



Marketing Packages

About L&CO



Marketing a tourism business has never been more complex - but it doesn't have to be.

Lumenesse & Co exists to remove complexity and guide tourism businesses and organisations through a journey that not only illuminates the present, but builds a confident, sustainable future.

We provide specialist consultancy across marketing, product & business development and destination management, grounded in deep tourism expertise and real-world experience.

We are more than advisors. We are luminaries, with a combined 80+ years in the tourism sector, partnering closely with our clients to bring clarity, direction and momentum

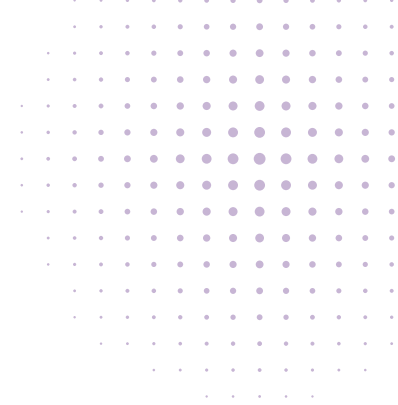
Powered by Australia's South West, the region's peak tourism body, our clients benefit from unparalleled local insight, industry intelligence and regional perspective.

No one knows your business like you do.
No one knows tourism like we do.
Together, we light the way forward.

As a profit-for-purpose consultancy, our work extends beyond individual success. Profits are reinvested into collective destination marketing and initiatives that drive higher-value visitation for the South West.

We don't just grow businesses; we strengthen the tourism ecosystem as a whole.

Packages



Social Media Coordination

Designed for tourism businesses who want to show up consistently, stay relevant and remain connected, without the pressure of managing it all themselves.

Inclusions

Planning

We work with you to align key calendar moments, product or service launches and seasonal priorities, developing a tailored social media plan that reflects your business and audience.

Content

- Coordination of content creation to support planned activity, using supplied assets and approved static imagery.
- Short-form video content:
- Up to 2 x short-form videos (Reels) per month aligned to key calendar moments
- Access to Australia's South West content library, where image approval has been provided to do so

Implementation

- 3 posts per week across two platforms (Facebook, Instagram or LinkedIn) posted via scheduling app Sked
- 1 native engagement session per week to actively connect with your community

Administration, Reporting & Optimisation

- Client onboarding and check-ins
- Monthly one-page performance report highlighting:
 - Key metrics (reach, engagement, followers)
 - Recommendations to improve engagement and reach

Investment

- 16 hours per month
- Minimum 3-month term
- \$1,895 incl. GST per month

Access to discounted rates

- As a profit-for-purpose consultancy powered by Australia's South West, Lumenesse & Co offers reduced rates for eligible organisations. Discounted pricing may apply for:
 - Australia's South West members
 - Small-scale tourism operators

Packages

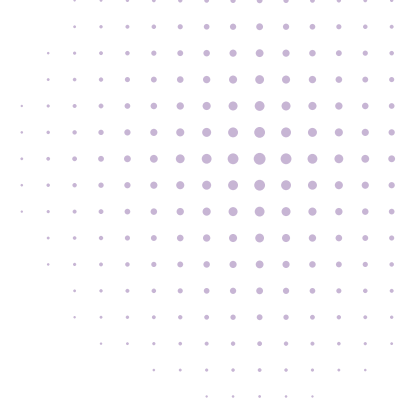


Social Media Coordination

Optional Extras

- Paid social media advertising (campaign setup and ad spend)
- Additional content creation outside the agreed scope, including photography, videography, graphic design or custom assets. Please note: Reels are created using supplied footage or existing assets. Filming days, travel or complex shoots are not included unless scoped separately.

Packages



Strategic Social Media Management

For tourism businesses ready to move beyond posting and toward purposeful storytelling, growth and measurable impact.

