

2026



SKYLINE CO
YOUR GROWTH PARTNER

PRODUCT & SERVICES GUIDE



Welcome to the start of your journey



Skyline Co is your Integrated Business Enhancement Partner dedicated to empowering Small to Medium Enterprises (SMEs) across South East Queensland and beyond. We are passionate about helping businesses elevate their social media presence and implement proven strategies used by large corporations to strengthen company culture, boost motivation, and drive performance.

Our Story

Living in the picturesque city of Toowoomba, Kimberlee and Daniel are proud parents to Sierra and twins Bella-Violet and Ella-Rose.

Daniel studied Marketing Management at AIM Business School and is currently completing his Master of Business Administration. His career includes leadership roles such as Associate Director at a university and State Operations Manager for a leading national company. Kimberlee, before starting their family, held a management position in a highly successful hair salon and played a key role in its social media content creation.

Inspired by the teachings of renowned entrepreneurs and business icons like Stephen Covey and Steven Bartlett, a spark was ignited. That inspiration led Daniel and Kimberlee to launch their start-up: Skyline Co.

Skyline Co is a one-of-a-kind consultancy that channels Daniel and Kimberlee's passion for helping Small to Medium Businesses thrive.

We focus on increasing revenue, expanding local market share, and strengthening company culture through innovative, individually tailored solutions designed specifically for your business.



SOCIAL MEDIA MANAGEMENT & DIGITAL MARKETING



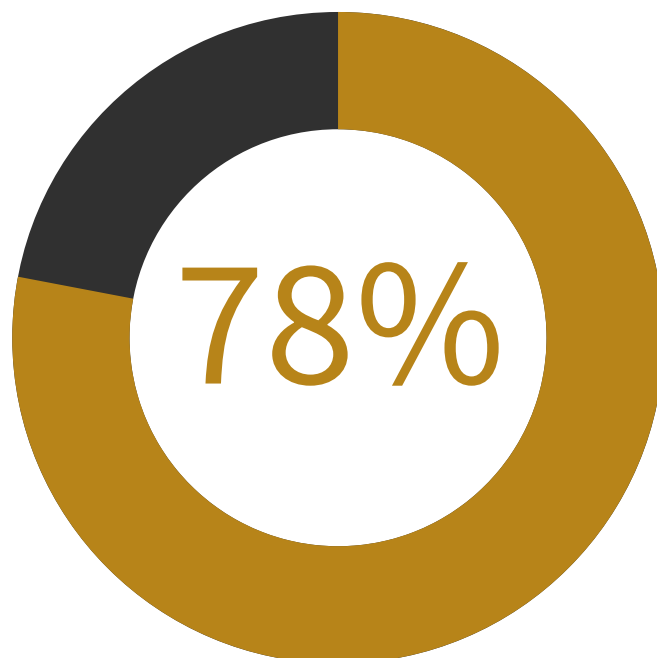
Lets Grow your Business

According to the Digital 2025 Australia Report completed by We are Social annually, Australia has 20.9 million social media identities representing almost 78% of the population with the average daily Social Media use per user, sitting at 1 hour 51 minutes.

"If your business does not have social media or a robust social media strategy, you are simply leaving money on the table"

At Skyline Co, we specialise in Social Media strategy development, implementation, and complete management. We are a family owned business and measure our success by your success. This is not your ordinary out of the box, social media solution, we perform a thorough and deeper analysis to understand your goals, your business and your industry.

Percentage of the Australian Population using Social Media in 2025?





