MANAGEMENT

Social Media Management  
Content Creation  
Consultation





# INTRODUCTION

Hi, I'm Katy. I'm a social media manager and content creator based in Cardiff. I help businesses stay consistent online through clear strategy and strong content that reflects what they do and how they work.

I've worked with businesses in hospitality, events, wellness, drinks, fitness, and creative industries. My approach is practical and focused on results. I take the time to understand the business, create content that represents it well and build a social presence that supports growth.



# WHY INVEST IN SOCIAL MEDIA MARKETING

Social media is one of the easiest ways for people to find your business, learn what you offer and decide if they trust you. Consistent, well planned content helps you stay visible, reach new customers and stay top of mind with the people you want to work with.

Good social media also supports your wider goals. It helps drive enquiries, builds credibility and keeps your audience engaged. When it is done properly, it strengthens your brand every single day.

# WHAT I DO



- \* Plan your social media strategy by setting a clear direction, creating a content plan and shaping how your business shows up online.
- \* Run content shoots and produce photo and video content that highlights the strengths of your business and the people behind it.
- \* Manage your social media platforms by writing captions, scheduling posts, handling engagement and keeping everything consistent.
- \* Review your performance each month and use the insights to guide what we create and how we move forward.

# case study #1: Pendraig Spirits



Pendraig is a premium Welsh rum brand that launched in early 2024. I worked with them for the first two months of their business to support their launch, build their online presence and shape how the brand shows up on social media.

## What I Did:

- Created a full content strategy for launch and early growth
- Planned and shot photo and video content, including cocktail videos and behind-the-scenes moments
- Managed their Instagram page and posting schedule
- Developed their visual style across social media
- Supported their brand voice and messaging

## Results:

- Built their Instagram page from 0 followers to a growing and engaged audience
- Strong reach and engagement during launch week
- Increased interest in the brand through consistent content and clear online positioning
- Delivered a library of high-quality visuals used across their social pages and website

# case study #2: Temple of Skin



Temple of Skin is a Cardiff-based skin clinic specialising in high-quality facial treatments. I work with them on an ongoing basis to support their social media content and showcase the clinic in a clear, professional way.

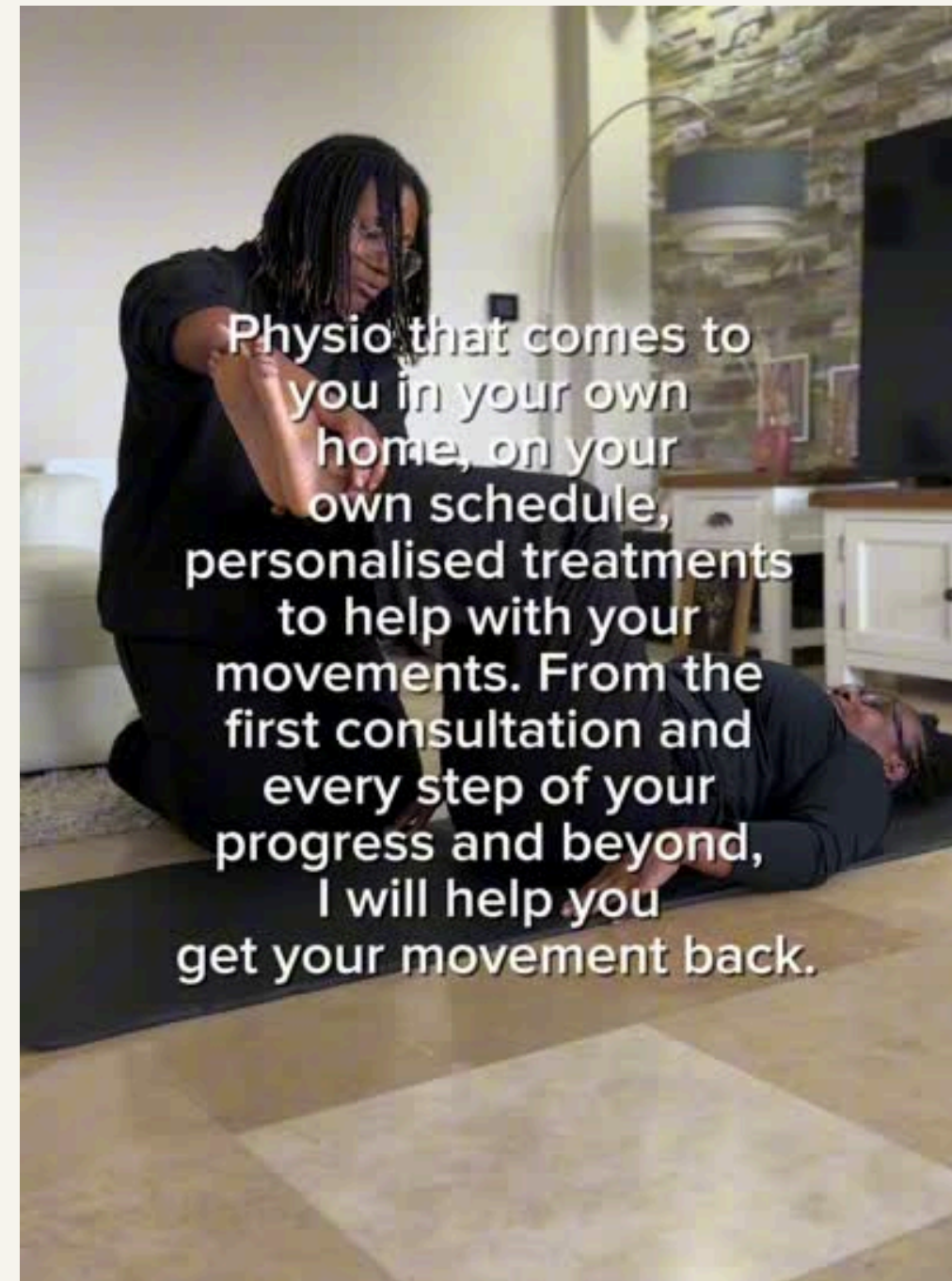
## What I Do:

