

Slieve Russell - Social Media Strategy



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Introduction

Welcome to the *Slieve Russell* Hotel Social Media Strategy! This strategy plans to help the *Slieve Russell* Hotel improve its already strong social media presence. Here we have been granted a €1000 budget which we must spend wisely and in a way that allows us to achieve our goals for this project.

Throughout this module, we have revealed our target audiences, analyzed the client's media channels which we will use to create a strong network of followers and work on our overall online presence. These social media platforms will create a stage for information sharing, engagement, and influence.

During the initial process, the focus will be placed on redesigning all of our online profiles to ensure the continuity of your brand. It is imperative to maintain your brand and create a cohesive and consistent experience for your visitors and network. Each of your pages will be visually crafted to look and feel consistent, fresh, and professional. This Social Media Strategy will guide the readers and client toward meeting all the identified goals in the plan.

We assembled this strategy by meeting with our client on 3 separate occasions as well as being granted special permission to visit some areas of the facilities.

Over the last 10 weeks (about 2 and a half months), we have researched the *Slieve Russell's* online presence and spoke with personnel about who is the target audience of the hotel, what their current social media strategy is, and other information that we will use to aid us in creating and developing their social media strategy.

Slieve Russell Hotel – Before Our Involvement

As we mentioned earlier, The *Slieve Russell* Hotel already has a very strong social media presence. For instance, their Facebook page has over 145,642 likes 145,856 people follow this was one of their most popular and most supported accounts. Followed by Instagram and Twitter which trail behind by having only 13,000 and 5,000 followers respectively.

It was brought to our attention instantly that the Facebook page was the most popular social media page and has a serious margin. It is also the most active social media page of the three. It has the most posts in total, the most active posts and it uses the most amount of hashtags.

Their Instagram page does have a few posts on it but it isn't near as frequent. However, most of them were copies from the Facebook page. However, the Instagram page lacks a few vital areas. For instance, there are rarely stories on it which is a well-used feature on Instagram. This is something that could be beneficial if carried out correctly.

The Twitter page is possibly the least supported. They don't post as frequently as Facebook or even Instagram. Unlike the Facebook and Instagram pages, most of the Twitter page's tweets are about Golf. Although there is nothing wrong with promoting golf or the golf course, this may feel like people who want to stay at the hotel may not feel like they're welcome if they don't play the sport.

In comparison, the Facebook and Instagram pages are much more varied in content. They share posts that appeal to all customers which makes them look a lot warmer and increases the likelihood of a sale being completed.

Finally, A strange discovery was that none of the pages were verified. This is odd especially for a large organization like the *Slieve Russell* hotel. We plan to correct these issues amongst make improvements elsewhere on other websites as we create this social media strategy. To create the most memorable experience in a luxurious, warm, and friendly atmosphere.

Scope of Work Completed

We have monitored the status and overall health of the *Slieve Russell* Hotel's Facebook and Instagram social media accounts. The frequency of the social media posts has been automated to become more consistent across each of their social media accounts.

This was to update followers and potential clients on all *Slieve Russell* news and discounts. Additionally, this was also put in place to increase follower growth and engagement, adding in more posts across these platforms has given their followers familiarity with the *Slieve Russell* Hotel's brand.

Hopefully, this familiarity with the *Slieve Russell* Hotel will stick in the back of followers' minds and to the forefront when booking holidays and unique events.

Slieve Russell Hotel – Our Goals

The *Slieve Russell* strives to exceed all our customer's expectations by consistently delivering the highest quality of service at all times.

Here is a list of our goals that we hope to achieve using S.M.A.R.T

1. **Increase brand awareness:** We hope that our in-depth strategy will expand our brand's image in an attempt to bring in new customers and increase follower growth and increase conversion rate.
2. **Increase traffic:** Hootsuite is the software that we will use to improve post frequency and monitor where our advertisements are thriving. We will also be able to pinpoint our target audience and make improvements to our social media campaign where it needs to be.
3. **Increase Engagement:** We hope to improve the level of user engagement on our top social media pages to keep them interested in our current affairs and to make sure that there is always something that they can be part of, even though they may not be able to visit our location just yet.

