

# SOCIAL MEDIA PROGRAMS



CONTENT CREATION



E-NEWSLETTERS



SOCIAL MEDIA



EMAIL DRIP CAMPAIGNS



SOCIAL MEDIA BUSINESS  
PAGE OPTIMIZATION



PAID SOCIAL ADVERTISING

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One-Time Setup \$200 - Includes screen share conference with client for all set up requirements and strategy, account platform setups, pixel installation, FB Manager & Ad setup, uploading contact lists, audience creation, platform evaluation and editing, etc.

### **ADD ON'S**

Blog Creation, Management, and Strategy | Live/Story Content on Instagram & Facebook | Event Attendance | Social Media Training | Campaign & Event Branding | Facebook Events | Branding & Strategy

# SOCIAL MEDIA MANAGEMENT

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## Representative - \$460

- 3 postings per week across networks
- Social Account Setup or Audit
- Initial Social Media Strategy Call
- Content Creation

- Increase in followers
- Account Management
- Monthly Progress Report
- Social Media Post Boosting\*

## Prominent - \$690

- 5 postings per week across networks
- Social Account Setup or Audit
- Business Page Optimization
- Monthly Social Media Strategy Call
- Content Creation

- Increase in followers
- Account Management
- Social Media Competitor Analysis
- Spam / Comments monitoring
- Monthly Progress Report
- Social Media Advertising Boosts\*

## Dominant - \$920-\$1380

- 7 postings per week across networks
- 2 posts per month on LinkedIn
- Social Account Setup or Audit
- Business Page Optimization
- Monthly Social Media Strategy Meeting
- Content Creation + Styled  
Photos/Videos\*

- Increase in followers
- Account Management
- Reputation Management
- Social Media Competitor Analysis
- Spam / Comments Monitoring
- Monthly Progress Report
- Social Media Advertising Boosts\*

*\*Client will be responsible for any additional ad spend and professional photography*

# SOCIAL MEDIA ADVERTISING

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## Representative - \$230/mo Management Fee

1-2 Campaigns  
Content Creation  
Monthly Reporting  
Monthly Strategy Conference Call  
Spam / Comments Monitoring

Recommended Ad Spend  
\$200-\$500/mo\*

## Prominent - \$460/mo Management Fee

3-4 Campaigns  
Content Creation  
Monthly Reporting  
Monthly Strategy Conference Call  
Spam / Comments Monitoring

Recommended Ad Spend  
\$500-\$800/mo\*

## Dominant - \$690-\$1150/mo Management Fee

5+ Campaigns  
Content Creation  
Monthly Reporting  
Monthly Strategy Conference Call  
Spam / Comments Monitoring

Recommended Ad Spend  
\$800+/mo\*

Facebook | Twitter | Instagram | Pinterest  
Youtube | Snapchat | TikTok

*\*Recommended ad spend may change based on factors such as client's marketing objectives, geographic focus, etc.*

# Email & Newsletter Management

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## Representative - starting at \$200

- Email Template Development\*
- Monthly Client Strategy Conference
- Monthly Reporting
- Email Testing

## Prominent - starting \$320/per email

- Email Template Development\*
- Monthly Client Strategy Conference
- Deep Dive Content Analysis
- Copywriting
- Competitor Review
- Monthly Reporting
- Integration Into Social Media
- Email Testing

## Dominant - starting at \$550/per email

- Email Template Development\*
- Monthly Client Strategy Conference
- Deep Dive Content Analysis
- Email and Landing Page Copywriting
- Competitor Review
- Monthly Reporting
- Integration Into Social Media
- Email Testing

*\*Client will be responsible for any additional advertising and professional photography costs.*

*\*Custom HTML coded emails are at an additional cost.*