

by
bloop

**Your
Content Kit**

Package Summary

2026

1) What this is

Your Content Kit is a productised Instagram content system for small hospitality and leisure businesses. It gives you consistent, professional content without hiring an in-house social media manager or paying for a full agency model.

This is a **consistency engine** designed to remove the owner's time sink and keep the brand showing up properly.

2) Who it's for (and not for)

Ideal fit

- Hospitality + leisure businesses with **fewer than 10 employees**
- Founder-led / owner-led brands where approvals come from **one decision-maker**
- Instagram that's currently **sporadic, inconsistent, or low quality**
- Wants a clear "done-for-you" rhythm without complex campaigns

Not a fit

- Medium/large businesses needing multi-channel strategy, campaign work, or multi-stakeholder approvals
 - Brands requiring **multiple shoot days**, multi-location shoots, or complex editing
 - Businesses outside **Glasgow/Edinburgh**, unless travel is agreed separately
-

3) The promise

We remove the time sink of creating Instagram content by running a clear, repeatable system that produces consistent weekly posts, with strict boundaries that prevent scope creep and missed timelines.

No results guaranteed.

We do not guarantee sales, footfall, bookings, or follower growth. Performance depends on factors outside our control (offers, pricing, seasonality, service quality, response time, etc.).

Where reporting is included, we track **measurable performance signals** (e.g., views/reach/interactions) and use them to inform next month's content.

4) What's included

4.1 Monthly shoot

- **1 shoot per production month**
- **1 location**
- Shoot duration depends on purchase option (see pricing)

4.2 Monthly content output

4 Content Units per month (intended as ~1 per week)

Content Unit definition

A **Content Unit** is **one** of:

1. **Reel** (max **30 seconds**)
2. **Carousel** (max **6 slides**)
3. **Photo post** (single image)
4. **Simple graphic post** (template-based)

Each Content Unit includes:

- Caption copy (SEO-first + CTA)
- Basic formatting/sizing (and a simple cover frame if needed)
- Revisions per the option terms

Photo coverage (when a *Photo Post* is chosen)

If we choose a Photo Post as one of the monthly units, we'll typically shoot **up to 20 photos** during the monthly shoot (time/conditions permitting). These are then:

- Edited as a set (consistent colour + clean retouching where needed)
- Uploaded to the client's Drive space in an **Evergreen** folder for ongoing use
- Used to select the final single image that will be posted that month (so you're not locked into one option)

This means photo months produce a small bank of usable images – not just one photo.

"Simple graphic post" definition

Template-based graphic using existing brand assets and basic layout/text.

Examples included:

- review highlight template
- staff spotlight template
- "what's on this week" template
- best seller callout
- simple price callout *only if it fits the existing template format*

Not included:

- menu redesigns
- brand identity/brand refresh projects
- custom illustration
- advanced motion graphics

4.3 Scheduling (retainer options only)

For Monthly Rolling and 6-Month plans:

- Scheduling included (via Meta Business Suite or agreed tool)
 - Posting day/time determined per business using audience activity/performance signals + practical business context
(“Best time to post” is a data-informed decision, not a guarantee.)
-

5) What’s not included (hard exclusions)

- Community management (DMs/comments)
 - Stories
 - Paid ads management
 - Complex productions / multi-location shoots / heavy VFX
 - Raw files (raw photo/video footage)
 - Strategy calls/meetings
-

6) One-month-ahead pipeline (critical operational rule)

6.1 Core rule for rolling retainers

We work **one month ahead**:

- Production in **March** is published in **April**
- Production in **April** is published in **May**
- And so on

6.2 Month 1 onboarding rule

Month 1 is an onboarding/production month. Posting begins in Month 2.

Because there is no established pipeline or content bank yet, weekly posting slots are **guaranteed from Month 2 onward.**

Month 1 guarantee: delivery of 4 Content Units under the stated timelines and approval rules.

7) Delivery vs Publishing

7.1 Delivery obligation

Bloop is responsible for producing and delivering **4 Content Units per production month**, subject to client responsibilities and deadlines in this document.

7.2 Publishing obligation

Publishing/scheduling occurs in the publishing month **only when:**

- client account access is provided (or an alternative method agreed), and
- feedback deadlines are met or deemed-approval applies

If these dependencies aren't met, content is still considered **delivered**, but scheduled dates may shift.

8) Discovery Pack (48-hour rule) + late admin fee (applies every time)

8.1 What the Discovery Pack includes

- next month priorities (offers, menu items, events, best sellers)
- must include / must avoid
- key dates
- **shoot booking** (final step of the form)

8.2 Deadline

- Discovery Pack must be completed by the client within **48 hours** of being issued.

8.3 Late admin fee

- If not completed within 48 hours, a **£35 late admin fee** applies.
- This applies **every time** the Discovery Pack is late.

Operational note: production/scheduling may not proceed until the late fee is paid.

