

*"Your One-Stop Hub for Marketing & Talent."*

# BINTU'S ART AND EVERYTHING

**HIRING & MANAGEMENT PROCESS**



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# INTRODUCTION

Bintu's Art and Everything specializes in helping businesses hire, train, and manage top-tier social media managers, digital marketing manager and website manager. Our process ensures that you not only get a qualified professional to handle your brand's online presence but also receive ongoing support and performance management to guarantee results.

This document outlines how our hiring and management system works, the expectations for both businesses and managers, and the support structure in place to ensure long-term success.



## **MISSION:**

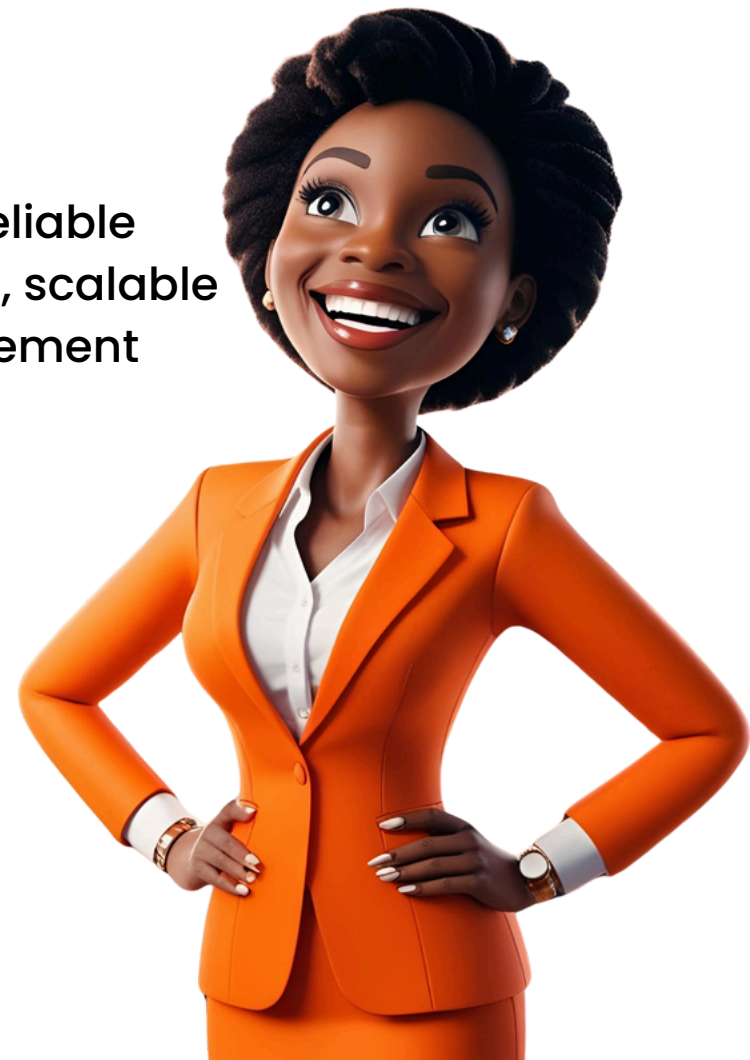
Bintu's Art and Everything helps businesses thrive online by connecting them with highly skilled social media managers, digital marketing managers, and marketing professionals. We simplify the hiring process, deliver expert training, and provide ongoing performance management to ensure consistent and measurable results.

## **VISION:**

To be the go-to agency for businesses seeking reliable and results-driven digital talent—building strong, scalable online brands through expert marketing, management and strategic support.

## **CORE VALUES:**

Excellence, Innovation, Reliability, Collaboration, Integrity, and Impact — guiding every marketing move we make.





