

@virtually\_rhian  
hello@virtuallyrhian.co.uk



# WELCOME!

Your solution to business overwhelm and never-ending tasks. I'll be your biggest supporter, organizer and virtual team member. If you are ready to have a positive work-life balance and have your business run efficiently, let's work together!



# ABOUT ME

- I am a friendly, creative and organised person who has a passion for everything wedding related!
- In my spare time, I love to read wedding blogs, catch up with friends and learn new things.
- My guilty pleasure is beautiful matching stationery and scented candles.



# ABOUT VIRTUALLY RHIAN

- I started Virtually Rhian when I noticed how many business owners were doing EVERYTHING in their business and experiencing burnout!
- Let me share my knowledge of the wedding industry, along with my creativity and eye for detail to help your social media.
- I specialise in social media, blog writing, email management, Canva designing and admin tasks.

# SERVICES I OFFER

- Social Media content creation
- Social Media caption writing
- Blog Writing
- Article Writing for Blog Submissions, magazines, online features
- Instagram story content creation, templates and scheduling
- Pinterest content creation and management
- Email management and support
- Email marketing
- Behind-the-scenes photography and videography on weddings or shoot days
- Content creation filming days
- Graphics creation on Canva for social media posts
- Design work for brochures, proposals, PDF's, eBooks etc
- Aisle Planner support
- Venue and supplier research
- General admin tasks

# WHAT WORKING WITH ME LOOKS LIKE

I am enthusiastic and always full of ideas. I work very collaboratively with you and your business.

We have a monthly catch-up meeting where we chat about how everything is going, and what our plans are for the month ahead.

Working flexibly means I am always on emails and Whatsapp to reply to your messages.

I work at least 2 weeks - 1 month ahead with scheduled work so it gives you plenty of time to see and review my work before it gets published.





# VIRTUAL ASSISTANT PACKAGES

Please take a look through my set monthly packages, per-hour pricing and services I offer as a guide.

I can create a bespoke package that meets your needs and includes the tasks and services you are looking for. Please get in touch with me to receive your personalised quote.



# HOURLY PACKAGES

# Hourly Work

£35 p/h

## What is it?

- If you have one-off projects or a variety of tasks you would like help with throughout the month, then working together by the hour is the best way to go!
- This is a flexible option as I can support you as much or as little as you need each month by choosing a package to work with.
- The hours can be on a specific day each week or spread throughout the month flexibly.

### Package 1

10 hours a month - £350 p/m

### Package 2

20 hours a month - £700 p/m

I track my hours in a working document that you can access anytime so you can see the tasks I have completed within my allocated hours.

Flexible communication and support through email & WhatsApp and a friendly working relationship.

Invoices are sent on the last day of every month for the work completed- there is no up-front payments.

\*\* Excludes just social media tasks - this service is based on a monthly package\*\*



# SOCIAL MEDIA SET UP

# Instagram Set Up

## £299

### What is it?

- If you have had a rebrand or are starting your Instagram account, then this set up package is perfect for you!
- It includes a content plan for when to post, a content strategy so you know what types of content you should be posting to achieve your goals, and a bespoke grid design layout.
- You will receive a list of personalised Hooks and Call to Action prompts that you can add to all of your captions as well as a list of hashtags.
- We will have a zoom call to discuss the design of your Instagram, who your target audience is and what your goals are for your account e.g. brand awareness, get more clients, grow your followers etc.

Sound great?

This Instagram set up usually takes around 2 weeks to create and will conclude with a zoom call to go through the strategy with you. From there you should have all the tools and a plan to follow so you can create awesome content for your account!

If you would like me to design, create and schedule the content for you, please check out my Social Media Monthly Packages.



# SOCIAL MEDIA PACKAGES

## All social media management packages are tailored to your business and include the following:

- In-depth analysis and audit of your current social media to report any areas that can be improved or changed
- A video call so I can understand your ideal client, business struggles, goals with social media, how you want to represent your brand online and your desired outcomes
- Creation of a bespoke social media strategy that aligns with your brand and business goals
- Creation of custom content pillars that are tailored to your business and ideal client
- An review of your current branding with a plan for how this will be used throughout social media for cohesive designs and aesthetics
- Constant communication with myself via email and WhatsApp with continuous support
- Monthly video call to create a content plan for the month ahead. A time to bounce ideas, share trending reels and answer any questions.
- I share trending reels, updates happening on social media and best practices we will be using moving forward.
- I help you not to over think about posting and give you honest feedback and actionable steps to help you to post consistently without feeling overwhelmed
- Posts are all scheduled through a scheduling tool using photos provided by you
- Undertake hashtag research to add relevant hashtags and SEO to your posts
- Creation and editing of all posts and videos to align with your brand