8.4 Key date cut-off

- Key dates must be submitted in the Discovery Pack.
- If a key date is provided late, it may miss the intended slot and move to the next available posting window.

8.5 Consequences of late Discovery

- **Month 1:** the start date of the first publishing schedule may shift
 - **Month 2+:** earliest slots may not be guaranteed and timelines may shift
-

9) Turnaround, revisions, approvals

9.1 Draft delivery SLA (from shoot date)

- **Monthly Rolling / 6-month:** drafts within **5 working days**
- **Trial month:** drafts within **10 working days**

Draft quality standard

- First drafts are **publication-ready drafts**, not rough concepts.

9.2 Revision rounds

- **Monthly Rolling / 6-month:** up to **2 revision rounds per Content Unit**
- **Trial month:** up to **1 revision round per Content Unit**

Revision definition

- Revisions include minor adjustments (copy tweaks, small trims within 15s cap, simple slide order/layout changes, minor crop/colour corrections).
- Major direction changes (new concept, re-shoot, new script) count as a **new Content Unit**.

9.3 Revision turnaround

- Revisions delivered within **2 working days** of receiving feedback, unless otherwise stated.

9.4 Feedback deadlines

- Round 1 feedback due within **2 working days**
- Round 2 feedback due within **1 working day**

9.5 No response = deemed approved

If feedback isn't received within the stated windows:

- the content is **deemed approved** and proceeds to delivery/scheduling as-is

Safety stop: deemed-approved content will not be published if it contains clear factual inaccuracies we can reasonably identify.

Client responsibility: the client is responsible for the factual accuracy of all business information supplied (prices, offers, allergens, opening hours, event details, dates/times).

10) Posting slots + schedule lock

- Posting day/time is chosen per business using available data (including tools like Metricool) + practical business context.

Schedule lock rule

- The next month's posting schedule is locked by the **last working day** of the production month.
 - Change requests after lock are treated as revisions (minor) or new Content Units (major).
-

11) Access + scheduling alternatives

If the client will not provide account access

- Bloop will deliver files + captions + recommended posting dates/times.
 - Scheduling/publishing cannot be performed by Bloop without access.
-

12) Platform limitations

Bloop is not responsible for:

- platform outages
 - algorithm changes
 - account restrictions
 - third-party tool failures
-

13) File delivery, access, retention

You receive

- Final exported files only (MP4/JPG/PNG as appropriate)
- Captions delivered in doc form or inside scheduling tool
- No raw files

Retention

Trial month

- files delivered via download link
- must be downloaded within **4 weeks**
- not stored/hosted after that

Monthly Rolling / 6-month

- hosted in shared Drive/client portal
 - retained for **6 months** after delivery
-

14) Evergreen/banked content (non-guarantee)

From Month 2 onward, where banked content exists, Bloop may use evergreen/banked content to protect posting cadence when client inputs or approvals are late.

Evergreen availability depends on content bank maturity and prior approvals and is **not guaranteed**, especially in Month 1.

15) Geography boundary

- Service area is **Glasgow/Edinburgh city areas**.
- Anything outwith this area requires a separate travel agreement/fee.

16) Shoot rescheduling policy

- 1 free reschedule per month with **48+ hours notice**
 - Within 48 hours: **£75 rescheduling fee**
 - Repeated reschedules may push the shoot into the next production window
-

17) Pricing

All options are **paid upfront**.

A) Trial Month (no commitment) — £450

- shoot up to **90 minutes**
- 4 Content Units
- 1 revision round per unit
- drafts within **10 working days**
- **no scheduling**
- **no reporting/iteration**
- files must be downloaded within **4 weeks**
- Trial Month is a standalone deliver-only service (not a pipeline onboarding month)

B) Monthly Rolling — £400/month

- shoot up to **2 hours**
- 4 Content Units
- 2 revision rounds per unit
- drafts within **5 working days**
- scheduling included (with access)

- 6-month file retention

C) 6-Month Commitment — £350/month

- same as Monthly Rolling, discounted for commitment
 - **Pricing is fixed during the 6-month term**
 - **Renewal (if any) is at then-current rates**
-

18) Client responsibilities

Client agrees to:

- complete the Discovery Pack within **48 hours**
- return feedback within revision windows
- provide brand assets + mandatory brand rules
- provide Instagram/Business Suite access (if scheduling is required)
- maintain a single point of contact for approvals

If these aren't met, timelines may shift and posting slots may not be guaranteed.

19) Rights and usage

- Client owns rights to final exported deliverables upon full payment
- Client can use finals on owned channels (social, website, email)
- Raw files are not provided
- Bloop may showcase work in portfolio/social unless confidentiality is requested in writing

20) Cancellation + refunds

Trial: ends automatically after delivery.

Monthly Rolling: cancel with **14 days notice** before next billing cycle.

6-month: fixed term (early exit by agreement, fee may apply).

Refund principle

- Payments are non-refundable for work already completed and/or capacity already reserved (e.g., once Discovery Pack has been issued and/or shoot time is booked/held).