

SOCIAL MEDIA PLANS & ADD-ONS

SELECT THE SERVICES THAT FITS YOUR BRAND'S NEEDS

INTRODUCTION

You're ready to take your brand's social to the next level, whether you're just getting started or just can't manage it alone—we're here to help. All of our plans include account creation and optimization. This means making sure your profiles are active and include all up to date information, key messaging, and branding elements. All of our clients will receive our **SOCIAL MEDIA 101** worksheet to complete which includes a free consultation to answer any questions as well as determine your brands initiatives and voice so we can propose a well rounded and successful core monthly social-media plan unique to your business' needs

SELECT A PLAN

| SERVICES INCLUDED | THE BASIC | BUZZ MAKER | LOUDER NOW | CUSTOM PKG. |
|---|-----------------|-----------------|-----------------|-------------------|
| Account Creation/Optimization | * | * | * | * |
| Account Monitoring Frequency (Includes answering client questions/replying to messages and comments across managed profiles) | Weekly | 3x/Week | Daily | TBD |
| Monthly Social Media Consulting ◦ Planning for upcoming month, email proposal of our creative ideas ◦ Assessing your specific target audience to determine best times to post as well as adjusting hashtag bank | * | * | * | TBD |
| Facebook +/- Instagram Accounts | * | * | * | * |
| Curated Hashtag Bank + Intelligent/Engaging Copywriting | * | * | * | * |
| Number of Posts/mo. (on all social platforms) | 8-10/mo | 10-15/mo | 16-20/mo | TBD |
| Follower Engagement + Networking (Following related businesses + customers, engaging in other users' content) | | * | * | TBD |
| FB/IG Stories (Created with alternative client provided messaging or post shares to story with added creativity to boost post engagement with followers.) | | Up to 2 | Up to 6 | TBD |
| Add'l Social Accounts (ie LinkedIn, Twitter) | | * | * | TBD |
| COST PER MONTH | \$150/MO | \$250/MO | \$325/MO | CONTACT US |
| <p>* Clients are responsible for initially providing majority of their own imagery, videos, reviews, quotes, and service descriptions as well as notifying GL Design of upcoming events and promotions. Clients who do not provide imagery or content can opt for hourly content sourcing and hourly photoshoot package, both results will require client approval and or participation. PHOTOSHOOT/CONTENT SOURCING ADD-ON: Hourly @50/HR includes on-site time, research and editing content created. DIGITAL PRESENCE ADD-ON: Hourly @50/HR includes Google My Business Creation, Verification, and Optimization with photos/information. Optional Monthly Posts to GMB. Creation, Verification, Optimization of other profiles ie. Yelp!, Houzz, Urbanspoon, Alignable. Monitoring NOT available.</p> | | | | |

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