\*PLEASE NOTE I DO NOT OFFER SOCIAL MEDIA ENGAGEMENT E.G LIKING, COMMENTING, FOLLOWING FROM YOUR ACCOUNT

# Bronze Package

£299 per month

## What's included?

- 40 minute monthly zoom/call for a planning and strategy meeting.
- 8 Instagram static or carousel posts created per month.
- Posts scheduled through a scheduling tool using photos provided by you.
- Entertaining and attention-grabbing captions using your brand tone of voice for an overall cohesive feel between your posts.
- Undertake hashtag research to add relevant and trending hashtags to your posts.
- Comprehensive & bespoke monthly social media content plan to align with your business pillars and resonate with your target audience.
- Monthly analytics report to analyse which posts have performed well to tailor next months strategy
- Flexible communication and support through email & WhatsApp and a friendly working relationship.

# Silver Package

£399 per month

## What's included?

- 40 minute monthly zoom/call planning and strategy meeting.
- 12 Instagram posts created per month. These can include up to 4 Reels/short form videos per month.
- Posts scheduled through a scheduling tool using photos provided by you.
- Entertaining and attention-grabbing captions using your brand tone of voice for an overall cohesive feel between your posts.
- Undertake hashtag research to add relevant and trending hashtags to your posts.
- Comprehensive & bespoke monthly social media content plan to align with your business pillars and resonate with your target audience.
- Monthly analytics report to analyse which posts have performed well to tailor next months strategy
- Flexible communication and support through email & Whatsapp and a friendly working relationship.

# Gold Package

£499 per month

## What's included?

- 40 minute monthly zoom/call planning and strategy meeting.
- 12 Instagram posts created per month to include static posts, carousel posts and up to 8 reels.
- 8 Instagram stories designed and created per month.
- Posts scheduled through a scheduling tool using photos provided by you.
- Entertaining and attention-grabbing captions using your brand tone of voice for an overall cohesive feel between your posts.
- Undertake hashtag research to add relevant and trending hashtags to your posts.
- Comprehensive & bespoke monthly social media content plan to align with your business pillars and resonate with your target audience.
- Flexible communication and support through email & Whatsapp and a friendly working relationship.



## PINTEREST PACKAGES

Pinterest is a great platform to spread awareness of your brand, build trust and share inspiration of the work that you can create.

This is a slow-burn social media platform and it can take months to see results, but one Pin can bring you leads for years!

# Pinterest Set Up

£200

If you dream of a Pinterest account that attracts your ideal client and turns visitors into paying customers then every aspect of your Pinterest profile needs to be on-brand, visually interesting and SEO optimised.

My Pinterest set up packages is ideal if you want to re-vamp your account with new and fresh Boards, update your key words and images to reflect your brand.

## What's included?

- Home Page and Bio description to be re-written to include your focus key words while describing your business.
- Set up of 15 Pinterest boards with Title, Description and on-brand cover image. These boards will be SEO optimised with key words to match Pinterest trends, your brand and searchable topics.

# Pinterest Pin Creation

To ensure the Pinterest algorithm works for your account it prioritises fresh, new Pins to be posted regularly.

I help you stay consistent with designing and creating on-brand Pins with key-word optimised captions and titles so your content is found by audiences searching for your niche.