**OUR SERVICES**

# 1. BRAND DEVELOPMENT & STRATEGY

- Brand Identity & Positioning
- Logo Design & Visual Identity
- Business Storytelling & Messaging
- Market Research & Competitor Analysis

# 2. DIGITAL MARKETING & SOCIAL MEDIA MANAGEMENT

- Social Media Strategy & Execution (Instagram, Facebook, LinkedIn, Twitter, TikTok, YouTube)
- SEO & Content Marketing
- Email Marketing & Lead Generation
- Paid Advertising (Meta Ads, Google Ads)



### 3. CONTENT CREATION & COPYWRITING

- Blog & Article Writing
- Website & Social Media Copy
- Scriptwriting & Storytelling
- Ad & Sales Copywriting

### 4. CREATIVE DESIGN & MULTIMEDIA

- Graphic Design (Flyers, Banners, Brochures, Business Cards)
- Basic Video Editing
- Building & Managing Websites



## 5. BUSINESS DEVELOPMENT & CONSULTING

- Virtual Assistance & Administrative Support
- Business Process Optimization
- Client Relationship Management
- Growth & Scaling Strategies



# WHY CHOOSE US?

**Industry Expertise:** 11+ years of experience in marketing, business operations, and creative solutions.

**Tailored Solutions:** Customized strategies to meet your business goals.

**Data-Driven Approach:** We use insights and analytics to enhance performance.

**End-to-End Services:** From strategy to execution, we handle it all.

**Results-Oriented:** Our focus is on delivering measurable impact and business growth.



# OUR PROCESS



## BUSINESS NEEDS ASSESSMENT

Before assigning a manager to your business, we take the time to understand your unique needs. This includes:

- Conducting a consultation to learn about your business goals, target audience, and preferred social media platforms.
- Identifying key responsibilities required from manager.
- Determining whether you need a hybrid/remote or full-time, onsite manager.
- Outlining your expectations for content creation, engagement, and performance tracking.
- Signing a service agreement that details our working terms and conditions.



## CANDIDATE SELECTION & ONBOARDING

Once we have a clear understanding of your business requirements, we proceed with the selection process. Our stages includes:

- **Shortlisting:** We identify suitable candidates from our talent pool.
- **Internal Vetting:** We assess candidates to ensure they meet your needs.
- **Client Interview:** You interview the top candidates.
- **Assessment (Optional):** The candidate:
  - 1.Reviews your digital and social media presence
  - 2.Researches competitors and trends
  - 3.Proposes a strategy to improve online presence
- **Final Selection:** You make the final choice based on fit and strategy.



## ONBOARDING PROCESS:

- The assigned manager receives access to necessary tools, platforms, and brand assets.
- A content calendar is created and shared for approval.
- Reporting and communication structures are set up for smooth collaboration.



# OUR MANAGEMENT STRUCTURE

We take an active role in overseeing and managing your assigned manager to ensure they perform optimally and meet your business objectives. Our management process includes:

## **STRUCTURED COMMUNICATION & ACCOUNTABILITY**

To keep all managers accountable and ensure transparency, we implement the following communication and reporting procedures:

### **a. WhatsApp Community Management**

- A general WhatsApp group is created for all social managers to encourage knowledge sharing and team engagement.
- A dedicated WhatsApp group is created for each business, where the assigned manager reports directly to you and our management team.





## **b. Content Approval & Execution**

- The manager must share a weekly content calendar in the private WhatsApp group for review and approval before execution.
- All posts made by the manager must be shared in the general group for visibility and engagement support.

## **c. Daily & Weekly Reporting**

- At the end of each business day, the manager must provide a brief summary of tasks completed.
- A detailed weekly report is submitted covering:
  1. Posts made and engagement statistics.
  2. Any challenges encountered.
  3. Adjustments to strategy based on performance insights.
  4. Recommendations for improvement.





