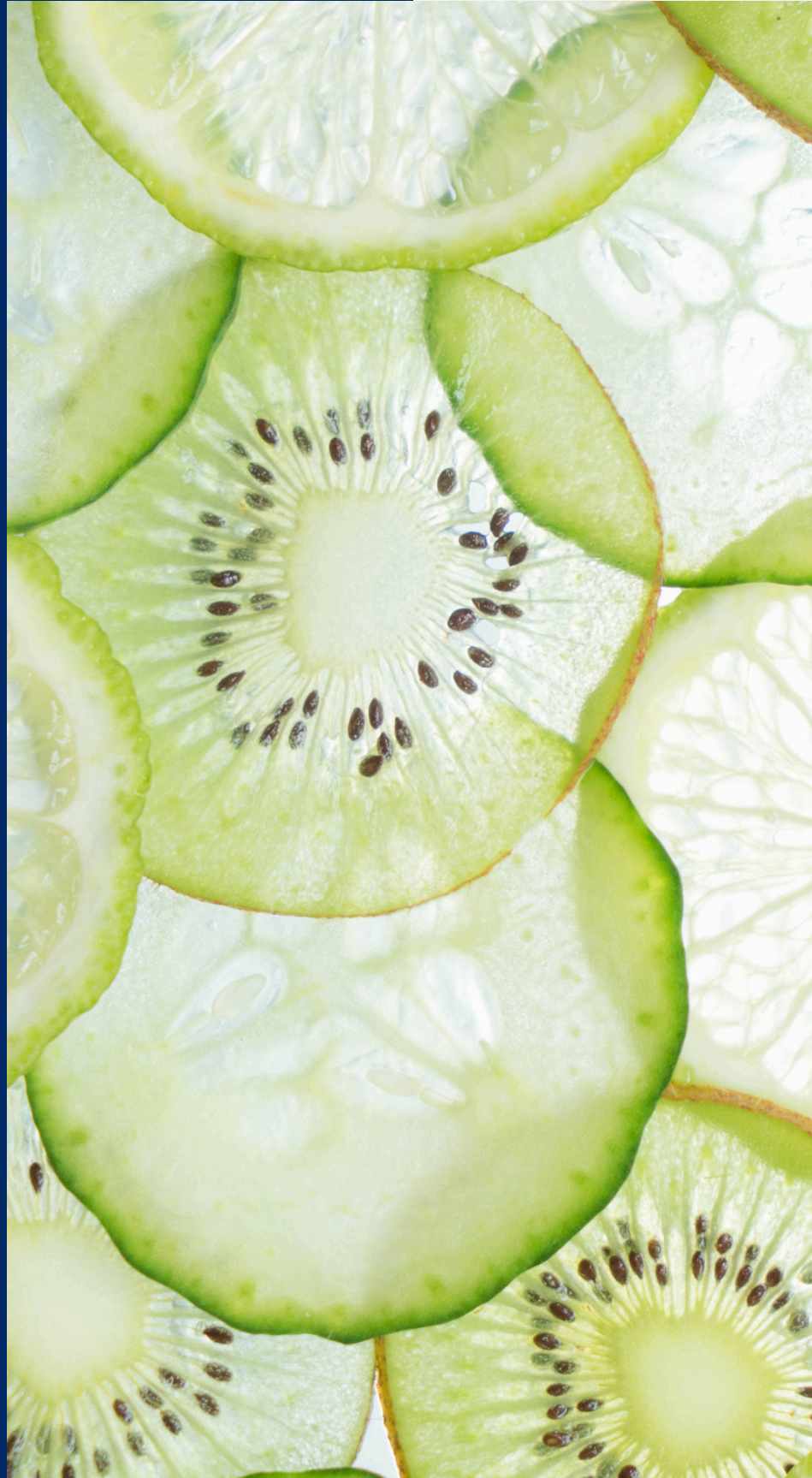


# CREATIVE STRATEGY ROADMAPS

*Packages by*  
**Craft  
Collective**  
*innovation lab*







*Who We Are: Craft Collective*

# Welcome

We are a **specialist brand and creative consultancy** rooted in **the food, beverage, and hospitality industries**. With over a decade of experience helping visionary brands come to life, we understand the nuances of what it takes to **thrive in** these highly **competitive markets**.

