SOCIAL MEDIA PLAN OPTIONS

PLAN OPTIONS ➡	STARTER	INTERMEDIATE	ADVANCED
STRATEGIC PLAN • Audit • Profile Optimization • #Hashtag Strategy • Customer Personas	SEPARATE ONE-TIME FEE	✓ FEE INCLUDED	✓ FEE INCLUDED
WEEKLY POSTS • 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 • 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

www.spauldingcommunications.com • 404.270.1010

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