- Create their monthly social media posts
- Plan and run regular shoot days inside the clinic
- Capture photo and video content of treatments, products and the clinic itself
- Edit all visuals and prepare content for posting
- Keep their page consistent and aligned with their brand style

## Results:

- A steady stream of high-quality content each month
- Stronger visual identity across their social platforms
- Clearer messaging about treatments and what the clinic offers
- Increased engagement through consistent, on-brand posts

# case study #3: Tola Rotibi



Tola Rotibi is a mobile physiotherapist working across South Wales. I worked with her on a one-off content shoot to create a full bank of photo and video content she could use across her social media channels.

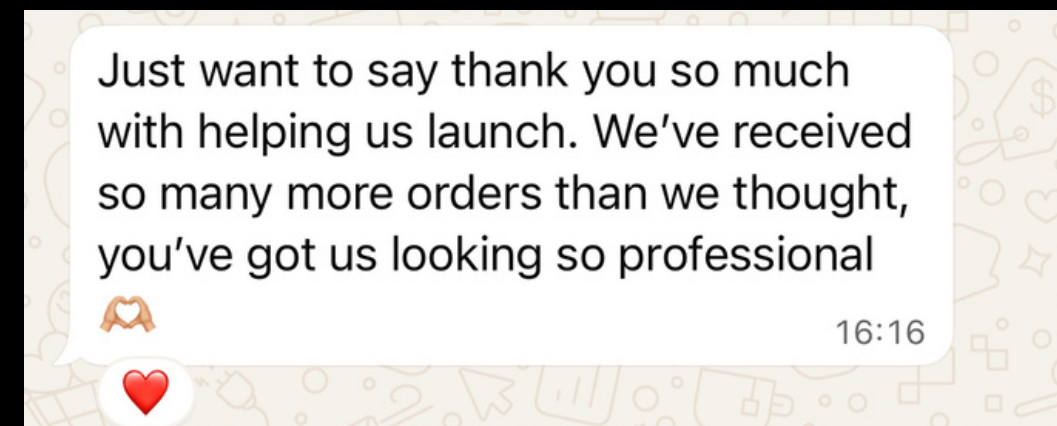
## What I Did

- Planned and ran a full content shoot
- Captured a range of photo and video content for her services
- Edited everything and organised it into a ready-to-use content library
- Provided guidance on how she could use the content across her platforms

## Results

- A bank of content that will last between two and four months, depending on her posting schedule
- Increased enquiries after posting the new content
- A more professional and organised online presence
- Clearer messaging about her services and the areas she covers

# CLIENT REVIEWS



# Services & Pricing

*Most Popular*

## 1:1 CONSULTATION

£ 120 + VAT

- ✓ One hour consultation
- ✓ Full social media audit
- ✓ Content strategy tailored to your business
- ✓ 30-day action plan

## POST CREATION ONLY

from  
£ 600 /mo  
+ VAT

- ✓ Content planning and structure
- ✓ Monthly story plan
- ✓ Use of your existing photos and videos
- ✓ Ready-to-post content
- ✓ Optional caption writing and scheduling

## FULL SOCIAL MEDIA MANAGEMENT

from  
£ 1200 /mo  
+ VAT

- ✓ Monthly content strategy
- ✓ Regular content shoots
- ✓ Photo and video editing
- ✓ Caption writing and scheduling
- ✓ Community engagement
- ✓ Monthly performance review

## CONTENT CREATION SHOOT DAY

£ 500 + VAT

- ✓ Shoot planning and direction
- ✓ Photo and video capture
- ✓ Edited content library
- ✓ Content suitable for multiple platforms
- ✓ Guidance on how to use the content

# FROUENTLY ASKED QUESTIONS

## **How long do I need to commit for?**

Most packages run on a monthly basis. I recommend a minimum of three months to allow time for content, consistency and results.

## **What if I don't know what content I want?**

That's completely fine. I handle the planning and give clear direction so you're never starting from scratch.

## **Do you post the content or do I?**

This depends on the package you choose. Full social media management includes posting and engagement. Other packages give you ready-to-post content.

## **How quickly can we get started?**

Once the contract is signed and payment is made, onboarding and planning begin straight away.

## **Is this suitable for small businesses?**

Yes. I work with businesses of all sizes and tailor the support to suit your goals and capacity.



# GET IN TOUCH

If you'd like to work together or have any questions, you can contact me using the details below or apply directly via the link.

[APPLY TO WORK WITH ME](#)

[hello@khbmanagement.com](mailto:hello@khbmanagement.com)  
+44946059046

Thank you for considering.