

2026

# SERVICE GUIDE

**HAKABO**  
~ MARKETING ~

# THE HAKABO STORY

## ~ MARKETING ~

Hakabo Marketing started from a love of creativity and an interest in helping small businesses show up online in a way that feels right for them.

I have over five years' experience working in marketing, PR and social media management, with a background in Fine Art. Alongside this, I run my own creative small business, Hakabo Studio, so I understand how overwhelming marketing can feel when you're trying to do everything yourself.

I work with businesses across a range of industries, offering all-round marketing support. This includes social media management, content creation, website updates and management, newsletters, and design support, basically helping you keep everything consistent and working together.

I take the time to understand your business, your audience and what you're trying to achieve, so your marketing feels clear, considered and genuinely you, not generic or corporate.

Whether you're just getting started or want more confidence and structure in your marketing, I'm here to help.





# DESIGN & BRANDING

## BRAND APPEARANCE AND COHESION

Ideal for brands who want a more cohesive, professional look. I can also offer printer and supplier research and liaison if required, helping take the stress out of ordering printed marketing materials and merchandise.

## MINI BRAND REFRESH PACKAGE

Includes a logo refresh, social media graphic templates and basic brand guidelines.

## ONE-OFF DESIGN SUPPORT

Marketing literature, advert designs, brochure design, brand merchandise, signage.







**HALF-DAY: £180**  
**FULL-DAY: £330**

# CONTENT CREATION

## CONTENT CREATION AND EDITING

Ideal for brands who need high-quality one-off or regular content but don't have the time to create it themselves. This package offers engaging iPhone photos and videos tailored for social media and digital platforms.

### HALF-DAY (3 HOURS) + EDITING

Focused session to capture content for a specific event, campaign, product launches or general updates.

### FULL-DAY (6 HOURS) + EDITING

A full day of content creation covering multiple aspects of your brand, from products to people and place.