Slieve Russell Hotel – SMART Goals

<p>INITIAL GOAL</p>	<p>Write the goal you have in mind.</p> <p>To increase brand awareness leading to an influx of customers staying at the hotel and booking out special events within the hotel.</p>
<p>S</p> <p>SPECIFIC</p>	<p>What do you want to accomplish? Who needs to be included? When do you want to do this? Why is this a goal?</p> <p>Increase sales, website visits and page followers. Our social media manager and strategists need to be on board with us. Ideally, we would like to start as soon as possible. This is a goal because we want to be able to hit the ground running when the hotel reopens to guests.</p>
<p>M</p> <p>MEASURABLE</p>	<p>How can you measure progress and know if you have successfully met your goal?</p> <p>We will monitor the number of followers, website views and sales made in the time when the adverts aimed to increase brand awareness are published.</p>
<p>A</p> <p>ACHIEVABLE</p>	<p>Do you have the skills required to achieve the goal? If not, can you obtain them? What is the motivation for this goal? Is the amount of effort required on par with what the goal will achieve?</p> <p>Yes, we obtained formation and data from the <i>Slieve Russell's</i> social media page to be able to find out our target audience and where they are coming from. Our motivation is to have a strong start when the hotel reopens to guests. The effort required is not as large as the goal itself. Our goal is ambitious but also realistic.</p>
<p>R</p> <p>RELEVANT</p>	<p>Why am I setting this goal now? Is it aligned with overall objectives?</p> <p>We are setting this goal up now as we are a few months away from reopening and we must get our followers notified and to make them consider a weekend stay when possible.</p>
<p>T</p> <p>TIME-BOUND</p>	<p>What is the deadline and is it realistic?</p> <p>We have 2 deadlines; one is when the Hotel reopens. Meanwhile, the other deadline is 6 months after we posts the adverts as that is how long our campaign will go on for.</p>
<p>SMART GOAL</p>	<p>Review what you have written, and craft a new goal statement based on what the answers to the questions above have revealed.</p> <p>Create an advertisement campaign that will increase brand awareness which will result in an increase in sales and customers before the hotel is allowed to reopen.</p>

The **S.M.A.R.T** criteria were something we have been taught in college over the last 4 years. SMART stands for Specific, Measurable, Attainable, Realistic, and Time-Bound. With this in mind, we decided to use SMART to create and achieve our goals as it covers the 5 essential areas in goal setting.

As well as planning on creating a campaign to increase brand awareness, we believe that it will have a positive effect on increasing web traffic as well as increasing user engagement. The planned rise in views will result in the admin having to communicate with the followers and fans about inquiries and other questions.

Another way of increasing web traffic is to include special discount codes that can be awarded to followers which can be redeemed online when purchasing their trip away. Another idea that we have, and it is something that has been experimented with in the past was to have giveaways. These giveaways could be carried out by us or local competition companies.

We plan to offer a weekend stay with dinner and breakfast included. With the competition trend at an all-time high on social media, we believe it would be a great opportunity to get more followers, improved traffic, and most importantly, increase our brand recognition.

Slieve Russell Hotel – Key Performance Indicators

Goal	Social Media KPI	Details / Timeframe
Increase brand awareness.	Spread out advertising to a larger audience, advertise hotel further out to neighboring islands and nations.	20% increase in brand recognition YoY 10% increased sales
Increase Traffic	Get more views on our primary social media platforms. Increase follows and likes. Post more consistently	25% Increase in traffic on profiles. 15% increase in followers.
Increase engagement.	Interact and communicate with audience on a more frequent level. Introduce discounts and giveaways for audience to take part in.	15% increase in user engagement 5% Increase in average user activity.

Slieve Russell Hotel – Budget Breakdown

As part of our project, we were given a budget of €1000 which we must use for the strategy. Here, we explain where the money was spent and why we invested there.

Budget:	Cost
Content Creation	
Promo video	€30 per hour
Graphic Designer	€25 per hour
Social Media Advertising	
Promote Facebook & Instagram Pages	€3 per day
6 month campaign	
aimed at residence of Ireland, N. Ireland, USA , UK	
Facebook Ads covers both Facebook & Instagram	
Total Cost:	€537
Promote Website Using Facebook ads	
6 month campaign	€2 per day
Aimed at residence of Ireland, N. Ireland, USA, UK	
Facebook Ads covers both Facebook & Instagram	
Total Cost:	€358
Software Tools	
Hootsuite	Free Trial
Sprout social	Free Trial
Promotions	
Weekend Giveaway	No additional/minimal cost
Discount Code	No additional/minimal cost
Total	€980

We can giveaway weekend stays when COVID restrictions are lifted. This costs the *Slieve Russell* hotel next to nothing because the influx of guests coming to the *Slieve Russell* hotel will allow the *Slieve Russell* to give this stay away at no extra cost.