STRATEGIC PLANNING



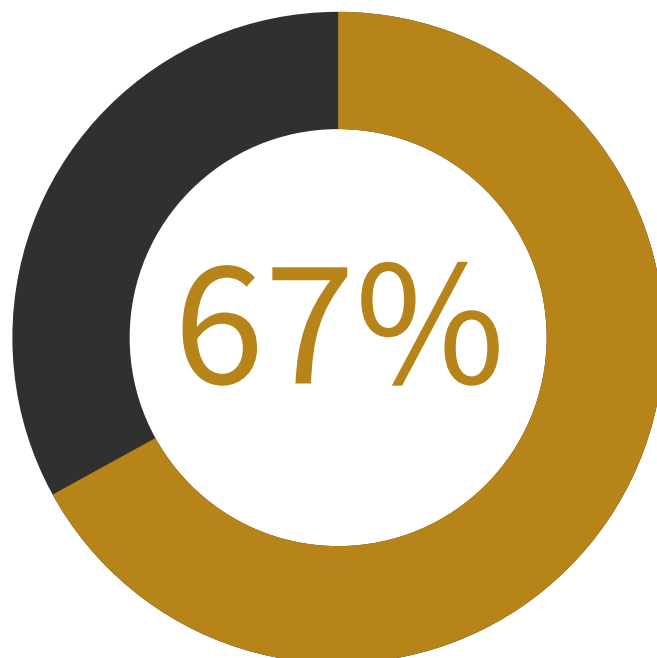
Lets commit to a plan

Strategic planning isn't just for large corporations—and it's far more than a document on the wall. At Skyline Co, we guide SMEs through a dynamic planning process that engages teams and leaders, embeds core values, and creates a clear, actionable roadmap. Our approach transforms strategy into a rallying point that drives alignment, motivation, and measurable progress toward your business's vision and mission.

"Make time for planning, wars are won in the general's tent"
- Stephen Covey

Skyline Co will guide your business step by step through a proven process to define your core values, mission, and vision. We work closely with you and your team—listening, capturing insights, and consulting at every stage to create a Strategic Plan that inspires and empowers your employees to achieve shared goals.

Percentage of employees who do not understand their role in new initiatives (A key reason for failure)





PROFESSIONAL DEVELOPMENT & TRAINING



Lets fill the first bucket of success - Knowledge

At Skyline Co, every training session is custom-built for the business it's delivered to. While the core principles we teach are universally applicable, we go further—conducting in-depth research into your organisation and processes to craft real-world scenarios that resonate with your team. This tailored approach ensures deeper understanding, stronger engagement, and lasting impact. All participants are awarded a professional certificate on course completion and a report is provided to you, providing data and insights into the level of understanding and learning outcomes achieved by your team.

"Continuous learning is the minimum requirement for success in any field"
- Brian Tracy

Our Courses



Leadership - High Performance Leader



Teams - High Functioning Teams



Customer Service - Custodian of the Brand



CONSULTING



Outside the box of our standard services? Lets talk

At Skyline Co, we offer more than just strategy we help businesses unlock efficiency. Our team specialises in identifying operational improvements by eliminating manual processes and leveraging technology to automate workflows. We also assist in developing procedures and frameworks to meet compliance requirements, provide strategic coaching, and craft compelling tender submissions.

Let's catch up—whether over coffee or a quick Teams call—to explore how we can enhance your operations today.





PARTNERSHIP PLANS



Our Partnership Plans

Starter Presence

\$
599

Every month

Growth Plan

\$
899

Every month

Elite Plan

\$
1,199

Every month
Valid for 12 months

- Consultation to understand your business
- 5 tailored social media posts per month for your business
- Comments and Direct Message Management
- Monthly Reporting and Insights
- Discount for Add On Products

- All features from our Starter Presence Plan
- 8 tailored social media posts per month for your business
- Marketing Audit on Commencement
- Customer Service or Leadership workshop (annually)
- Discount for Add On Products

- All features from our other two plans
- 12+ Social Media posts per month for your business
- Strategic Planning Sessions and Strategy Development
- Customer Service workshop (annually)
- Leadership or Team Workshop (annually)
- Marketing Plan (annually reviewed)
- Elite Discount for Add On Products