**\*TRAVEL EXPENSES NOT INCLUDED**



**FULL SUPPORT:  
£480 PER MONTH**

# ORGANIC SOCIAL MEDIA MANAGEMENT

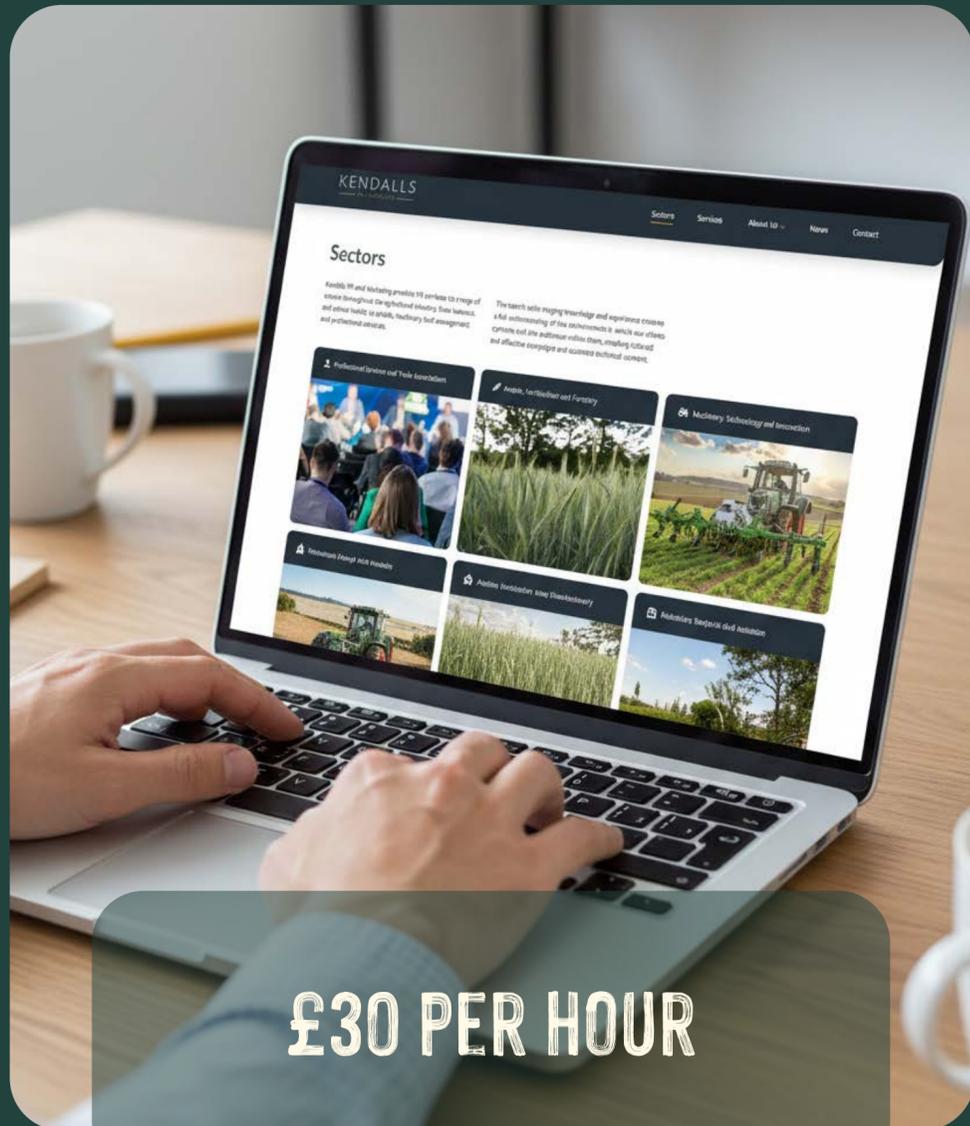
## PLANNING, SCHEDULING AND POSTING

Ideal for businesses who want a consistent presence without managing social media platforms themselves.

## FULL SUPPORT (16 HOURS MONTHLY)

- Two platforms: Instagram and Facebook (or TikTok or LinkedIn)
- Up to 12 posts per month (2-3 posts per week)
- Regular Instagram stories
- Monthly content planner
- Community engagement
- Performance insights and recommendations

**\* BESPOKE PACKAGES AVAILABLE**



# WEBSITE MANAGEMENT

## UPDATES AND COPY

Ideal for small businesses who want their website kept up to date without hiring a developer. I can offer:

- Updating text and images
- Writing and uploading blog posts
- Uploading products or services
- Basic performance checks
- SEO-friendly copy edits
- General advice and structure suggestions



**£30 PER HOUR**

# NEWSLETTERS

## PLANNING, CREATION AND DISTRIBUTION

Ideal for businesses who want to nurture their audience and drive repeat sales. I can offer:

- Newsletter planning and structure
- Copywriting
- Content repurposing from social or website blogs
- Basic performance tracking
- Newsletter design refresh

## ONE-OFF NEWSLETTER

Copy, setup and distribution.

## MONTHLY NEWSLETTERS

Copy, setup and distribution for 1-2 emails per month.



**WE ARE OPEN!**

**SOUTHWOLD - WHERE IT ALL BEGAN IN 2012.**  
2 WEEKS AGO WE CLOSED OUR DOORS AND *PROJECT SOUTHWOLD* COMMENCED!

TODAY WE OFFICIALLY REOPENED THE STORE AND IF YOU HAVEN'T VISITED FOR YOUR OVERDUE CAFFEINE FIX - HERE'S A SNEAK PEEK OF OUR NEW LOOK.



Not only do we have a fresh new look, we also have some amazing new products as part of our grab & go range