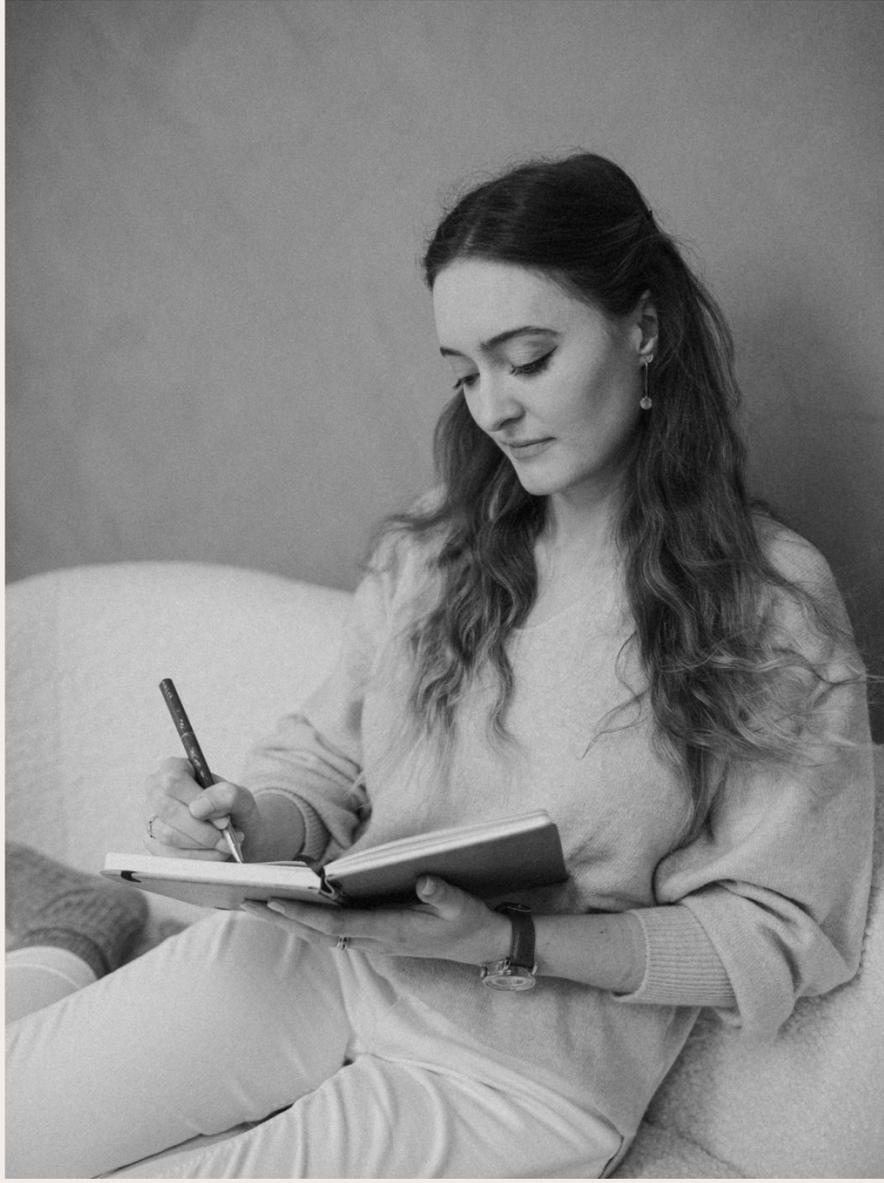
## Price

x12 Pins Created per month - £299 p/m

x24 Pins Created per month - £550 p/m

## What's included?

- Pins scheduled through a scheduling tool
- Canva designing included
- Creation of headlines and descriptions with your keywords
- All Pins will have a link to your website or blog to drive traffic to your own platform
- Monthly content plan to align with your target audience



# BLOG WRITING PACKAGES

# Blog Writing

## What's included?

Blog up to 500 words - £60

Blog up to 1000 words - £95

- Blogs are written in your style using your brand ethos and wording.
- You will need to submit a guideline or notes for what's to be included in the blog.
- Each blog includes 1 round of amends if needed.
- The blog will be emailed to you so you can upload onto your website.
- Extra £25 per blog if you would like it to be uploaded to your website alongside images.

## How does this help my business?

- Google loves it when you update your website with new and relevant content.
- There is more chance for couples to find your website when they search for a question that you answer in your blog.
- It shows potential couples your knowledge and they get to understand you and your business more.

# Wedding Blog Submissions

## What's included?

£40 per wedding submission - to include a short overview or paragraph.

£70 per submission - to include blog writing (up to 500 words)

Submitting to online wedding blogs and magazines includes uploading photos, crediting all the suppliers and following the guidelines of each specific blog.

## How does this help my business?

- Having backlinks from these prestigious and established blogs back to your own website builds your website Authority.
- Getting your work in front of the right engaged couples increases your exposure and chances of booking clients.
- You can use these recognised blogs and magazines on your socials and website to showcase you are an expert in your niche through your featured work.



# EMAIL MARKETING

# Email Marketing

## Package 1

1 email per month -  
£199p/m

## Package 2

2 emails per month -  
£250

## What's included?

- A strategy for your email marketing for months or a year in advance.
- Headline & Subject hook to entice readers to open your email.
- Copy created in your brand tone of voice with 1 round of amends to each email included.

## How does this help my business?

Email marketing is one of the easiest ways for wedding businesses to stay front of mind with couples who already love what you do.

When it is done well, it feels personal, on-brand, and genuinely useful, helping you build trust, share your story, and guide couples towards booking you without constant selling.