Slieve Russell Hotel – Social Media Audit

These tables represent the number of followers, consumer engagement, hashtags, comments, and reach. The *Slieve Russell* has a good social media presence. We had been very impressed with how their social media accounts have been managed such as having consistent posts and a massive following. There are only a few modifications that we will have to make to enhance their social media accounts.

Slieve Russell Hotel's Instagram Audit

Handle	slieve_russell_hotel
Bio	<i>Slieve Russell</i> Hotel provides luxury hotel accommodation. 222 bedrooms, Country Club, Ciuin Spa & 18-hole Championship Golf Course www.slieverussell.ie
Hashtags	#slieverussellhotel, #givealittleback, #thisiscavan
Profile Links	www.slieverussell.ie
Verification	No
Social Media Manager	Laura Brown, Social Media Manager
Mission Statement	<ul style="list-style-type: none"> • Increase brand awareness. • Increase follower reach.
Top Content	Staff Fundraiser: https://www.instagram.com/p/CONbV8YiYtS/ Over 1k views
Most Recent Post	https://www.instagram.com/p/COPnsNHCxPd/
Notes	Needs consistency across all social media platforms.

Instagram Performance

Number of Posts	676
Post Frequency	<i>Slieve Russell</i> posts on average 18 times per month
Instagram Follower Growth	Last 30 days (about 4 and a half weeks), the page has gained 60 followers, on average gains 2 followers per day.
Popular Post Times	Saturdays at 10 am
Verification	No
Social Media Manager	Laura Brown, Social Media Manager
User engagement Rate	16 users at 0.12% Engagement.
User Activity	324 users at 2.49% Average User Activity
Follower Demographics	<ul style="list-style-type: none"> • People from 25 to 60. • Keen interest in golfing • Need in relaxing getaway. • Engaged couples searching for wedding venues.

Slieve Russell Hotel's Facebook Audit

Handle	SlieveRussellHotel
Bio	The <i>Slieve Russell</i> Hotel Golf, Ciuin Spa & Country Club
Hashtags	#slieverussellweddings, #yourspecialday, #spa, #pamperme, #thisiscavan, #bride, #groom
Profile Links	www.slieverussell.ie
Verification	No
Social Media Manager	Laura Brown, Social Media Manager
Mission Statement	<ul style="list-style-type: none"> • promote the hotel. • Increase sales. • Get new customers nationwide and abroad.
Top Content	Weekend Giveaways that are shared as images or videos. Most recent giveaway post has over 2,500 likes
Most Recent Post	https://www.facebook.com/SlieveRussellHotel
Notes	Not verified, highly active on this webpage. Most popular social media page the business has.

Facebook Performance

Number of Likes	150k+
Number of Followers	145k+
Post Frequency	<i>Slieve Russell</i> posts on average 20 times per month.
Popular Post Times	Wednesdays and Thursdays from 4- 5pm.
Verification	No
Social Media Manager	Laura Brown, Social Media Manager
User engagement Rate	21900 users at 15% Engagement.
User Activity	51100 users at 35% Average User Activity
Follower Demographics	<ul style="list-style-type: none"> • People from 25 to 60. • Keen interest in golfing • Need in relaxing getaway. • Engaged couples searching for wedding venues.

Strengths

- *Slieve Russell's* social media accounts have a large follower reach.
- Posts are seen by a number of potential customers.
- They have good brand recognition throughout the country with its excellent service accompanied with their stellar events facilities and a professional level golf course.
- User engagement is above average for most hotel social media accounts garnering an above average likes over their 180 + posts.
- Natural growth of their social media accounts without paid advertisements enforces the point that the content that is currently post is of high standard.
- The large number of posts on their social media account has been good for follower engagement and conversion.