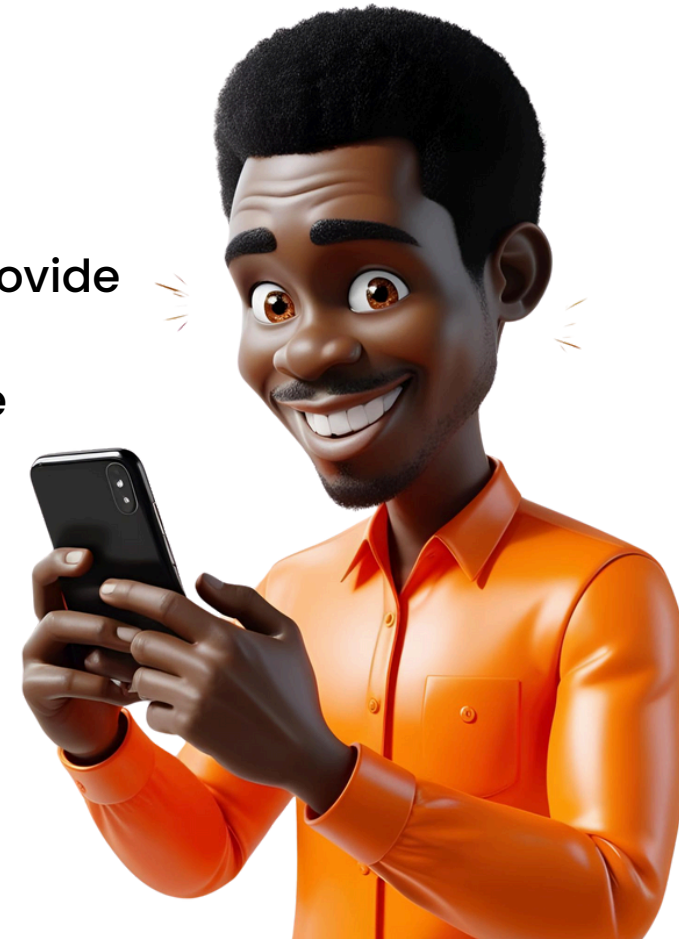
#### **d. Monthly Performance Review**

A performance review session is conducted every month to:

- Analyze key performance indicators (KPIs) such as engagement rates, follower growth, and content reach.
- Address areas of improvement and implement necessary training.
- Ensure that the business goals and marketing objectives are being met.

#### **ONGOING TRAINING & DEVELOPMENT**

- If the assigned manager lacks certain skills, we provide targeted training to enhance their capabilities.
- Regular workshops and best practice sessions are conducted to ensure all managers stay updated with the latest social media trends.



# **WORKING CONDITIONS & PAYMENT STRUCTURE**

## WORK SCHEDULE

- **Hybrid/Remote Roles:** Onsite two days a week and remotely for the remaining three days.
- **Onsite Full-Time Roles:** Five days a week at your business location.
- Work hours can be determined based on your business requirements.



## PAYMENT STRUCTURE – SOCIAL MEDIA MANAGER

- **Hybrid/Remote Role: ₦170,000 per month**  
(covers salary, data allowance, and management services)
- **Onsite Full-Time Role: ₦200,000 per month**  
(covers salary and management services)
- **One-Time Hiring Fee (No Management): ₦50,000**
  1. You manage the social media manager yourself.
  2. **Recommended Salary:** ₦150,000/month (onsite full-time) or ₦120,000/month (hybrid/remote)

**\*\*Prices may vary for international businesses\*\***



## **JOB DESCRIPTION – SOCIAL MEDIA MANAGER**

### **Role Overview:**

The Social Media Manager will be responsible for creating, curating, and managing content across all social media platforms, including TikTok, Instagram, Facebook, X and YouTube. Manage social media advertising campaigns, community engagement, and influencer partnerships to boost brand awareness and drive growth.

- Develop and execute a tailored social media strategy.
- Create visually appealing graphics and short-form videos for TikTok, Facebook, Instagram, X, and YouTube that align with brand aesthetics.
- Design engaging promotional materials, including product features, tips, testimonials, and seasonal campaigns.
- Host live Q&A sessions to engage the audience in real time, answer questions, and build brand trust across social media platforms.
- Manage content scheduling and posting to maintain a consistent online presence.

