

SOCIAL MEDIA PLAN OPTIONS



| PLAN OPTIONS ➔ | STARTER | INTERMEDIATE | ADVANCED |
|---|--|--|--|
| STRATEGIC PLAN <ul style="list-style-type: none"> • Audit • Profile Optimization • #Hashtag Strategy • Customer Personas | SEPARATE ONE-TIME FEE | ✓ FEE INCLUDED | ✓ FEE INCLUDED |
| WEEKLY POSTS <ul style="list-style-type: none"> • Engagement • Boosting • Content Calendars | ✓ 2 PLATFORMS + 3 POSTS/WEEK ENGAGEMENT + BOOSTS | ✓ 3 PLATFORMS + 4 POSTS/WEEK ENGAGEMENT + BOOSTS | ✓ 4 PLATFORMS + 5-8 POSTS/WEEK ENGAGEMENT + BOOSTS |
| CUSTOM GRAPHICS CREATION | ✓ 2 PER MONTH | ✓ 4 PER MONTH | ✓ 8-10 PER MONTH |
| STOCK PHOTOS & HOOTESUITE | ✓ | ✓ | ✓ |
| REPORTING <ul style="list-style-type: none"> • Google Analytics Set Up | ✓ REPORT 1X PER QUARTER | ✓ REPORT 1X PER QUARTER WITH ANALYSIS | ✓ REPORT AS NEEDED WITH WEBSITE ANALYSIS |
| STRATEGIC ACCOUNT MANAGEMENT | ✓ WEEKLY/MONTHLY CLIENT MEETINGS | ✓ WEEKLY/MONTHLY CLIENT MEETINGS | ✓ WEEKLY/MONTHLY CLIENT MEETINGS + 1/2 YEAR EVALUATION |
| BLOG WRITING | SEPARATE | ✓ 6 PER YEAR | ✓ 12 PER YEAR |
| PHOTO & VIDEO SHOOT | SEPARATE | ✓ ½ DAY SESSION 1X PER YEAR | ✓ 1 DAY SESSION 1X PER YEAR |
| STRATEGIC AD & ENGAGEMENT CAMPAIGNS | SEPARATE | SEPARATE | ✓ ONE 5-10 DAY CAMPAIGN |
| PAID INFLUENCER CAMPAIGNS | SEPARATE | SEPARATE | SEPARATE |
| ESTIMATED MONTHLY FEE | \$2,500* | \$4,500* | \$8,500* |

***Notes:**

- Excludes Strategic Plan, Playbook and "Separate Items;" estimates provided separately
- Does not include paid boosting budget; budget \$200 min. per month for boosting
- Programs will be customized as required
- Added services can include: Bot Builder, Response Management, Competitor Reports, Custom Profile Covers, FB Auto Responder, Business Location Integration