Opportunities

- The introduction of consistent and frequent posts can potentially increase user growth and engagement.
- A larger net of followers can give an additional insight into the needs of their followers and guests, acting as another method for market research.
- An increase in the *Slieve Russell* Hotel's follower count will lead to an influx of guest booking to stay at the hotel.
- The more professional and inviting that their social media accounts look will outshine the *Slieve Russell* Hotel's competitors as they already lack quality and consistent in their posts.

Weaknesses

- *Slieve Russell's* social media account management currently lacks consistency throughout their multiple social media platforms.
- The lack of a marketing budget has hindered the growth potential of the *Slieve Russell* Hotel's social media accounts.
- User engagement on Instagram could improve to match the engagement achieved on their Facebook account.
- The absence of the verification tick for Instagram and Facebook can give the appearance to potential customers that the *Slieve Russell* account isn't the correct account that represents the business.
- The lack of the verification tick can also give the potential customers or followers a lack of trust and confidence in the *Slieve Russell* brand.
- No stories on the Instagram account hinders followers to be undated on updates involving the Hotel such as promotional offers, events and other hotel news.

Threats

- *Slieve Russell* Hotel's competition farmhamestate has larger following than them on Instagram.
- These increased followers can bring potential guests away from the *Slieve Russell* straight into the arms of their direct competitors.
- The presence of Covid-19 has led to a loss in the interest and ability for customers to stay at the hotel.
- This accompanied with the inability to hold events such as birthday parties and weddings at the hotel has also led to loss in revenue and created a lack of content to be posted on social media.



Mission Statement:	Welcome to the luxury 4-star Farnham Estate Spa & Golf Resort in Cavan. Book directly on our official website to receive Best Rate Guarantee
Stars	☆☆☆☆
Location	Cavan Town, Co.Cavan
Website	https://www.farnhamestate.ie/
Golf Course	Yes
Spa	Yes
Rooms	158
Facebook	84,686 Followers
Instagram	19,829 Followers



Mission Statement:	Hodson Bay Hotel is a luxurious 4-star hotel in Athlone, located 5 minutes from the heart of Athlone. Nestled on the shores of the majestic Lough Ree, Hodson Bay Hotel offers great accommodation which comprises of 176 bedrooms, fine casual dining restaurants, 10 purpose built conferencing suites, leisure centre and luxurious spa.
Stars:	☆☆☆☆
Location	Roscommon Road, Co. Roscommon
Website	https://www.hodsonbayhotel.com/
Golf Course	No
Spa	Yes
Rooms	158
Facebook	62,010 Followers
Instagram	6,214 Followers



KNIGHTSBROOK

HOTEL SPA & GOLF RESORT

Mission Statement:	The Knightsbrook Spa and Golf Resort is set in 186 acres of expansive green parkland and stunning scenery - the perfect backdrop for your wedding pictures. Convenient and beautiful, the hotel has so earned the title of Best Wedding Venue in Leinster.
Stars:	☆☆☆☆
Location	Dublin Rd, Iffernock, Trim, Co. Meath
Website	https://www.knightsbrook.com
Golf Course	Yes
Spa	Yes
Rooms	169
Facebook	54,081 Followers
Instagram	6,056 Followers



CARTON HOUSE

A FAIRMONT MANAGED HOTEL

Mission Statement:	Carton house 25 minutes from Dublin a little luxury awaits you. 2 championship golf courses, Carton House Spa & Wellness and 3 unique dining outlets.
Stars:	☆☆☆☆
Location	Carton Demesne, Maynooth, Co. Kildare
Website	https://www.cartonhouse.com
Golf Course	Yes
Spa	Yes
Rooms	131
Facebook	49,912 Followers
Instagram	12,421 Followers



Mission Statement:	This elegant hotel in a 17th-century manor on 170 acres is 4.3 km from Kilkenny Castle's tours and 7.2 km from the Rothe House' s genealogy centre.
Stars:	☆☆☆☆☆
Location	Dublin Rd, Lyrath, Kilkenny
Website	https://www.lyrath.com
Golf Course	No
Spa	Yes
Rooms	139
Facebook	57,944 Followers
Instagram	13,694 Followers



Mission Statement:	At the 4 Star Newpark Hotel in Kilkenny, we believe in treating yourself. That's why we offer some of the best Kilkenny hotel deals and offers to guests who book their Kilkenny hotel break directly with us. Our Kilkenny hotel is situated on a vast 40-acre estate, so we don't just offer your standard hotel break, we offer relaxing luxury Kilkenny hotel break experience.
Stars:	☆☆☆☆
Location	Castlecomer Rd, Newpark Lower, Kilkenny
Website	https://www.newparkhotelkilkenny.com/
Golf Course	No
Spa	Yes
Rooms	132
Facebook	28,932 Followers
Instagram	7,782 Followers

