

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	CUSTOM PKG.
Account Creation/Optimization/Set-Up & Connection (\$60 1x Fee)	*	*	*
Account Monitoring Frequency (Answering client questions/replying to messages and comments)	Weekly	3x/Week	TBD
Monthly Social Media Consulting Planning for upcoming month, email proposal of our creative ideas	*	*	*
Facebook +/-or Instagram Accounts	*	*	*
Curated Hashtag Bank Assess Hashtag analytics in depth quarterly to determine what tags need to be retired & research which tags to add. Adjust monthly as needed to keep spam down.	*	*	*
Intelligent/Engaging Copywriting Posts are written with your company's Brand Voice in mind. Each client's posts are unique to their voice and tweaked to align with each platform's standards.	*	*	*
Branded Imagery To enhance your feed we design branded templates to match your brand and break up your photos.	*	*	*
Upgraded Link in Bio for IG Enhance your follower experience with a curated link in bio instead of just website link we can direct engaged users to the exact pages they need.		*	TBD
Carousel Posts on FB & IG Enhanced multi-image posts with a story to tell and increase engagement		*	TBD
Number of Posts/mo. (on all social platforms)	8-10/mo	10-15/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.)		Weekly	TBD
Add'l Social Accounts (ie LinkedIn, Twitter)		*	TBD
COST PER MONTH	\$200/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. Additional content/posts requested to be added to the current month after scheduling has occurred may be added at an hourly @60/HR.</p> <p>PHOTOSHOOT/CONTENT SOURCING ADD-ON: Hourly @60/HR includes on-site time, research and editing content created.</p> <p>DIGITAL PRESENCE ADD-ON: Hourly @60/HR includes Google My Business Creation, Verification, and Optimization with photos/information.</p> <p>Optional Monthly Posts to GMB. Creation, Verification, Optimization of other profiles ie. Yelp!, Houzz, Urbanspoon, Alignable. Monitoring <u>NOT</u> available.</p>			