



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 – During our initial sit down with your company, we'll get to know who your customers are and the best way to reach them. We will determine the proper social platforms to develop as well as what the initial messaging would be.

Organic Posting – An organic social media strategy nurtures your relationship with your customers or audience. It helps you establish and grow your brand's presence, support and retain existing customers and convert new customers by showing them what you're about. Most business owners struggle with knowing what to post, how often to post, and tend to have inconsistent posting habits. This leads to frustrating results and missed opportunities. With input from the business, we will create the posts (image, caption, and hashtag) and provide page engagement – meaning we will comment, like, and share to create an active account.

Based on your goals and competition, we will determine a proper posting schedule for your brand. Typically this is 1, 3, 5 or 7 times per week across two or three platforms. Posting is scheduled using a service called Buffer. You will have access to the Buffer account so that you can preview and edit upcoming posts as needed.

Boosted/Paid Posts & Ads – While organic posting is important for brand development and education, it can be slow growth. We recommend a combination of organic posting and boosted posts to reach a larger number of people in your audience more quickly. Your boost/promo budget will be determined by your audience size and growth goals.

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