Slieve Russell Hotel – Something Novel

Over the last few months, The Slieve Russell has had to find ways to make money as their hotel was still closed due to COVID restrictions. With only essential workers being allowed to stay there. One of our start attractions which we opened over the past 12 weeks (about 3 months) was “The Cabin”. Here, people who have just completed their walk can have a well-deserved break and be treated to a selection of warm drinks or treats from Crepes, Scones, Cakes and many more. The Cabin opened its doors on the 6th of March and has been incredibly successful so far and has had an incredibly positive public opinion.

Since March, “The Cabin” has been thriving especially with the clear weather we have been having, and the return of golf has only made people more eager to stop there during or after a round of the returned sport. The public have given “The Cabin” overwhelming support and it has become a reliable source of income in these troubling times.

This is all made possible through the massive help of our dedicated essential workers who have put their lives on hold to go above and beyond the call of duty to set up the cabin. The customer service we provide along with a friendly *Slieve Russell* socially distanced smile we hope will give the community a bit of joy it most certainly deserved.

Facebook Ads for the Slieve Russell Hotel

 **Slieve Russell Hotel**
Sponsored Like Page


The Slieve Russell Hotel provides luxury hotel accommodation in a tranquil setting.




The Slieve Russell Hotel
Rating : ★★★★★
BALLYCONNELL, IRELAND Book Now

113 85 Comments 2.5K Shares

Like Comment Share

 **Slieve Russell Hotel**
Sponsored Like Page

Book a Tee time at our amazing golf resort.



Golf at the Slieve Russell
Ranked 37th in Ireland
PGA NATIONAL GOLF COURSE Book Now

1.5K 47 Comments 241 Shares

Like Comment Share



The Slieve Russell Hotel
Ballyconnell, Ireland

The Slieve Russell Hotel provides luxury hote...

Book Now



Golf at the Slieve Russell
PGA National golf course

Book a Tee time at our amazing golf resort.

Book Now



<https://www.slieverussell.ie>

The Slieve Russell Hotel's Wedding & Spa fa...

For Facebook marketing, we utilized the marketing budget to create advertisements on Facebook. These mockups would represent the type of advertisements in which the *Slieve Russell* would like to use for the marketing campaign. The use of captive headings and eye-catching images with the accompanying call to action would be the most effective way to market towards the *Slieve Russell* Hotel's Target market, them being either golf enthusiasts, holiday goers, or engaged couples wishing to book out a venue.

Instagram Ads for the Slieve Russell Hotel

The image displays three Instagram advertisement mockups for the Slieve Russell Hotel, arranged in a 2x2 grid with the bottom-right cell empty.

- Top Left Ad:** A sponsored post from 'slieve_russell_hotel' featuring a pancake with fruit. The central graphic is a green sign that reads: 'SLIEVE RUSSELL PGA National IRELAND The Cabin OPEN DAILY 10AM - 5PM'. Below the image is an 'Install Now' button, a heart icon, a comment icon, and a caption: '5.5K likes slieve_russell_hotel The Cabin at Slieve Russell...Open Daily #treats #coffee #thisiscavan'.
- Top Right Ad:** A sponsored video post from 'slieve_russell_hotel' titled 'SLIEVE RUSSELL STAFF FUNDRAISER IN AID OF FOCUS FAMILY RESOURCE CENTRE'. The video shows a group of people on a golf course. Below the video is a 'Learn More' button, a heart icon, a comment icon, and a caption: '2.5K likes slieve_russell_hotel Thank you to everyone who supported #teamslieverussell on our virtual walk'.
- Bottom Center Ad:** A sponsored post from 'slieve_russell_hotel' showing a luxury hotel room with a 'Book Now' button, a heart icon, a comment icon, and a caption: '10K likes slieve_russell_hotel The Slieve Russell Hotel provides luxury hotel accommodation in a tranquil setting...'.