- Including:
- crudites & dips
  - melon pots
  - chia puddings

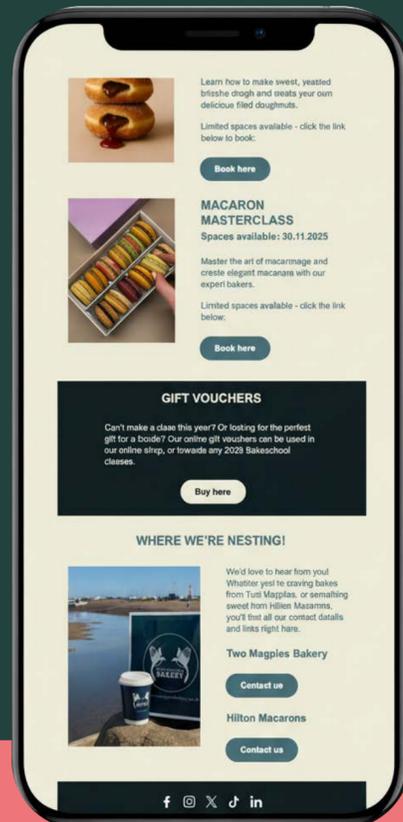
Visit the team in Southwold - open daily 8am - 5pm.  
Two Magpies Bakery, 88 High Street, Southwold IP18 6DP

# NEWSLETTER REDESIGN AND COPYWRITING - TWO MAGPIES BAKERY

## BEFORE



## AFTER



## WHAT'S BEEN BAKING THIS OCTOBER!



It's been all hands on deck as we get ready for Christmas. We've been busy dreaming up festive bakes, creating delicious seasonal drinks, and planning some special opportunities to win prizes! Everything's gearing up for our Christmas launch on 1st November, and we can't wait to share it with you.

In the meantime, here's a taste of what's been happening throughout October.

From  
The Two Magpies Bakery Team

**Our new website is live!**

We're thrilled to share that our brand-new website has officially launched!

It offers a smoother, easier shopping experience with more options for home delivery and click & collect.

Take a look around, explore our products, and let us know what you think!

[Visit here](#)

## OCTOBER TOP PICKS

Our autumn range is available for a limited time only. Here are our top seasonal treats to watch out for.



Autumn



Apple Chai



Sticky Toffee

**Celebrating one year of Hilton Macarons!**

October marks one year since we took over our sister company, Hilton Macarons, and what a year it's been!

To celebrate, you can enjoy 10% off all online orders throughout October using the code:

**BDAY1YEARMACARONS**

[Shop here](#)

## BAKESCHOOL CLASSES



## CHRISTMAS BAKESCHOOL

Spaces available: 06:12:2025

Our sell out Christmas Bakeschool is back with a third and final date in December.

Limited spaces available - click the link below to book:

[Book here](#)



## DEDICATED TO DOUGHNUTS

Spaces available: 20.12.2025

Learn how to make sweet, yeasted brioche dough and create your own delicious filled doughnuts.

Limited spaces available - click the link below to book:

[Book here](#)



## MACARON MASTERCLASS

Spaces available: 30.11.2025



# WHO I'VE WORKED WITH

I've worked with clients across hospitality, retail, agriculture, the arts, and more. From one-off design projects to longer-term, ongoing marketing support tailored to their needs.

## WHAT MY CLIENTS SAY...

“ I have worked alongside Hannah for nearly four years. Her creativity and attention to detail is fantastic, and she is a pleasure to work with, always bringing enthusiasm and fresh ideas to the table. ”

“ Hannah was amazing to work with. She really listened to my ideas and vision and brought everything to life so beautifully. The whole experience felt genuinely collaborative, which I absolutely loved. She’s professional, friendly, and never made me feel awkward asking for changes before we landed on the final result. ”



## GOOD TO KNOW

**Bespoke packages:** Every business is different. I offer flexible hourly support tailored to your goals, whether you need a few hours per month or ongoing help, let's build something that works for you.

**Rates:** Some services are offered as fixed-price packages; others are billed hourly.

**Communication:** You'll always have regular contact with me and be kept fully in the loop with ongoing activity and progress.

**Travel:** Travel expenses are **not included** for work carried outside of Beccles, Suffolk.

**Additional support:** Need support outside of my core offering? I work with a network of creatives and marketing professionals and can recommend or liaise with the right contacts.



# NEXT STEPS

If you're interested in working together, the next step is a relaxed chat to talk through your business, your goals and where you might need support.

You can get in touch via email or phone, and I'll come back to you with suggested options or a bespoke package tailored to your needs.

**07719 447897**

**HANNAH@HAKABO.CO.UK**

**WWW.HAKABO.CO.UK**

**@HAKABO\_MARKETING**

THANK YOU!

HAKABO  
~ MARKETING ~