## **JOB DESCRIPTION – SOCIAL MEDIA MANAGER**

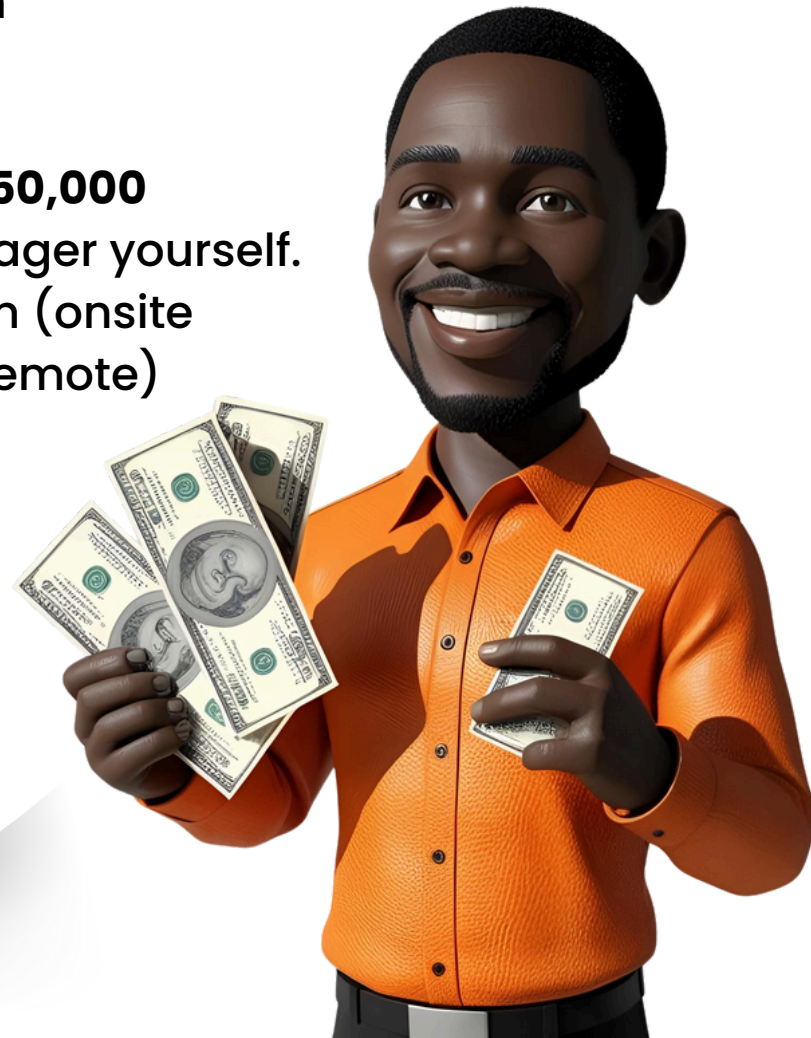
- Engage with followers, respond to inquiries, and foster a strong online community.
- Plan and run targeted social media ad campaigns on Meta (Facebook & Instagram), TikTok, X, and YouTube to drive brand awareness, engagement, and sales.
- Monitor ad performance, optimize campaigns, and adjust targeting strategies to maximize return on investment (ROI).
- Collaborate with influencers and enthusiasts to boost brand visibility.
- Track performance metrics and adjust strategies to enhance engagement and conversions.



## PAYMENT STRUCTURE – DIGITAL MARKETING MANAGER

- **Hybrid/Remote Role: ₦350,000 per month**  
(covers salary, data allowance, and management services)
- **Onsite Full-Time Role: ₦400,000 per month**  
(covers salary and management services)
- **One-Time Hiring Fee (No Management): ₦50,000**
  1. You manage the digital marketing manager yourself.
  2. **Recommended Salary:** ₦350,000/month (onsite full-time) or ₦300,000/month (hybrid/remote)

**\*\*Prices may vary for international businesses\*\***



## **JOB DESCRIPTION – DIGITAL MARKETING MANAGER**

### **Role Overview:**

The Digital Marketing Manager will be responsible for developing and executing a comprehensive digital marketing strategy across social media, website management, email marketing, and digital advertising campaigns. They will oversee all aspects of the brand's digital presence, from content creation to customer engagement, ensuring consistent messaging and performance across all platforms.

- Develop and execute a comprehensive digital marketing strategy tailored to the industry.
- Manage and optimize social media accounts (TikTok, Facebook, Instagram, X, YouTube) to increase brand awareness and engagement.
- Create visually appealing graphics, videos, and promotional materials that align with the brand's aesthetics.
- Hosting live Q&A sessions to engage the audience in real time, answer questions, and build brand trust across social media platforms.

