yurenji digital

Content marketing agency · done for you or done with you · English and Japanese

Grow your business with content marketing

— more customers, more trust, more revenue.

For high-value businesses and creators. We scale your revenue, trust, audience and views through content, storytelling and personal brand: we run your YouTube, Instagram and X for you, or build the system with your team. YouTube builds trust and search visibility; Instagram brings reach and relationships; X puts your ideas in front of decision-makers. TikTok, LinkedIn and Facebook when your buyers are there. Native content for every platform — never reposted clips.

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Most businesses post. Few build the path from stranger to client.

People rarely buy after one piece of content. They see a short video, check the profile, watch something longer, follow your Stories, and then reach out. We build every step and measure where people drop off.

A short video
A Reel, Short or post on X stops the right person.
Reach

Your profile
Bio, pinned posts and highlights show you are worth following.
Relationship

A long-form video
YouTube answers the real question and keeps being found.
Trust

Stories and replies
Story sequences, comments and messages start a conversation.
Conversation

An enquiry
They book a call already trusting you.
Revenue

Every platform has a job

YouTube	Trust and search visibility. Long-form answers keep working for years and show up in Google and AI answers.
Instagram · Shorts	Reach and relationship — short, native pieces that bring new people to your profile and your long-form.
X	Ideas and decision-makers — sharp posts, threads and short video in front of the people who sign.
TikTok · LinkedIn · Facebook	Added when your buyers are there.
Founders and experts	People buy from people: the founder's or expert's personal brand usually outdraws the company account, so we build both.

Two ways to work

Same strategy and standards either way. The difference is who makes the content.

	DONE FOR YOU (運用代行)	DONE WITH YOU (伴走型)
What we do	Research, strategy, scripts, editing, publishing, community replies and a monthly report.	A 90-day install: strategy, our Content OS, an SOP for every format, coaching calls, review before you publish, and training for your team. Then monthly if you want.
What you do	All you do is film — about two hours a week, on your schedule, guided by our scripts — and approve before anything goes live. Your face and voice build the trust; we handle everything else.	Your team records, edits and posts, with us beside them.
Best for	Owners who want it handled and have no content team.	Teams with an editor or creator who want a strategist, a system and a coach.
Services	YouTube Channel Management · Social Media Management · the YouTube + all-platform pack	Social Media Marketing Consulting, per platform or all platforms
You keep	Every account, file and follower.	Every account, file and follower — plus the templates and SOPs.

Services and prices

Published in full and identical to our legal notice (特定商取引法に基づく表記). Every plan is built from these items: the monthly fee is the sum of what you choose, adjustable each month. No crossed-out prices, no hidden bundles.

SERVICE	JAPAN (EXCL. TAX)	OUTSIDE JAPAN
1 · Start here (credited) Growth Audit — content, offer and funnel: research, offer assessment, bottleneck analysis, 90-day plan · or Signature Format Sprint — each credited in full if a monthly plan or Growth System Build starts within 30 days	**¥200,000 each**	**USD 1,500 each**
2 · Content Engine · done with you Consulting base, up to two platforms: strategy, roadmap, a signature content format, a weekly 1:1 and reviews within one business day	**¥600,000 / month**	**USD 4,500 / month**
Done with you · add-ons Additional platform · script draft · extra 60-minute or team session (any done-for-you item can be added without the management fee or minimum)	**¥100,000 / month · ¥20,000 · ¥45,000**	**USD 750 / month · USD 150 · USD 350**
2 · Content Engine · done for you Strategy & management (required): one platform, roadmap, a signature content format, calendar, publishing and reporting — then add the items below	**¥200,000 / month**	**USD 1,500 / month**
Done for you Additional platform · community management per platform	**¥50,000 · ¥65,000 / month**	**USD 400 · USD 500 / month**
Done for you YouTube long-form video (up to two Shorts) · short-form video	**¥130,000 · ¥26,000 each**	**USD 1,000 · USD 200 each**
Done for you Carousel or designed post · written post (LinkedIn or X)	**¥15,000 · ¥10,000 each**	**USD 120 · USD 80 each**
Done for you Real-reaction video (five or more people, signed releases, three short edits) · client story video	**¥150,000 · ¥120,000 each**	**USD 1,200 · USD 900 each**
Done for you Filming in Kansai (half day) · bilingual version (short / long)	**¥80,000 · ¥5,000 / ¥20,000**	**USD 600 · USD 40 / USD 150**

