

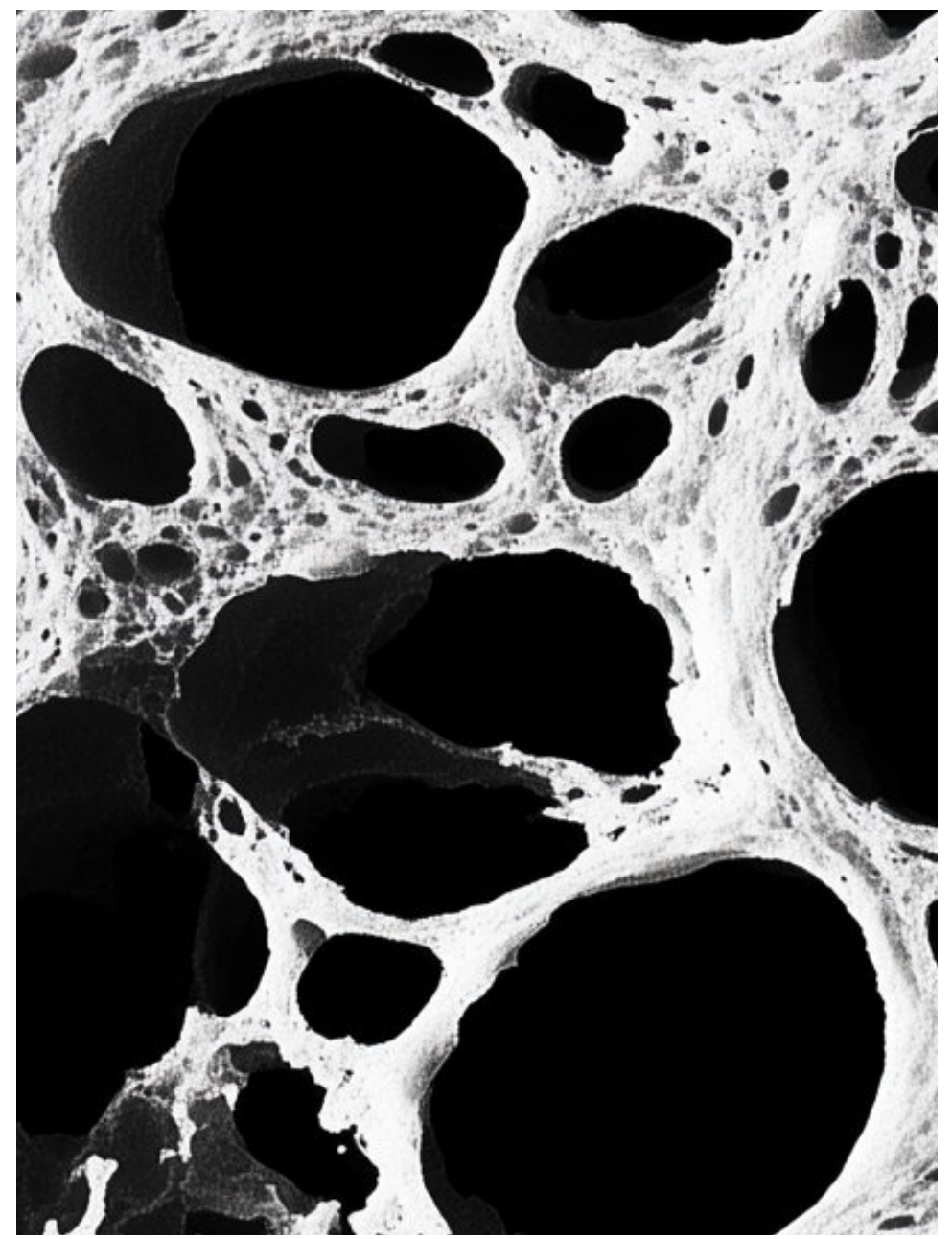
content.



1/ plan & path of social media and content from attention to order.

so it has direction and makes business sense

- × competitor check (what works and what doesn't)
- × clear targeting: who we're talking to and why
- × post topics and content pillars
- × system (attention → building trust → then the order)
- × tone of voice: how to write and speak so it fits the brand
- × monthly posting plan + filming plan
- × tracking setup so we know it works and makes money



2/ content creation & videos.

what you actually get

- × script → strong hook → titles → edit → voiceover
- × photo posts, carousel posts, stories
- × repeatable series (so you can create regularly, stress-free)
- × copy and visual variants ready to drop straight into ads
- × filming with proper gear - lights + stabilization + mic
- × deliverables ready to publish

3/ ads & improving based on results.

so it sells, not just "looks good"

- × Facebook and Instagram ads: setup, testing, improving
- × tracking: so we know what brings orders and what's just "pretty"
- × retargeting people who visited the site or watched the videos
- × results in plain language: what to keep, what to stop, what to boost
- × content tweaks based on data, not gut feeling



no fluff. just work and clear results.



over 12 000 € in bookings in two years of working together, using local slang and witty formats.

1 500 € in orders in the first month after launching reels content.

