

PROforma



# SOCIAL MEDIA

## PACKAGES & PRICE LIST

**ACTIVE SOCIAL MEDIA GIVES SMALL BUSINESSES A  
MEGAPHONE TO AMPLIFY BRAND PERSONALITY,  
ENGAGE CUSTOMERS, AND DRIVE GROWTH.**

# INFORMATION

Social media peels back the curtain, offering customers a candid glimpse into your world and a unique, personal way to connect beyond the storefront. Outsourcing to a digital marketing company ensures consistent, expert-crafted content that expands your reach beyond traditional limits.

## PACKAGES INCLUDE

**Strategy** -In our initial consultation, we take the time to learn about your target audience and identify the most effective social platforms for your brand. We then develop a tailored messaging strategy that resonates with your customers, setting the stage for impactful communication.

**Organic Posting** - Our organic social media approach is focused on:

- Strengthening your brand presence and building lasting relationships with your audience.
- Crafting engaging posts—including images, captions, and hashtags—that reflect your unique brand voice.
- Actively managing your social media pages through timely comments, likes, and shares to boost engagement.

Many businesses struggle with consistent posting; our method transforms missed opportunities into meaningful growth.

### **Posting Schedule & Buffer**

We create a customized posting schedule based on your business objectives and competitive landscape, with flexible options ranging from 1 to 7 posts per week across multiple platforms. All content is scheduled via Buffer, and you'll have full access to preview and adjust upcoming posts at any time.

**Boosted/Paid Posts & Ads** - To accelerate your brand's reach, we complement our organic strategy with targeted boosted posts. This hybrid approach not only builds credibility but also rapidly expands your audience. We tailor your promotional budget based on your audience size and growth objectives, ensuring a customized path to success.

## PRICING

- Strategy + Brand Board + Set Up Fee - \$1,200 (One time)
- Posting Frequency Options
  - 1x Per Week - \$500 (per month)
  - 3x Per Week - \$895 (per month)
  - 5x Per Week - \$1,280 (per month)
  - 7x Per Week - \$1,600 (per month)
- Boosted Post/Ads Budget - Determined After Initial Call
- Management Fee -Determined Based on Ads/Promoted Strategy