



Kaye Heseltine Design

# **The Social Media Visibility Suite**

**You know you need to be visible. You know consistent, professional content builds trust and attracts the right clients.**

**But knowing it and actually making it happen are two very different things, especially when design isn't your zone of genius and your to-do list is already full.**

**These packages are designed for exactly that gap.**

**For the business owner who's brilliant at what they do, ready to show up with confidence, and just needs the visual side sorted, so they can stop putting it off and start posting with pride.**

## THE CONTENT KIT

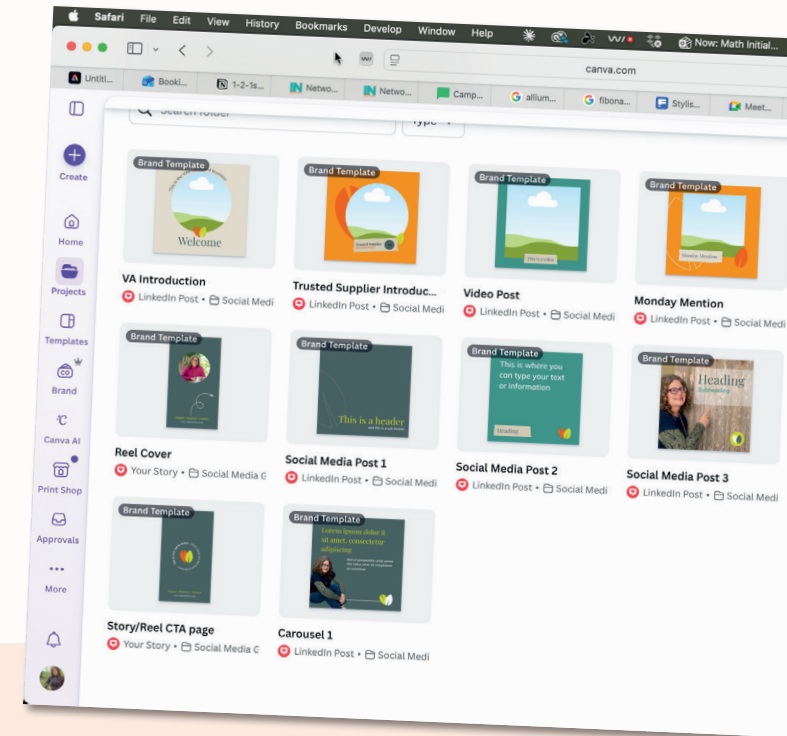
You know you need to show up consistently online. You've got things to say, you just don't want to spend three hours on a Saturday morning wrestling with Canva trying to make something look half-decent.

That's where I come in to create a set of professionally designed, fully editable Canva templates (built around your brand, colours and fonts) so every time you sit down to create content, the hard work is already done. You just drop in your words or images and post.

No starting from scratch. No mismatched fonts. No more "that'll do"

### Every template is:

- Fully editable in Canva.
- Designed around your content pillars.
- Built with your brand colours, fonts and style.
- Ready to resize for newsletters, email headers and other channels.
- Delivered ready to use (with instructions)



## CHOOSE YOUR KIT

### STARTER KIT £240

Perfect if you're ready to get consistent and want a focused set of templates to build from.

**Includes:** 2 post templates | 1 carousel template (3–5 slides) | 1 story template | 1 CTA reel end slide

**Perfect for:** Getting started with a look that's cohesive, recognisable and entirely yours.

### FULL KIT £360

Perfect if you want a complete content system with plenty of variety to keep things fresh, week after week.

**Includes:** 5 post templates | 3 carousel templates | 2 story templates | 1 reel cover | 1 CTA / end slide | Cover Image.

**Perfect for:** A full, professional content library with the range to sustain your posting long-term.

---

**Your brand. Your hands. No blank canvas.**

## THE CONTENT STUDIO

**You know what you want to say. You just don't have the time, the eye, or the energy to make it look the way it should.**

That's what The Content Studio is for. You send me your narrative, your key messages, your copy (whatever you've got). I turn it into polished, on-brand graphics that are ready to post. No blank screen. No wrestling with Canva. No "I'll sort the socials later" piling up on your to-do list.

### How it works:

- You send me your content (narrative, key messages or copy)
- I design your graphics (posts, carousels, stories, whatever you need\*)
- You receive everything back, polished, on-brand and ready to post as JPEGs. **Not a Canva file in sight.**

\*Deliverables agreed at initial meeting.



Examples of social media graphics created for The Credit Lab:  
<https://www.linkedin.com/in/mel-thecreditlab/>

## CHOOSE YOUR OPTION

### MONTHLY SUBSCRIPTION £240

Ideal if you post regularly and want a reliable, ongoing design partner in your corner.

**Includes:** 4-6 posts per month

**Perfect for:** *The business owner who wants their content sorted month after month, without lifting a design finger.*

### ONE-OFF BUNDLE £540

Need a batch of graphics for a launch, campaign or content push? This is your option..

**Includes:** 10 graphics (Mix of post, reel, story, cover image & carousel - bespoke to your need and agreed at start of project)

**Perfect for:** *A specific campaign, launch or content sprint where you need everything to look sharp.*

---

**You talk. I design. You post.**

## THE CONTENT COLLECTIVE

Running a successful business takes everything you've got. And while you know showing up consistently on social media matters, finding the time to actually do it, let alone make it look good, is another story entirely.

