

Social Media Packages

marketing
with a
Flair



	BASIC FLAIR	EXTRA FLAIR	Ultimate FLAIR	Descriptions
Monthly Subscription Posting on one selected platform Facebook, Instagram or Twitter	\$350	\$550	\$875	Subscriptions include the following services
One Time MWF Account Set Up	\$150*	\$150*	\$150*	To set up an account within MWF gaining access to account, gathering branding materials from client, etc. *Does not include Facebook page creation
Monthly Content Creation & Posting				
Customized Social Media Strategy	X	X	X	Custom strategy developed by MWF based on social media goals (brand awareness, platform growth, etc.) to support company growth
Social Media Editorial Calendar	X	X	X	Unique editorial calendar provided before content is scheduled to post to allow for client review if needed
Number of Posts per Month	4-8	12-16	25-31	See below for possible post types
Event Listing			X	Full event listing including content creation and graphics (as requested) to increase exposure and attendance
Graphic Design & Stock Photos	X	X	X	As needed

Social Media Packages – CONTINUED



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Quarterly Cover Photo Updates		X	X	Seasonal changes to cover photo to maintain a fresh and welcoming look
Quarterly Page Information Updates		X	X	Page information such as About Us section, services, phone number, etc. to assist in maintaining SEO rankings
Post Editorial Content to Additional Social Platforms		Up to 1 additional	Up to 1 additional	Includes: Instagram, Twitter, Google+, YouTube, Pinterest, or LinkedIn
Drive Site Traffic and SEO			X	Include SEO keywords in posts and use custom tracked links to drive traffic to the website while improving organic search rankings
User Engagement				
Like & Respond to Comments		X Up to 20 comments	X Up to 30 comments	Additional engagement packages are available to improve Facebook ranking which increases reach
Invite Engaged Users to “Like” The Page		X	X	Send each unique user who has engaged with your posts an invite to like the page and increase page growth and exposure
Facebook Messenger Monitoring		X	X	MWF will monitor and send messages to client
Review Monitoring & Responding Services Available	Ask for our Online Reputation Management (ORM) Package starting at \$350 for responding to positive as well as negative reviews.			
Social Listening				
Notify Client of Mentions Across Social Platforms	0	1	2	MWF will alert client of any mentions across social platforms to mitigate issues or to re-use for social posts

Social Media Packages – CONTINUED



BASIC FLAIR

EXTRA FLAIR

Ultimate FLAIR

Descriptions

Reporting				
Monthly Activity Report	X	X	X	
Custom Data Analysis with Recommendations as Needed		X	X	
Additional Services				
Custom Hashtags for Instagram	\$25 per month	X	X	Custom hashtags developed per the client and updated per the post as needed to increase exposure and user engagement
FB Page Set Up	\$225	\$200	25% off Basic Package Price	Page set up includes graphics, content, and layout changes as necessary
Contests		10% off Basic Package Price	25% off Basic Package Price	Contest types include: enter to win, like to win, best photo, etc.
Landing Pages	\$150	10% off Basic Package Price	1/Qtr	Unique tracked landing pages to gather data for retargeting or retention
Boosted Posts	\$50/Post + Boosted price	10% off Basic Package Price	25% off Basic Package Price	MWF will determine appropriate target audience for a post within the editorial calendar or a client provided post
Custom :15 Sec Videos	\$50/Video	10% off Basic Package Price	1/Mo	:15 sec snippet videos with educational tips or client offers

Posts may include:

- Employee birthdays & anniversaries (upon request)
- Review spotlights
- Educational
- Humor
- Local news
- Industry updates
- Company updates
- Promotional
- Engagement
- Recruitment (upon request)
- Client provided photos and/or videos