# Sc Social content and assets

About social content and assets from Four

Our creative and digital team regularly conceives and produces social media content for a diverse cross-section of clients across the agency. Working with account teams, community managers and content strategists they develop creative content ideas in response to audience insights and campaign objectives, and turn them into asset packs and tactical content plans for clients.

Beyond producing written and visual content, the team are also conversant and skilled in distribution and engagement across paid, owned and earned channels – and advise and guide clients on how to make the most out of the content they invest in to reach audiences and elicit the desired outcome.
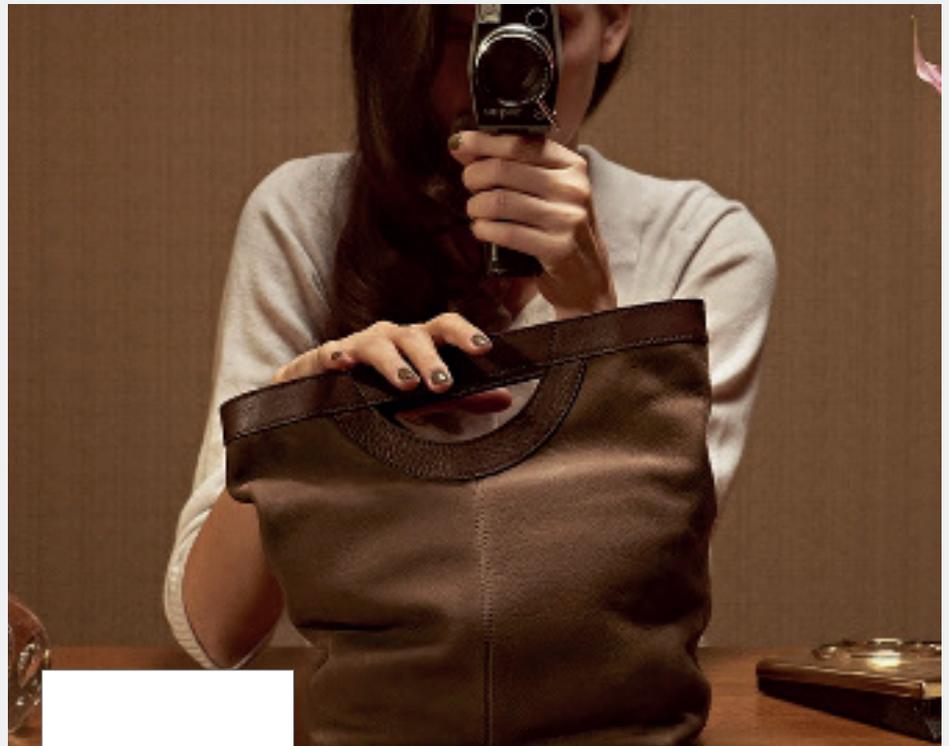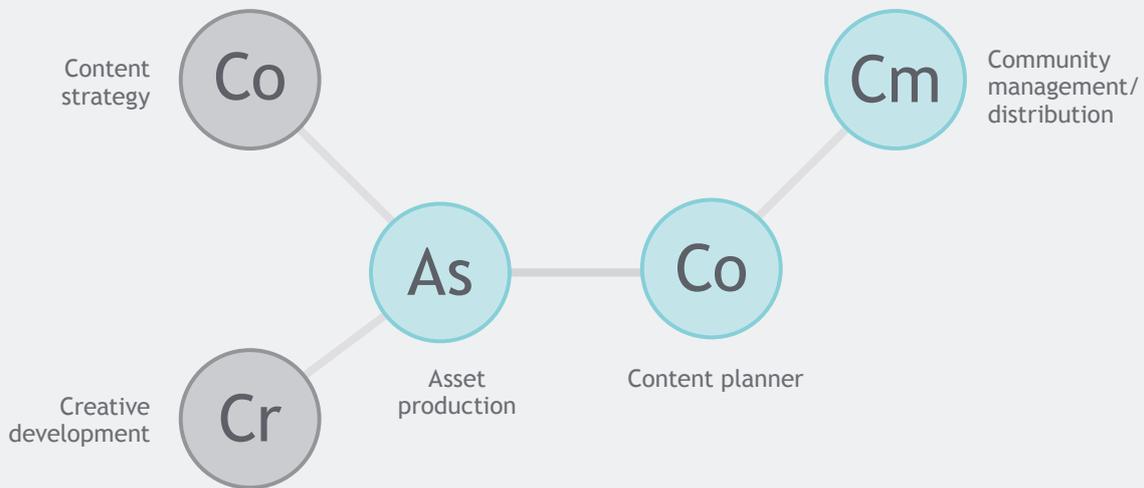
Case study

Max V. Koenig

Max V. Koenig is a new player in the luxury leather goods market, producing two collections per year of ultra-high end handbags and purses. Working with Max, the team produces visually arresting and striking content to feed into his paid and organic social media activity, including static photography, animated content such as cinemographs and gifs, and short form video.

The content taps into trends in content within the fashion and luxury sectors, and brings brand attributes and USPs to life in a way that is intriguing and enticing for followers.

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How it works

- **Co** Content strategy
- **Cr** Creative development
- **As** Asset production
- **Co** Content planner
- **Cm** Community management/ distribution

Pricing

Indicative asset pack – 1 x 30 second video, 10 x illustrations, 20 x social posts + content plan

£2,995

Other products from Four

Bc Brand champions	**Ev** Events creation and management	**Se** Search engine optimisation	**An** Animation	**Mt** Media training
Sa Sponsorship audit	**Pt** Presentation training	**Sc** Select committee training	**Cv** Corporate video	**Aw** Awards
Po Podcasts	**Im** Issues management	**Bw** Brand workshop	**Pe** Penetration testing	

Contact

If you would like to find out more please email
FourElements@fourcommunications.com

Key team members

Paul Dalton-Borge
Managing director
Paul leads on digital strategy and plays a key role in shaping and the direction of SEO activity for clients.

Stephen Dewsnap
Senior digital designer
Stephen is our lead animator and lead on the visual development of projects from storyboarding through to animation.