## **JOB DESCRIPTION – DIGITAL MARKETING MANAGER**

- Plan, launch, and optimize targeted ad campaigns on Meta (Facebook & Instagram), TikTok, X, YouTube, and Google Ads to drive traffic and conversions.
- Maintain and update the website, ensuring seamless navigation, mobile responsiveness and fast loading speeds.
- Publish and manage SEO-optimized blog posts to improve organic search visibility.
- Develop and send out email newsletters featuring tips, promotions, product launches, and brand updates to engage subscribers and boost customer retention.
- Monitor website and social media analytics, tracking key performance indicators (KPIs) to refine strategies and improve results.
- Engage with the online community, responding to comments and inquiries to foster strong customer relationships.
- Collaborate with influencers and brand ambassadors to expand reach and credibility.
- Ensure website security, uptime, and performance by coordinating with developers and IT support.

## PAYMENT STRUCTURE – WEBSITE MANAGER

- **Hybrid/Remote Role: ₦300,000 per month**  
(covers salary, data allowance, and management services)
- **Onsite Full-Time Role: ₦350,000 per month**  
(covers salary and management services)
- **One-Time Hiring Fee (No Management): ₦50,000**
  1. You manage the website manager yourself.
  2. **Recommended Salary:** ₦300,000/month (onsite full-time) or ₦250,000/month (hybrid/remote)

**\*\*Prices may vary for international businesses\*\***



## **JOB DESCRIPTION – WEBSITE MANAGER**

### **Role Overview:**

The Website Manager will oversee the maintenance, optimization, and content management of the website, ensuring that it is user-friendly, secure, and optimized for both search engines and conversion rates.

- Maintain and update the website to ensure seamless navigation and an optimized user experience.
- Publish and manage SEO-optimized blog posts focused on skincare tips, product benefits, and industry trends to drive organic traffic.
- Optimize product pages and landing pages for better visibility and conversions.
- Plan and run targeted website ad campaigns, including Google Ads and display advertising, to attract new visitors and increase sales.
- Create and send out email newsletters featuring tips, promotions, product launches, and brand updates to engage subscribers and boost customer retention.

## **JOB DESCRIPTION – WEBSITE MANAGER**

- Monitor website analytics to track performance, identify areas for improvement, and implement necessary optimizations.
- Enhance website functionality and mobile responsiveness.
- Ensure website security, uptime, and fast loading speeds for a seamless user experience.
- Integrate email marketing tools and lead generation strategies to capture potential customers.



# **PARTNERSHIP GUIDELINES & SERVICE STANDARDS**

## **BUSINESS OWNERS ARE REQUIRED TO:**

- Provide access to relevant brand materials and social media accounts.
- Approve content plans and marketing strategies.
- Offer feedback and insights to improve performance.
- Make timely payments to ensure uninterrupted service.

## **CONFIDENTIALITY & COMPLIANCE**

- All social media managers sign a Non-Disclosure Agreement (NDA) to protect your business information.
- We ensure that all marketing strategies and business data remain confidential.



## QUALITY ASSURANCE & CONTINUOUS IMPROVEMENT

- We consistently monitor the performance of managers assigned to ensure they meet quality standards.
- Our team reviews client feedback and updates processes to enhance service delivery.



## IMPORTANT NOTICE:

### ONE-TIME REPLACEMENT POLICY:

If the recruited Manager does not meet The Client's expectations during the 30-day onboarding period, The Service Provider agrees to find a replacement candidate at no additional cost to The Client.

- The replacement will be provided once only during the onboarding period of 30 days.
- After the replacement, if the Manager still does not meet expectations, The Client will be responsible for handling the recruitment of a new candidate at their own cost.



# PAST & CURRENT BRANDS





**LET'S WORK  
TOGETHER**



## CONTACT INFORMATION

Are you ready to elevate your brand and unlock new growth opportunities? Bintu's Art and Everything is here to help.

✉ Email: [contact@bintusartandeverything.com](mailto:contact@bintusartandeverything.com)

☎ Phone: +2348122869386

🌐 Website: [www.bintusartandeverything.com](http://www.bintusartandeverything.com)

🔗 Socials Handle: @bintus\_art\_everything

📍 Location: Nigeria



## CONCLUSION

Working with Bintu's Art and Everything guarantees your access to a structured, professional, and results-driven digital marketing management system. Our comprehensive approach ensures that your online presence, including social media, website management, and digital marketing campaigns, is handled efficiently, allowing you to focus on growing your business while we manage your digital brand.



**THANK  
YOU**