Similarly, to the proposed Facebook marketing mockup campaign, the Instagram advertisements would follow the same theme. The use of relevant hashtags with an accompanying invocative and informative description will be the best opportunity for the *Slieve Russell* hotel to gain guests which will increase their revenue or at the very least increase their user following and engagement. This in turn would hopefully growth the *Slieve Russell's* social media reach once again contributing to advertising to their target market.

Slieve Russell Hotel – Meetings with the client

To get a proper insight into how the *Slieve Russell* social media works, we felt it was vital to meet up with our clients for a few meetings throughout the semester. Utilizing Microsoft Teams, we had a meeting with the Hotel General Manager, the hotel's social media manager, and employees working in the cabin and golf club.

Over the course of the semester, we met with our clients on 3 separate occasions to discuss updates, news on the hotel, requirements, and questions and advice. In these essential meetings, we discussed the current social media strategy and what necessary changes would need to be made to increase *Slieve Russell's* social media presence, which would contribute to increased bookings for the hotel rooms, spa, golf, and other events that are taking place on the site.









We asked them, about their current situation and how we can implement our strategy around it. We asked them if they wanted us to cover special offers or newly launched areas of the resort in greater detail.

Once all agreements were met, we got to work on our strategy with a real business and their requirements in mind. They were very helpful and transparent in what they wanted. Their demands were very easy to follow, and the attendees of the meetings were all very friendly and warm-hearted.

They were also very flexible with time and whatever social media application was used. We had spoken to the hotel's social media manager directly through Instagram discussing certain, posts, hashtags and why the pages were not verified, and so on. It seems that they were overly impressed with us but not as impressed as we were with them. We also liked how welcoming and forthcoming they were about the social media platform that we were working with. Niall felt that he felt very welcome when he visited "The Cabin" on its opening weekend, He was also impressed with how the manager treated him while he visited.

At times it was difficult to reach them as their schedule tended to be quite busy at the weekends where in contrast to our schedule which got more and more hectic as the semester progressed so we could not meet up as often as we liked. As in contrast, they were unable to contact us on a few occasions because of our busy nature.

All of our meetings and messages are evident in the following screenshots.

Name	Type	Duration	Time
 Slieve_Russell	 Incoming	28m	2:00 PM ...
 Slieve_Russell	 Incoming	34m	2:07PM ...
 NIALL WALKER - STUDENT	 Missed call		3:21 PM ...
 Slieve_Russell	 Incoming	23m	2:05 PM ...



slieve_russell_hotel

Active now



Hi Jake and Niall

I'm the social media manager for the Slieve Russell Hotel

Thanks for helping us with our social media strategy

We ahve seen have taken everything ye have said into account and will encorporate it into our social media accounts

We will be getting our accounts verified soon



It was a pleasure working with you.Niall And I are very grateful for the slieve russell to give us the opportunity to work on your social media strategy

We hope to work with The Slieve Russell Hotel again

We will contact you should any position arise or if we need any additional help



Thanks again on behalf of me and Niall

Slieve Russell Hotel – Conclusion

In conclusion, we were thrilled to do this project with the *Slieve Russell* Hotel. We learned a lot about how a successful business like the *Slieve Russell*, handles its social media accounts. We were surprised that the *Slieve Russell*'s pages were only lacking in a few small areas, but we were overall impressed with how the business ran their social media accounts especially the Facebook and Instagram pages.

We learned that it is very important for the brand that they have a strong social media presence as this is essential for getting customers to stay at the hotel but it also important that they return for another stay or to celebrate another occasion. We believe that getting a guest to stay one time is easy but getting them to return in the future is that hard part.

Hopefully, with this social media strategy, the *Slieve Russell* Hotel's social media accounts will only blossom from here, we planned to increase their presence, verifying their accounts, and getting their supports to become more involved on their social media pages by using methods such as discount codes and competitions for weekends away. These changes will contribute to the further success of the *Slieve Russell* Hotel and its accompanying social media platforms.

Overall, we felt like we learned a lot about the *Slieve Russell* and we feel like we have gained a whole new set of skills that we can bring to the industry when are looking for jobs.

So who did what?

Niall did the following sections – Introduction, Before Our involvement, Scope, Our Goals, Smart Goals, KPI and Something Novel.

Jake did the follow sections – Social media Audits, Swot Analysis, Competitor analysis, Mockup images & organized meetings.

The following were done in collaboration – Budget Breakdown, Meeting with the client & Conclusion