SERVICE	JAPAN (EXCL. TAX)	OUTSIDE JAPAN
Done for you Monthly minimum (the sum of the items you choose)	**¥450,000 / month**	**USD 3,500 / month**
3 · Growth Systems · build Growth System Build: buyer research, offer assessment, funnel strategy, landing page, booking, confirmation page with video scripts, up to 7 emails, setter scripts, tracking, bottleneck analysis after 30 days (half at start, half at launch)	**¥750,000**	**USD 5,000**
Growth Systems · build add-ons Second-language version · extra page or lead magnet · webinar or video-sales-letter script	**¥150,000 · ¥150,000 · ¥200,000**	**USD 1,000 · USD 1,000 · USD 1,500**
3 · Growth Systems · Growth Ops Monthly: bottleneck analysis, up to 2 tests, up to 4 emails, script updates, review of 2 consented sales calls, weekly numbers, monthly report	**¥300,000 / month**	**USD 2,000 / month**
4 · Add-ons Channel Launch / Rebrand (quoted in writing) · Team Build	**¥250,000–550,000 · ¥260,000**	**USD 1,500–4,000 · USD 2,000**

Prices exclude tax. Clients in Japan see a separate consumption-tax equivalent (10%) on the invoice; we are not a registered qualified invoice issuer. No tax is added for clients outside Japan. Revenue share (20–30% of attributable revenue above your baseline, on top of a base fee) is available only to businesses above USD 100,000 a month, agreed in writing; the base fee always applies.

Founding rate — our first three to four clients

¥400,000 / USD 3,000 a month on the done-with-you programme base, same scope, in exchange for an honest case study and raw interview under release YD-REL-01. A positive review is never required; any testimonial we publish says the fee was reduced; nothing is published before the release is signed. It ends at our first published result or after three months, whichever is later, with 30 days' notice. No lock-in.

How the work runs

1. Research	Your buyers, the questions from real sales calls, and what outperformed in your niche and the niches next to it.
2. Position	Who you speak to, what you believe, what you can prove — and the job of each platform.
3. Produce natively	Scripts and hooks for each platform; two to seven formats tested a month; nothing published without review.
4. Connect	Profiles, pinned posts, highlights, Stories and links leading to one next step: an enquiry you can trace.
5. Measure and repeat	Saves, shares, genuine comments, profile visits and enquiries per piece. Repeat what converts; change one thing at a time.

How working with us goes

Week 1	One short onboarding form and one kickoff (call or email — your choice) — that is all we need from you to start.
By business day 2	Your Custom Scaling Roadmap: goals, KPIs, platforms, content system, conversion path and a 90-day plan.
By business day 2	Roadmap review. Not right for you? Tell us within 2 business days for a full first-month refund.
Then, simply	Usually 1–3 business days in total, depending on your materials and approvals. Done for you: first content by business day 3. Done with you: coaching begins. A Friday update every week; a report and review (call or written) every month.

Our standards

- No-risk start: within 2 business days of starting you receive your Custom Scaling Roadmap and we review it with you — by a short call or in writing, your choice. If you decide the plan is not right for you, tell us within 2 business days of that review: we end the engagement and refund your first month's fee in full, and you keep the roadmap. Monthly services, once per client (CSA-02 § 12).
- No promised views, followers or revenue. We guarantee delivery instead: a missed YouTube video waives that month's fee; on other services, missed deliverables are credited.
- No passwords. Access only through official roles (Meta Business Suite, TikTok Business Center, X delegation, LinkedIn Page admin), handed back within two business days of the end.
- Nothing is published without your approval.
- No bought followers, engagement groups, fake scarcity or invented results.
- Sponsored content is labelled (Japan's stealth-marketing rules), and followers' personal data is handled for you under Japan's personal-information law.
- No minimum term: cancel with 30 days' written notice.

Who you work with

Ren Takemoto (竹本 漣) — founder and representative

Runs strategy, research, production and quality control, and reviews everything before it goes live. Born in Gifu, seven years in South Carolina, based in Shiga. English and Japanese natively.

Yuji Kozawa (小沢 祐士) — co-founder

Sales, business development and client relationships.

Bilingual by default

We help Western companies enter Japan and Japanese companies go global. The message is rewritten for each market — keywords, tone and proof — not translated.

Next step

1. Free teardown: send us your channel or accounts; within two business days we return three specific, evidence-based fixes.
2. Growth Audit (¥200,000 / USD 1,500): the full research and a 90-day plan, credited in full against your first month.
3. A proposal with your goal, a 30-day plan, the three numbers we will report, the delivery guarantee and the no-risk start.

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