



## **Social Media Packages**

# Comprehensive Social Management

Our full-service social media management offering is limited to only a handful of clients. Let's face it, we only have so many hours in the day and we want to ensure the best possible results for our full-time management clients. So space is limited!

We custom-build a package to suit your goals and pricing is based on the level of support you need from our team. Pricing takes number of social platforms, posting frequency, engagement support, content creation and sourcing into consideration.

## YOUR COMPREHENSIVE MANAGEMENT PLAN INCLUDES:

- Strategy development
- Hashtag research
- Keyword research/tagging research
- Analytics strategy development and KPI identification
- Content pillar development
- Social channel recommendations
- Content calendar development to include all social channels
- Visual content prompts and best practices
- Engagement – commenting, sharing, liking, following, engaging with other accounts and users
- Social media profile optimization
- Canva brand kit
- Canva template creation
- Content creation - copywriting and visual content
- Drafting, scheduling, and publishing weekly social posts
- Monthly analytics snapshot
- Quarterly analytics deep-dive and benchmarking report



# The Social Media Road Map

Everything your business needs maximize your social media presence. Our social media strategy development starts with understanding your goals and target audience then builds an easy-to-follow structure that can be managed and maintained by you for the long term.

This program typically covers a 45-day period, with the first 30 days being devoted to building, testing, and optimizing the social media plan. The subsequent 15 days are all about transitioning the strategy from a plan on paper into actionable tasks you can manage independently with ease.

## YOUR SOCIAL LAUNCH STRATEGY INCLUDES:

- Discovery consultation
- Situational analysis
- Target market analysis
- Hashtag research
- Keyword research/tagging research
- Analytics strategy development and KPI identification
- Content pillar development
- Social channel recommendations
- Content calendar matrix development to include all social channels (Facebook, Instagram, LinkedIn, Pinterest, Snapchat, YouTube, etc.)
- Content templates and sample post copy for each social platform (5 posts per platform)
- Visual content prompts and best practices
- Engagement prompts and best practices
- Social media profile optimization
- Canva brand kit setup\*
- Canva template creation\*

\*requires Canva pro account



# The Social Media Tune-Up

Sometimes you just need a second opinion. This package offers a fresh pair of eyes on your social media strategy for when you are feeling a bit stagnant or uninspired.

Following a discovery call, your custom tune-up will be ready for action in two weeks.

## YOUR SOCIAL TUNE-UP INCLUDES:

- Analytics review
- Social profile optimization
- Target market optimization recommendations
- Hashtag recommendations
- Keyword /tagging recommendations
- Content pillar review and recommendations
- Content audit
- Goals for posting, engagement, and conversions
- Visual content prompts and best practices
- Engagement prompts and best practices
- Content templates and sample post copy for each social platform
- Canva brand kit setup\*
- Canva template creation\*

\*requires Canva pro account



READY TO GET STARTED?



LET'S DO THIS!

Schedule a call so we can get you a customized proposal and pricing.

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