Inclusions

Planning

A robust strategy underpins all effective social media. This stage ensures your brand is represented consistently, confidently and with intent. This includes:

- Social media audit
- Competitor and sector scan
- Clear social media strategy
- Monthly content calendar aligned to business objectives

Content

- Coordination of content creation to support planned activity, using supplied assets and approved static imagery.
- Short-form video content:
- Up to 4 x short-form videos (Reels) per month aligned to monthly content themes and objectives
- Access to Australia's South West content library, where image approval has been provided to do so

Implementation

- 3 posts per week across two platforms (Facebook, Instagram or LinkedIn) posted via scheduling app Sked
- 1 native engagement session per week to actively connect with your community

Administration, Reporting & Optimisation

- Client onboarding and check-ins
- One-page monthly report including:
- Performance metrics
- Content insights and trends
- Recommendations to support ongoing growth and optimisation

Packages



Strategic Social Media Management

Investment

- 24 hours a month
- 6 month terms
- \$3,550.00 incl. GST

Access to discounted rates

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- Australia's South West members
- Small-scale tourism operators

Optional Extras

- Paid social media advertising (campaign setup and ad spend)
- Additional content creation outside the agreed scope, including photography, videography, graphic design or custom assets. Please note: Reels are created using supplied footage or existing assets. Filming days, travel or complex shoots are not included unless scoped separately.

Packages



Marketing Leadership & Management

A marketing strategy serves as a cornerstone for effective marketing efforts, guiding decision-making, allowing you to connect with your audience purposefully which ultimately maximises impact, driving business growth and success.

This package provides senior-level marketing leadership for tourism businesses and organisations seeking clarity, coordination and confident execution, without the cost of an internal marketing manager.

Inclusions

Planning

A comprehensive marketing roadmap developed through a deep understanding of your business, including:

- Business overview and objectives
- Audience and stakeholder mapping
- Key messages and brand positioning
- Channel and platform recommendations
- Tools, tactics and measurement frameworks

Content

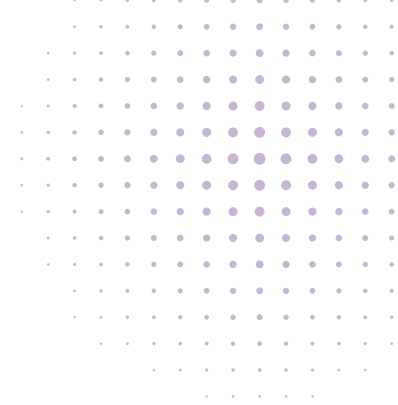
- Coordination of content creation to support planned activity, using supplied assets and approved static imagery.
- Short-form video content
- Up to 4 short-form videos (Reels) per month
- Integrated into broader campaign or storytelling activity
- Used across social media to support reach and engagement
- Access to Australia's South West content library, where image approval has been provided to do so

Implementation

We act as your central marketing lead, coordinating and delivering initiatives including:

- Content management and scheduling - 3 posts per week across two platforms (Facebook, Instagram or LinkedIn) posted via scheduling app Sked and two native engagement session per week to actively connect with your community
- Management of social media and digital campaigns
- EDMs and newsletters
- Partnerships, sponsorships and collaborations

Packages



Marketing Leadership & Management

- PR and media opportunities
- Website content coordination, including:
- Updating website copy to reflect current campaigns, offers or priorities
- Refreshing imagery and visuals with supplied assets to ensure content remains current and on brand
- Coordinating with web developers or designers where required
- Ensuring content aligns with SEO best practice and user experience

Administration, Reporting & Optimisation

- Client onboarding and check-ins
- Concise monthly reporting including:
- Performance insights across channels
- Strategic recommendations
- Forward planning and priorities

Investment

- 30 hours a month
- 6 month terms
- \$5,325.00 incl. GST

Access to discounted rates

- As a profit-for-purpose consultancy powered by Australia's South West, Lumenesse & Co offers reduced rates for eligible organisations. Discounted pricing may apply for:
- Australia's South West members
- Small-scale tourism operators

Optional Extras:

- Paid social media advertising, Google Ads (campaign setup and ad spend)
- Additional content creation outside the agreed scope, including photography, videography, graphic design or custom assets. Please note: Reels are created using supplied footage or existing assets. Filming days, travel or complex shoots are not included unless scoped separately.
- Website/CMS Management including:
- Website development
- Structural changes
- New page builds
- Technical SEO or backend work

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