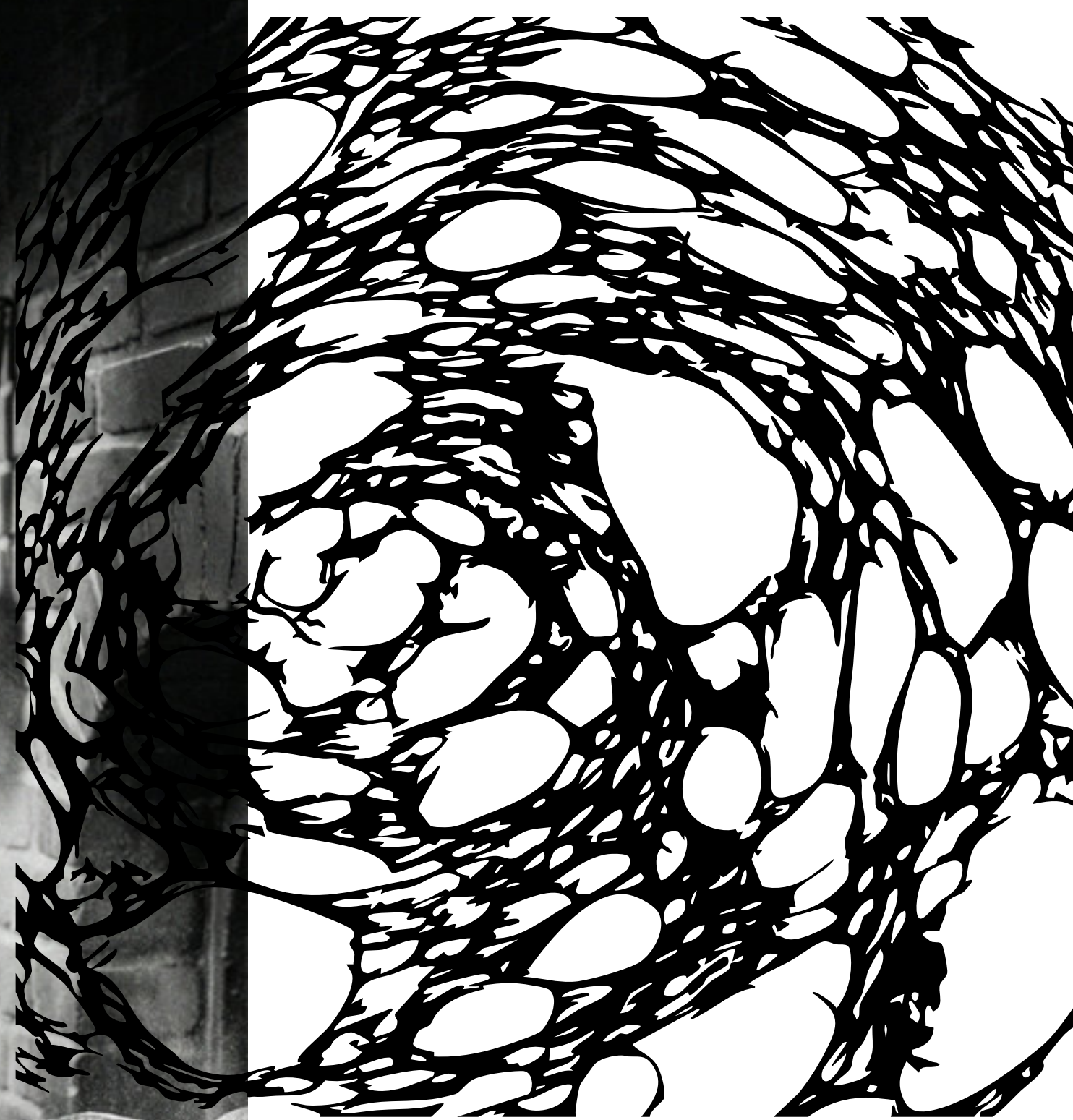




100 000+ players engaged every month
in sports quizzes
using social media and AI tools



** don't worry, a bigger portfolio will find its way to you with this offer*



content & digital

štefan rác

how i work.

- × i work in systems, not “post here, post there” - it all needs a strategy
- × content must drive results (interest → trust → order)
- × collaboration is either clear and direct, or none at all
- × deliverables ready to publish, always on time. there's only one deadline

social media and digital marketing have been my thing for years – it's not just my job, it's also my hobby. I help brands grow in a way you can actually see in the numbers, not just in pretty posts. I bring content, advertising and tracking together into one system. I know when to follow the brand's rules and when to push them, on purpose.



scope & pricing

content & production.

reels / short video <i>(1 pc) (script + captions + edit)</i>	50 – 120 €
reels pack <i>(4 pcs / month)</i>	180 – 420 €
filming <i>(1 hr)</i>	25 € <i>(+ travel outside BA)</i>
video editing <i>(footage supplied)</i>	30 – 90 €
video captions <i>(standalone)</i>	10 – 25 €
voiceover <i>(real human)</i>	10 – 35 €
static post <i>(1 pc)</i>	15 – 35 €
carousel <i>(3–6 slides)</i>	25 – 70 €
stories <i>(3–5 frames)</i>	15 – 40 €



operations & collaboration.

consulting / oversight	20 – 50 € / hr
monthly retainer <i>(package)</i>	500 – 1 500 € / mo.

note (keeping it fair):

the price moves with speed, the number of deliverables, and whether we're “just creating”, or actually selling through ads and tracking.