Our team of food and hospitality brand strategists, creative leads, and marketing minds work with intention, excellence, and agility to build scalable brand assets and solutions that empower independent and growing businesses.

From boutique hotels and guesthouses to vibrant restaurants, wineries, and artisanal food brands – **we deliver creative strategy that connects, converts, and endures.**



# Why Choose Us?



## 01 Industry Expertise

Deep knowledge of the F&B and hospitality space, with a sharp understanding of consumer behaviour, trends, and market challenges.

## 02 Tailored, Not Templated

Every roadmap is custom-built to your brand – no copy-paste strategies, ever.

## 03 Made for Owners

Designed for self-implementation, our roadmaps provide clarity, confidence, and control.

## 04 Speed + Precision

Quick turnaround without compromising quality – enabling you to act fast with intention.

## 05 Scalable Support

From single campaign plans to full brand overhauls, we meet you where you are.





# Who is this for?

Our Creative Strategy Roadmaps are designed specifically for **small to medium-sized businesses** within the food, beverage, and hospitality sectors **who need marketing clarity** – without the need to hire a full-time agency. Whether you're a team of one or ten, these roadmaps give you **structure, guidance, and confidence**.



## Start-ups & early-stage concepts

You're preparing to launch and need strategic guidance on how to show up online and offline.



## Growing business new launch

Be it a new menu, venue, product line, or seasonal campaign – you want to leverage your existing audience to land with impact.



## In-house teams seeking structure

You've got content creators, managers, or junior staff, but need a clear path to tie it all together.



## DIY business owners

You're doing your own marketing (along with EVERYTHING else...), but you're not sure if you're hitting the mark, this roadmap ensures you do.

*If you've ever said "I just need someone to tell me what to do so I can go and do it," this is for you.*



# What makes this different?

Our roadmaps are more than just strategy documents – **they are actionable implementation guides** tailored to your brand, your goals, and your resources.

*Each Roadmap includes*

## 01 Custom Strategy

No generic templates. Everything is crafted based on your business model, audience, and objectives.

## 02 Practical Guidance

From content calendars and templates to scripts and engagement hacks – everything is ready for immediate use.

## 03 Creative Direction

We offer clear, aesthetic-aligned advice so your brand feels intentional and cohesive.

## 04 Ownership Empowerment

Our goal is not to own your marketing – it's to empower you to own it.







# How does it work?

*Our process is designed to be seamless and collaborative – with a quick turnaround and maximum value.*

## Step 1

### Discovery & Intake

You complete a short but insightful intake form and optionally book your free 45-minute Brand Intro Call. We get to know your business, goals, customer base, and current efforts

## Step 2

### Strategic Development

Our team synthesises your goals with best practices, market insights, and brand identity to craft your 6-month roadmap. We align the strategy to your available resources – whether you're working solo or have a team.

## Step 3

### Delivery & Activation

You receive your fully custom roadmap as a beautifully presented PDF, editable calendars or templates, and any associated digital assets. We'll walk you through everything so you can start implementing immediately.

## Step 4

### Optional Support

Need help implementing? We offer follow-up add-ons and custom support packages if you'd like us to support execution.



## Our Core Packages

# FOUNDATION PACKAGE

### *Social Media Strategy Roadmap*

R8,000 ex VAT | Turnaround: 5–7 working days

Your essentials-only roadmap to elevate your brand's social media presence:

#### **What's Included:**

- Brand-aligned Social Media Strategy (PDF format)
- Audience Breakdown & Platform Priorities
- Tone of Voice & Messaging Guidelines
- Content Pillar Framework (3–5 key themes)
- Editable 6-Month Content Calendar (Google Sheets or Excel)
- Engagement Guidelines + Sample Hashtag Bank

**Perfect for:** Start-ups, owner-operators, or internal teams looking for a clear, strategic roadmap for Instagram, Facebook, or TikTok.

