

## SERVICE OVERVIEW

# Social Media Management.

Your channels, run properly — in Japanese and English.

We plan, write, post, and reply — full-service management of your social channels in native Japanese and English. One senior team handles strategy, the editorial calendar, daily community work, and a monthly report you can actually act on. Your brand voice stays consistent whether the post is in Japanese or English.

**WHO THIS IS FOR**

This is for foreign brands building a presence in Japan, and for Japanese organizations — including universities — reaching international audiences. It suits teams who want their channels handled end to end by people they can talk to directly, not routed through account layers. If you already have an in-house team and just need overflow posting, this probably isn't the right shape.

## What's included.

**01**
**Channel strategy**

A clear plan for which platforms matter for your audience — Instagram, X, TikTok, LINE, YouTube, and Facebook where relevant — and what each one is for.

**02**
**Editorial calendar**

A rolling content calendar you can see and comment on, planned around your launches, seasons, and the Japanese cultural calendar.

**03**
**Native copy, both languages**

Posts written by bilingual writers, not translated after the fact. Japanese that reads like Japanese; English that reads like English.

**04**
**Posting and publishing**

We schedule and publish everything, formatted correctly for each platform, at the times your audience is most likely to be looking.

05

### Community management

Comments, replies, and DMs handled in your voice, with clear escalation to you when a conversation needs your call.

06

### Monthly analytics and reporting

A plain-language monthly report: what we posted, what worked, what didn't, and what we're changing next month.

## How we deliver.

1

### Strategy and voice

We agree on what each channel is for, who it's talking to, and how your brand sounds in both languages. This becomes the guardrail for everything we publish.

2

### Plan the calendar

Each month we draft the editorial calendar and share it for your review — you see what's coming before it goes out.

3

### Create and publish

We write, produce, and post to schedule, adapting format and tone to each platform rather than cross-posting the same thing everywhere.

4

### Manage the community

We monitor and respond daily, flag anything sensitive to you fast, and feed what we hear back into the content plan.

5

### Report and adjust

Monthly, we walk you through the numbers and the reasoning, then adjust the plan — what we learn each cycle feeds the next month's calendar.

## Deliverables.

- Channel strategy document
- Brand voice and tone guide (JP + EN)
- Monthly editorial calendar
- Published posts across agreed channels

## What we measure.

Follower growth per channel

Engagement rate (likes, comments, shares, saves)

Reach and impressions

- Daily community management and escalation notes
- Monthly analytics report with recommendations
- Quarterly strategy review
- Optional boost/ads plan and management

Response time on comments and DMs

Link clicks and traffic to your site

Posting consistency against the agreed calendar

## **Pricing.**

**From ¥150,000/mo.**

Monthly retainers from ¥150,000/mo for a single channel. Typical multi-channel, full-service engagements run ¥250,000–¥500,000/mo depending on channel count, posting volume, and community workload.

Guideline pricing. The final quote is tailored to your scope after a short discovery conversation — email us what you have in mind and we'll come back with a specific number. Boost/ads media spend is billed separately at cost.

## **How we start.**

- 1 Discovery**  
A short email exchange (or call, if you prefer) to understand goals, audience and scope.
- 2 Proposal & quote**  
A tailored plan with a fixed quote — scope, timeline, deliverables and KPIs agreed up front.
- 3 Agreement**  
The contract is signed electronically through our secure e-sign portal. No printing, no fax.
- 4 Kickoff & portal access**  
You get access to your OJI client portal — tasks, progress, files, notes and deadlines, all in one place.
- 5 Delivery & reporting**  
Work ships on the agreed rhythm, with transparent updates and plain-language reports against the KPIs we set.

## **Common questions.**

### **Who actually writes and posts our content?**

The same senior bilingual team you talk to. Nothing is handed off to juniors or outsourced translators — the person planning your calendar is the person writing your Japanese.

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### **Do we approve posts before they go out?**

Yes, if you want to. Most clients review the monthly calendar up front and let us publish on schedule; others approve each post. We'll set the approval rhythm that fits how your team works.

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### **Can you handle paid promotion as well as organic?**

Yes. Boost and ads support is an optional add-on — we plan and run the campaigns, and media spend is billed separately at cost, so you see exactly where the budget goes.

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## Let's talk.

Email is fastest — tell us your goals and we'll reply within one business day.

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