



# SOCIAL MEDIA ONE TIME FEE PACKAGES

## SOCIAL MEDIA AUDIT

**A comprehensive look at your brand's social media presence** so we have a deeper understanding. We review and evaluate current platforms and efforts and recommend strategies moving forward.

- 2 consultations
- Review current 90 day analytics for all platforms
- Review 3 competitors
- Review branding consistency
- Report what's working & what we recommend

## DIY SOCIAL MEDIA

**Everything you need to get started**, understand, and optimize your business's social media posting. Training includes our custom tips and tricks to help you succeed.

- Social media audit
- Consult to review & gather content needs
- Develop 12 custom post templates using brand style
- Training on how to create, schedule, post & analyze

## SOCIAL MEDIA CAMPAIGN

**Great for promotions!** Whether it's an event, a product release, a grand opening, or a new service, we will optimize a campaign to hit targets on exactly what your business needs. We can deliver the posts to you, or we can assist with posting the campaign.

- 2-3 consultations on project development
- Develop strategy & campaign outline - target audience
- Design & write 12 posts
- Ad creation & budget proposal
- Video for Reels/Stories/TikTok & video strategy management
- Photography
- Analytics & post campaign review
- Recommended boosting



# SOCIAL MEDIA MONTHLY FEE PACKAGES

## ORGANIC SOCIAL MEDIA

**Used for brand awareness.** Evergreen custom content to give businesses the necessary presence online for SEO, promote brand presence and reviews/referrals, WITHOUT having to lift a finger.

- Social media audit/account set up
- 12 or 20 custom posts/month on up to 3 platforms
- Quarterly photography
- Quarterly consultations
- Monthly analytic reports emailed

**Optional Add-ons:** Boosting • New Account set up & optimization  
Monthly Video (TikTok + Reels) & Video strategy management

## PAID SOCIAL MEDIA

**Used for digital marketing.** Make a statement and advertise your business on social media platforms to tap into the billions of users that can view and engage with your content.

- Social media audit/account set up
- 12 or 20 custom posts/month on up to 3 platforms
- Quarterly photography
- 3-5 platforms: Facebook, Instagram Posts/Reels, LinkedIn, TikTok
- Monthly Video (TikTok/Reels)
- Video strategy management
- Ad strategy + creation (includes 2 Ads/month)
- Monthly consultations
- Post boosting

**Optional Add-ons:** Job Listings • New Account set up & optimization  
Engagement Assistance + Strategic follows \* Access to all graphics