



PRICING AND SERVICES

Citrus^u
CONTENT

Our story



"Citrus Content is more than just a provider of regular or one off pieces of content; we tell your story, in your voice. I started Citrus Content after identifying a need in the property and interiors industries for engaging and conversational copy. Our clients come to us due to a lack of time or resources, and also because they struggle to put their thoughts into words. I wanted to create a company with a strong ethos inside and out. To me, a positive working environment breeds a healthy culture and a desire for consistent excellence.

In many ways, starting Citrus Content was like unlocking a door, floodgates even; I feel alive and free writing - I truly love what I do.

We specialise in property, but we can transform any business through the power of words. Everything we produce is written for you, in your voice. In essence, we are The Voice of Your Business."

Andrea Morgan, Founder / Managing Director



How we work

We consider ourselves an extension of your business. Knowing you and your offering allows us to consistently provide you with quality content that moves. We spend time researching you, your business, your competitors, and other industry leaders. After all success leaves clues.

As specialists in property, we excel in creating bespoke content that engages your current and potential clients whilst instilling trust, loyalty and confidence. Citrus Content is the missing piece of your business puzzle.

Who are we?

Powerful content that aids the growth of your company is our business. At Citrus Content we know that your company is unique and it is our job to extract the essence of who you are through words. Every business wants to be seen as the expert in their field, the 'go to' company that stands head and shoulders above the rest. This is why every piece of content we produce is bespoke, hand-crafted through research, industry knowledge and a touch of zest!

Never underestimate how words can contribute to your vision.

Our clients include:

- Estate and letting agents (UK and overseas)
- Small businesses and entrepreneurs
- Interior retailers and designers
- All other property-related businesses





Why Citrus?

When it comes to writing content about their business, people often struggle; it's as though you're missing a piece of the puzzle. We turn your thoughts into words, ensuring your content is a true reflection of the voice of your business.

Our Objectives

- Instil confidence
- Establish authority
- Create a consistent tone of voice
- Use conversational content
- Promote experience, knowledge and expertise
- Highlight USPs
- Be personable, warm and engaging
- Instil credibility and trust
- Attract potential clients
- Build brand awareness
- Tell the story – sell through storytelling



Establishing a tone of voice

To ensure the tone of voice of your company is consistent throughout the scope of the project, we ask all clients to complete our voice document.

Think of your tone of voice as your company's personality, which is expressed through the words that we write. Just as you want your company's branding to have a consistent look and feel in its design through your brochures, stationery and advertising, you need the same for your copy.

Our tone of voice document will take time to complete, but it is essential to ensuring the success of your project.



A composite image featuring a woman in profile on the right, wearing a brown knit hat with a blue and green striped band and red-rimmed glasses. She is looking upwards with her hands resting on a wooden surface. To her left is a cutaway view of a modern, multi-story house with dark blue exterior walls and large glass windows, revealing a bright, furnished interior. The background is a soft-focus sky with several paper airplanes and hot air balloons floating. The text 'Estate agents' is overlaid in white, with a vertical line to its left.

Estate agents

Bespoke blog posts

Having and regularly maintaining a blog is essential. We will produce a variety of posts for your agency to explore a full range of interests and attract potential clients. Each post will be bespoke and in the specific tone of voice identified for your company.

A content plan will be agreed in advance. Not only do we provide your content but we also source copyright-free images for each post and, upon approval, upload your post to your blog.



A close-up photograph of a Betta fish, also known as a Siamese fighting fish. The fish has a deep blue body with iridescent scales and large, flowing fins in shades of bright orange and red. It is positioned on the right side of the frame, facing towards the left. The background is a solid black, which makes the colors of the fish stand out. A large, semi-transparent white circle is overlaid on the left side of the image, containing text.

Why bespoke?

You are unique and have your own voice;
duplicate content makes you sound like
everyone else. Google loves and
rewards original content.

Be a voice not an echo!