Pricing effective until 30 June 2026

A Beneficial Partnership

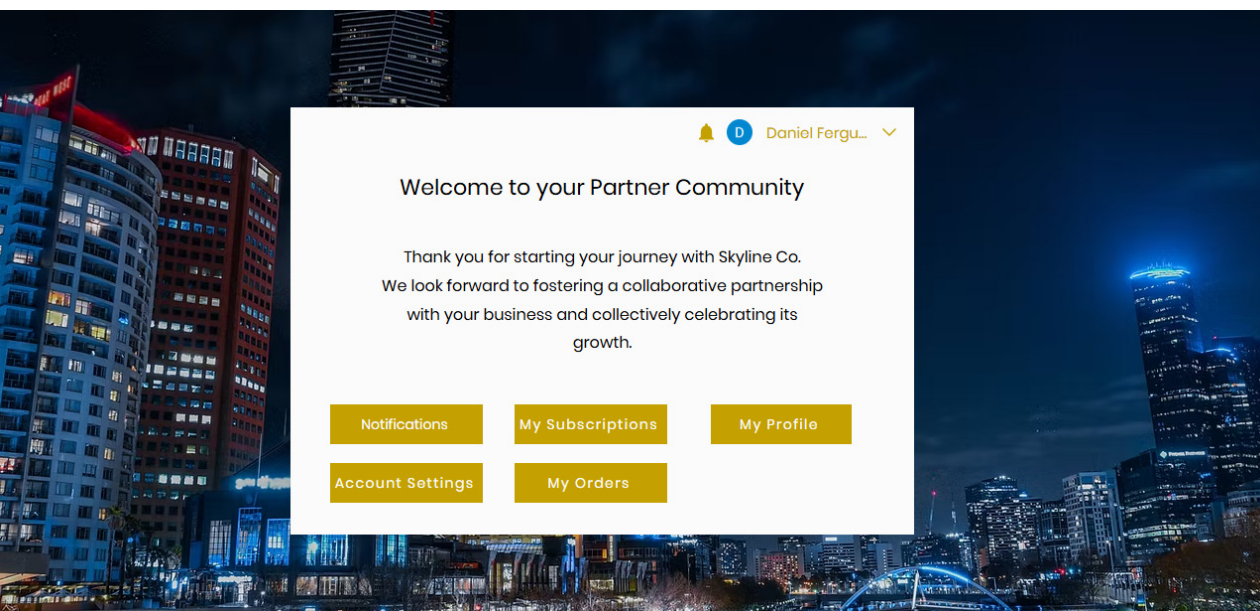
At Skyline Co, we pride ourselves on being true partners in your business success, because our reputation doesn't grow unless you grow.

Benefits of Our Partner Plan

- Initial Consultation to define your social media goals and strategy.
- Comprehensive Monthly Report with performance data and actionable insights.
- Partner 1:1 Meetings (Monthly on the Elite Plan, Quarterly on other plans)
- On-Demand Assistance— just a phone call away.
- Training Tokens— Growth & Elite plans include tokens for training sessions. First token available after 3 months; second after 6 months (Elite Plan).
- Access to our Partner Community featuring our Partner Exclusive blog, Your own profile page, Manage invoices and orders through our online portal

What's Not Included

- Paid Social Media Advertising— Skyline Co recommends a hybrid approach: organic content plus strategic paid ads to boost reach. We'll help you set an affordable budget, paid directly to the platform.
- Complex Business Consulting or Projects, quoted separately based on complexity and duration.





ADD ONS & INDIVIDUAL PRODUCT PRICING



Something Extra?

Product	Starter & Growth Plan	Elite	Non- Partner
Strategic Plan - process & development	\$3,300.00	included	\$3,600
Marketing Audit	\$770.00*	included	\$880.00
Marketing Plan	\$660.00	included	\$770.00
Social Media Management	included	included	N/A
General Consultancy**	discounted quote	included	by quote
Course - Leadership (5 or less participants)	\$2,200.00*	included	\$2,700.00
Course - Teams (5 or less participants)	\$2,200.00*	included	\$2,700.00
Course - Customer Service (5 or less Participants)	\$1,430.00*	included	\$1,980.00
Full Day Course (Additional Participant)	\$330.00*	included	\$430.00
Customer Service Course (Additional Participant)	\$220.00*	included	\$330.00
Complex Consultancy**	discounted quote	elite discounted quote	by quote

* Some items in the second column are or can be included in our Growth Partner Plan but not in the starter presence plan.

** The classification of consultancy being general or complex, is at the complete discretion of Skyline Co and its representatives.

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