



Social Media Maintenance and Content Creation: (\$1000-\$3000) Price is Dependent Upon Client Needs

INCLUDES:

- Uploading and formatting posts
- Interacting with followers by retweeting, liking, replying to comments, etc
- Replying to comments on social media
- Replying to private messages on Social Media
- Following leads on social media and interact with them
- Thanking other businesses and pages for mentions, retweets or tagging
- Commenting on the social media pages of other businesses in client industry
- Leaving comments on blogs
- Adding inbound and outbound links to posts
- Sourcing photos
- Creating or utilizing Client database of graphics and adding them to the posts
- Keep a running list of Social Media/Content posts ideas
- Make sure each piece of content is published on schedule
- Keep an eye on the content strategy of your main competitors
- Keep up to date with industry news
- Make sure the content is cohesive and stays on topic
- Coordinate the social media strategy to make sure that new content is promoted
- Make sure that new content is promoted in the newsletter or electronic campaigns
- Setting up scheduling tools (i.e.Hootsuite)

****Social Media Set Up FEE Additional (\$150)****

- Branded account set up

****Running Social Media AD'S require Additional FEE (\$TBD)****

- Audience segmentation;
- Optimizing ads by changing demographic settings;
- Researching competitors' fans and followers;
- Audience cloning;
- Designing and writing copy for ads;
- Tracking actions that users take on the ads;
- Determining the cost per action or cost per lead;
- Evaluating the ROI for Facebook campaigns.