White label articles

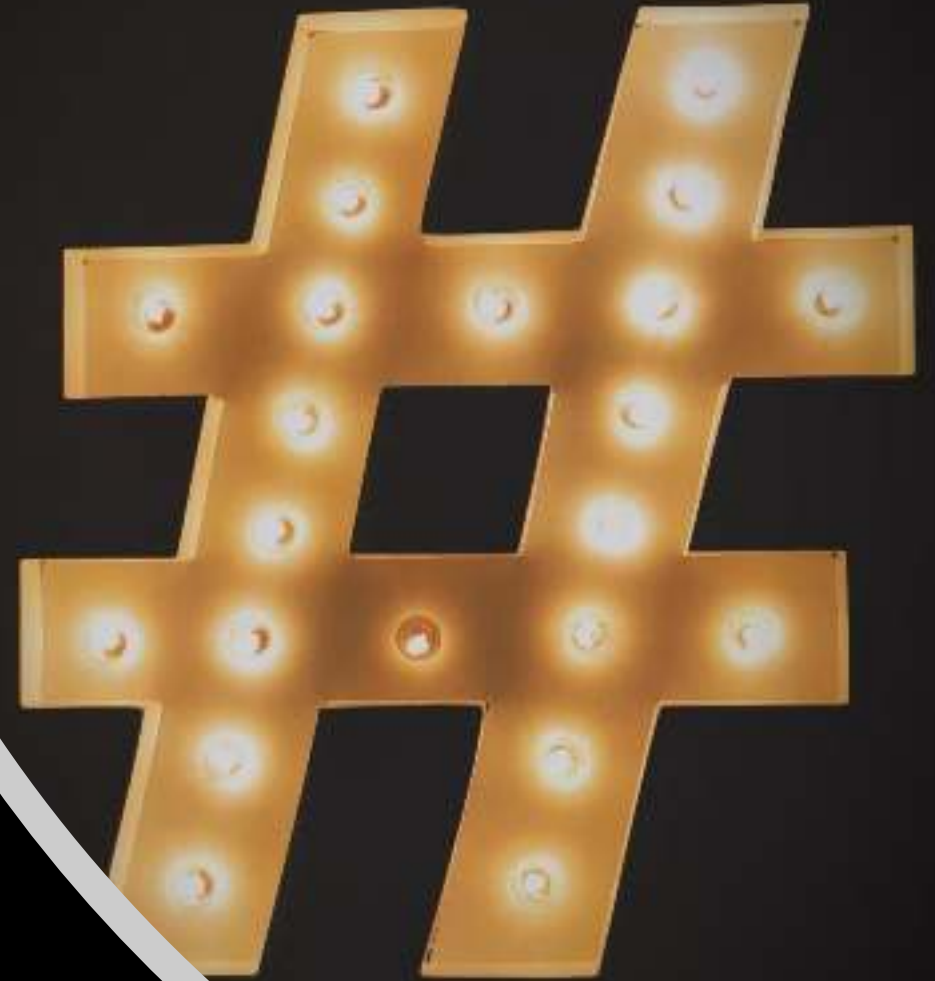
Demand saw us moving into the white label market, providing a cost-effective alternative to our bespoke work. Once contracted you secure the exclusivity for your area, and each week you will receive a new article that can be used for email marketing, your newsletter, social media channels and blog.

The articles will be a mixture of timely, seasonal and evergreen, giving you a wide range of content to keep your audience engaged.

Added value

With each article you will also receive guidance on how to share the article on social media, together with other tips and advice. This includes:

- How to repurpose the article in multiple ways
- Proposed images or suggestions
- What hashtags to use



Website content

You have only seconds to grab their attention.

Your website content defines how you are perceived by your clients. No one wants to be sold to; we ensure your website is focused on the most important person and that's your customer ... not you!

From helping you shape your sitemap to working directly with your web designers, we ensure that your content works seamlessly with the design.





Print and editorial

Your message needs to jump off the page so that your customers react to your call to action. Let your print work for you! We can create content that will seduce your reader:

- Company brochures
- Newsletters
- Sales brochures
- Magazine editorial
- Company magazines
- Buying and sales guides
- Home staging guides

And what's more...

We work with you to provide print and editorial that will differentiate your business from your competition. Whether it's a 4-page newsletter, a company brochure, or a 100-page magazine, we make sure your material creates a lasting impression.

Further pricing and details on request.

Lifestyle property description

A home isn't just bricks and mortar, or a list of facts and measurements; it is a feeling you get as you walk through the door.

Show buyers what it would be like to live in the property through the eyes of its present owners.

Combining the property's history, location, area information, as well as an interview with the owners, we can create property details that give a true reflection of the property.

Lifestyle property description £150 + VAT





Lifestyle area guides

These are designed to provide a true and interesting insight into the area, from its history, and local amenities to real-life stories of what it is like to live in the area. Lifestyle area guides are a valuable tool for those who may not be totally familiar with an area.

Includes: facts, descriptive writing, and quotes.

Lifestyle area guides £175 + VAT each



Social Media Management

In today's media-savvy world, having an inactive or no social presence can damage your brand. We work on a strong philosophy of trust over traffic; we firmly believe that traffic is not the way to build a following.

We want you to have a following that is truly interested in you, your services and your brand. Building this trust takes time, but it is also powerful.

Social Media Management Citrus Style



- Creation of strategy



- WhatsApp group for branch interaction and immediate posts



- Bespoke branded images



- Personal Account Manager



- All posts designed and uploaded by account manager and not via automated systems.