From welcome emails to regular newsletters, a thoughtful email strategy nurtures relationships over time, keeps your business visible, and makes sure you are the first name couples think of when they are ready to enquire or book.



# WEDDING DAY ASSISTANT



# Wedding Day Assistant

For when you need an extra pair of hands and a trusted team member.

£200 a day for up to 8hrs - additional hours are charged at £25 per hour thereafter.

Plus travel expenses

As your Wedding Day Assistant I help you set up, prepare the venue, dress the venue, liaise with suppliers, help with guest coordination and be your extra pair of hands throughout the wedding day.

This is perfect for wedding planners, stylists, decor hire and florists.



# WEDDING DAY CONTENT CREATION

# Wedding Content Creation

£300 for up to 6 hours  
Plus travel expenses

Includes x3 edited videos

I capture you in your element on wedding days, whether that is you setting up, transforming the venue, coordinating the guests and general behind-the-scenes goodness! I take photos and videos of you at work so you can use these on your social media to share with your audience the stunning work you do!

All raw files will be shared through a download link within 48 hours of your event PLUS 3 edited 30 second videos.

## Drone Content

Add drone footage onto your wedding day content creation package for an extra £100

or

£200 for just drone footage of your event

Capture a new angle of your wedding venue or event that will elevate your content and showcase your work in a new light. Be one of the first to share drone BTS footage and cinematic videos at a fraction of the cost of a professional videographer.

Perfect if you want to share outdoor set ups, ceremonies or parties and to highlight the venues you have worked at.



# BUSINESS CONTENT CREATION

# Content Creation Per Hour £75 p/h

## Is this for me?

- You have ideas for social media reel and TikTok posts but never have the video content to make them.
- You want on-brand videos that highlight what makes your wedding business different but don't know where to start with filming these videos of yourself.
- You want to be able to show up consistently on social media to get seen by your ideal clients but have no videos to be able to post consistently.

## What are the benefits?

- You can work with me for a little as 1 hour to capture a specific project, moment on a wedding day or time in your studio.
- Come away with hundreds of authentic, candid video clips that are perfect for reels, stories and TikTok posts.
- Collaborate with a social media manager who can guide you, give advice and capture interesting video angles.
- Work with a friendly wedding industry professional who will make you feel comfortable in front of the camera.

\*not including travel

# Content Creation Days

Are you always running out of content to post to social media?

Have no video footage of you at work, b-roll style clips or candid personality-led videos?

Then you need to book to have a Content Day!

I can come to your studio, office, workspace or wedding to capture you in your element so you come away with endless footage that you can use for months to come on your Social Media.

We will have a chat about where you want to get the footage, what elements of your business you want to highlight and share with your audience, and together create a bespoke filming timeline and action plan.

Come away from your content day with candid video, in-action clips, talking-to-the-camera style shots all highlighting your personality and sharing your unique wedding business.

## Half Day - £250

- For up to 3 hours
- This includes 2 edited short videos
- Multiple outfit changes
- 1 location
- Travel expenses added

## Full Day - £400

- For up to 6 hours
- This includes 4 edited short videos
- Multiple outfit changes
- Multiple locations if needed
- Travel expenses added

\*filming studio recommendations can be shared if needed - just ask!

# NEXT STEPS

Choose a package that suits your business needs and send me an email to [hello@virtuallyrhian.co.uk](mailto:hello@virtuallyrhian.co.uk) to let me know!

Get in contact with me if any package needs amending or changing so that it's perfect for you.

I will send over a contract and important documents to read and sign, and we can decide on a start date to work together!



# CLIENT REVIEWS

"Rhian is incredibly helpful—she plans a month's worth of social media content in advance, so there's always something going out while I focus on the rest of my business. She nailed my tone of voice in the captions, and she's always happy to run with my ideas and make changes whenever needed!"

Lottie

"She writes captions, researches hashtags and schedules all of my social media at least 4 weeks ahead of time. I cannot tell you how much having Rhian working with me has alleviated stress, allowing me to concentrate on the weddings over the season. Rhian, you are a real gem. Thank you for your support and help. "

Lauren

"How can I even begin to express the transformation from my days of dreading my phone, weighed down by the never-ending list of posts to create and agonizing over Instagram layouts with no clear strategy? Having Rhian on board has not only preserved my sanity but also gifted me precious time. Gone are the moments of staring blankly at my screen, only to realize that a single post had consumed 30 minutes to an hour of my time. I feel incredibly fortunate to have Rhian as part of our team; she is always readily available whenever needed."

Rohita



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