#### **BONUS FOR ALL PACKAGES:**

*Complimentary 45-minute Brand Intro Call.*

*No obligation - just an open conversation to understand your goals and see if we're the right fit.*





## Our Core Packages

# MOMENTUM PACKAGE

### *Full Digital Suite Strategy*

**R14,000 ex VAT | Turnaround: 8–10 working days**

A holistic digital strategy built for implementation across your core platforms.

### **Everything in the Basic Package, plus:**

- 8–10 Editable Social Media Design Templates (Canva)
- Imagery & Content Creation Best Practices
- Google Ads Setup & Targeting Recommendations
- 3-Stage Cold Email Outreach Sequence for Lead Generation
- Database Growth & CRM Strategy Starter Kit
- BONUS: SEO Starter Guide or Single Landing Page Wireframe

**Perfect for:** Businesses with an internal team or regular content creator who need strategic direction, lead gen support, and polished presentation

### **BONUS FOR ALL PACKAGES:**

*Complimentary 45-minute Brand Intro Call.*

*No obligation - just an open conversation to understand your goals and see if we're the right fit.*





# Our Core Packages

## ELEVATION PACKAGE

*Mixed Marketing Strategy – Digital + Tactile*

**R20,000 ex VAT | Turnaround: 10–14 working days**

A comprehensive, cross-platform strategy that blends digital marketing with on-site brand building and community engagement.

**Everything in the Medium Package, plus:**

- Tactile Marketing Concepts (Loyalty Cards, On-Site Promos, Gift Campaigns)
- Customer Review & Referral Strategy (with incentive concepts)
- Campaign Launch Plan Template (milestones, team roles, timeline)
- Partner & Influencer Management Guide (templates + best practice)
- Strategic Visibility Guide (recommended expos, markets, events + checklist)

**Perfect for:** Wineries, boutique hotels, destination restaurants, or ambitious brands wanting to amplify both digital and real-world engagement.

### **BONUS FOR ALL PACKAGES:**

*Complimentary 45-minute Brand Intro Call.*

*No obligation - just an open conversation to understand your goals and see if we're the right fit.*







# Need Something More Tailored?

We understand that some brands need more than a roadmap. For businesses with complex operations, large teams, or integrated digital and physical experiences, we also offer **bespoke strategy consulting packages** and ongoing support.

While our Strategy Roadmaps offer an accessible entry point for intentional marketing, we also support brands with broader, bespoke services – tailored to your growth stage, goals, and vision.

<p><b><i>Creative Development &amp; Design Services</i></b></p> <p>From full brand identity systems to packaging, signage, print collateral and digital assets – we create high-impact design that communicates clearly and feels like an honest extension of your brand.</p> <p>Our creative team brings strategy and aesthetics together with care and consistency.</p>	<p><b><i>Strategic Development &amp; Consulting</i></b></p> <p>For businesses in transition, scale-up mode, or repositioning in a competitive space – we offer immersive consulting support across brand architecture, market positioning, business model refinement, and team alignment.</p> <p>Ideal for founders ready to deepen or evolve their business direction.</p>	<p><b><i>Product / Concept Development</i></b></p> <p>We collaborate with F&amp;B and hospitality entrepreneurs to turn ideas into tangible offerings, whether it's launching a new consumer product, designing a dining experience, or prototyping a concept for investment.</p> <p>From first sketch to go-to-market, we help shape what you're building.</p>
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# Our Other Turn Key Packages



**SOCIAL MEDIA MANAGEMENT**



**BRAND KIT CREATION**



**WEBSITE DESIGN & BUILD**



**PROMO/ADVERT DESIGN PACKS**

*If you would like more information on any of our packages or services, please contact us at:  
[info@craftcollective.co.za](mailto:info@craftcollective.co.za)*