Scheduling includes:



SELECTING
COMPANY-SPECIFIC
CONTENT, INCLUDING
BLOG POSTS



RESEARCHING AND
SOURCING OTHER
INDUSTRY AND RELEVANT
CONTENT



CREATING OF IMAGES
AND GIFS



PROVIDING A GOOD MIX OF
CONTENT EVERY DAY (7
DAYS A WEEK, EXCL.
INSTAGRAM).



SCHEDULING THE
CONTENT THROUGHOUT
THE KEY TIMES OF THE DAY
(7 DAYS A WEEK).



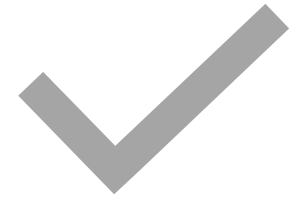
2 HOURS OF RELATIONSHIP
BUILDING ENGAGEMENT PER
WEEK



Account Manager



To make a real impact on social media it is important that you communicate regularly with your Account Manager, Vicky. We use WhatsApp to aid the transfer of information back and forth, such as images, photos, and updates.



Vicky will schedule your content in advance but is also able to upload extras in between. Although your schedule is 7 days a week, our team is only available Monday to Friday.

Training

You may wish to write the content yourself but are unsure where to start.

Whether you would like to know how to put a blog post together for maximum impact, how to find the tone of voice of your company, or how to plan and approach content for your website, our bespoke training sessions are designed to meet your specific needs.

They can be held on a 1-1 basis or with up to 6 members of your team.



LET'S GET STARTED.

Pricing Guide 2019

Bespoke blog pricing

To research, write and edit blog posts:

- Under 500 words - £90 + VAT
- 500 – 1000 words - £125 + VAT

You have the option to retain our services for 3, 6 or 12 months, at a discounted rate. Please note these rates only apply if payment is made in advance.

Fees are based on two blog posts per month.

(Under 500 words)

- 3 months - £513 + VAT **5% discount**
- 6 months - £960 + VAT **10% discount**
- 12 months - £1,728 + VAT **20% discount**



A single stem of pink roses in a white vase. The roses are in various stages of bloom, with some fully open and others as buds. The stem is dark brown and the leaves are green. The vase is a simple, white, cylindrical shape.

White label pricing

White label articles are by 3, 6 and 12-month subscription only.

3-month subscription £600 + VAT

6-month subscription £1,080 + VAT

12-month subscription £1,920 + VAT

The subscription fee is required in advance. It will be renewed 4 weeks prior to its renewal date, unless otherwise advised. Notice period of at least 5 weeks prior your renewal date is required.

Priced per project

As the scope for every project can differ, and your needs will vary, each is priced individually.

This includes:

- Website content
- Brochures
- All other print and editorial
- Social media management

Call Andrea for a quote on 07872329151



Lifestyle content

- Lifestyle property description
£150 + VAT
- Lifestyle area guide
£175 + VAT



Training

Bespoke 1-2-1 training sessions with lunch*

- Half-day session £500 + VAT
- Full-day session £850 + VAT

Group training sessions, up to a maximum of 6 people. Lunch can be provided for additional per person fee.*

- Half-day session £1000 + VAT
- Full-day session £1700 + VAT

*There may be additional costs for travel and accommodation





Payment terms

Subscription plans

- Payment in advance of services

Monthly

- Payment in advance of services

Projects

- Engagement fee (50%) in advance, final fee (50%) on completion

Full payment terms stated in the contract



A word from our clients

If content is king, then Andrea is queen. Andrea has the ability to put my thoughts into words.
Michelle Gallagher, JDG Estate Agents

Thank you for all your wonderful content for our page! We will definitely be recommending you in the future. **Kelly - Infinity Property Solutions**

We receive a great service from Andrea and Citrus. Every month they send us beautifully written articles with great industry insight. **Martin Wheeler, South Hampstead Residential**

I'm inspired! This course has made a real difference. I've just started my second attempt at blogging and feared this try would go the way of the first, after always finding myself short of both time and inspiration. This course couldn't have come at a better time. With a commitment of just a few hours over four weeks I have gained a much better insight into what blogging actually is, and what it's not, and have discovered methods that will help make sure my new blog is a key part of our marketing strategy for a long time to come. Thank you Andrea, it's been amazing!
Michelle Stoppard, Martin & Co Pontefract

We have used Andrea and the team at Citrus Content for a number of projects including assistance with blogging, newspaper articles and website content. Her knowledge and expertise in the field of social media is exceptional and I would recommend her services to everyone except my competitors! **Simon Bradbury, Thomas Morris Estate Agents**



How to book

*Transforming your business
through the power of words*

Call Andrea: 07872 329 151

Email: andrea@citruscontent.com