Design isn't your zone of genius. That's absolutely fine. It's mine.

The Content Collective is a rolling monthly membership that takes the visual side of your social media completely off your plate. Every quarter, a fresh set of beautifully designed, fully editable Canva templates lands in your account, built around your brand, your content pillars, and the season you're stepping into. Spring launch? Summer offer? Christmas campaign?

### Why it works:

- **Consistency without the chaos**  
Regular templates mean a regular reason to post. No more three-week silences because life got busy. Your content system keeps ticking, even when your diary doesn't.
- **Seasonal and always intentional**  
Your business moves with the year and your visuals should

too. Each quarterly drop is designed around what's coming up: campaigns, seasons, key dates and moments that matter to your audience. Nothing generic. Nothing last-minute.

- **Your brand, always recognisable**  
The base design stays true to you (colours, fonts and style). What changes is the fresh detail that keeps your feed feeling current and considered. You'll stand out in a scroll full of off-the-shelf Canva templates, because yours were made for you.
- **Delivered ready to use**  
Every template comes with simple usage instructions (open, edit and post).

### EVERY QUARTER YOU RECEIVE:

- 10-12 fully editable Canva templates every quarter.
- Mix of posts, stories, carousels and CTA slides.
- Seasonal design updates aligned to your content calendar.
- Social media header update.
- Simple usage guide so you know exactly what to do with everything.

### Monthly £125

**Perfect for:** *The business owner who knows consistency is everything and is ready to stop letting the visuals be the reason they hold back.*



---

**Fresh templates, every quarter. Your brand, always current.**

## NOT SURE WHICH IS RIGHT FOR YOU?

HERE'S A SIMPLE WAY TO THINK ABOUT IT:

**“I want great templates I can edit myself”**

You need - **THE CONTENT KIT** (page 3)

**“I want someone to just make the graphics for me”**

You need - **THE CONTENT STUDIO** (page 4)

**“I want consistent support, without thinking about it”**

You need - **THE CONTENT COLLECTIVE** (page 5)

Still not sure? Drop me a message and we'll work it out together: [hello@kayehdesigns.co.uk](mailto:hello@kayehdesigns.co.uk) | 07396 789297

---

**Packages at a glance...**



# FREQUENTLY ASKED QUESTIONS

## BEFORE YOU BUY

### Do I need to have a brand already in place?

For The Content Kit and The Content Collective, yes, these packages work best when your brand is already established. Your colours, fonts and logo are the foundation everything is built on. If you're not quite there yet, let's chat. Getting your brand sorted first is always the right call, and it's something I can help with.

### I'm not very confident in Canva, will I be able to use the templates?

Absolutely. Every template is designed to be as straightforward as possible, you're swapping out text and images, not rebuilding anything from scratch. The Content Kit and Content Collective both come with simple usage instructions so you know exactly what to do.

### Can I see examples of your work before I buy?

Of course, head to [kayehdesigns.co.uk](http://kayehdesigns.co.uk) to see examples, or drop me a message and I'll point you in the right direction.

## ABOUT THE PACKAGES

### What's the difference between The Content Kit and The Content Studio?

The Content Kit gives you beautifully designed templates that you edit and post yourself. The Content Studio means you send me your content and I do all the design work, you just post what lands in your inbox. One is done-with-you, the other is done-for-you.

### Can I upgrade from one package to another?

Yes, if you start with The Content Kit and decide you'd rather hand the design work over entirely, we can absolutely talk about moving across to The Content Studio or The Content Collective. Just get in touch.

### What file formats will I receive?

For The Content Kit and Content Collective - editable Canva templates, delivered direct to your Canva account. For The Content Studio - JPEGs or PNGs, ready to post straight away. Not a Canva file in sight.

### Can I request specific formats like LinkedIn or Pinterest?

Yes. Just let me know which platforms you're posting on when we chat and I'll make sure everything is sized correctly for where you show up.

## WORKING TOGETHER

### How do we get started?

Drop me a message at [hello@kayehdesigns.co.uk](mailto:hello@kayehdesigns.co.uk) and we'll book a quick call to make sure we choose the right package for you. No hard sell, just a conversation to make sure it's the right fit.

### How long does it take to receive my templates or graphics?

Timelines vary depending on the package and my current availability, we'll agree this before we start so you always know what to expect.

### What do I need to provide?

For The Content Kit - your brand assets (logo, colours, fonts) and an idea of your content pillars. For The Content Studio - your copy, key messages or narrative, plus any images you'd like me to use. For The Content Collective - we'll set everything up together when you join, and then each quarter we'll have a chat ahead of the new drop.

## THE CONTENT COLLECTIVE

### What happens when I join The Content Collective?

We start with a short onboarding. I get to know your brand, your content pillars and your upcoming calendar. From there, every quarter we'll have a catch up ready for a fresh set of templates, ready to go. You'll also get

a simple guide explaining what's included and how to use everything.

### Am I tied into a long contract?

No. The Content Collective is a rolling monthly membership. You're in control, though most members find that once the templates are part of their routine, they wouldn't be without them.

### What if I want to pause or cancel?

Just let me know. There's no penalty for pausing or cancelling. I just ask for 30 days notice before your next billing date.



07396 789297 | HELLO@KAYEHDESIGNS.CO.UK  
**WWW.KAYEHDESIGNS.CO.UK**

