

CROSS-PLATFORM IMPACT

SOCIAL MEDIA SERVICES

\$50*
TOE IN THE WATER
f

\$100*
WAIST DEEP
f + 1 MORE

\$250*
DIVING IN
f + 1 MORE

RESEARCH AND PLANNING

| | | | |
|---------------------------------|---|---|---|
| INDUSTRY SOCIAL MEDIA STANDARDS | ✓ | ✓ | ✓ |
| KEYWORD RESEARCH | ✓ | ✓ | ✓ |
| HASHTAG GATHERING | ✓ | ✓ | ✓ |
| INSTAGRAM TAG GATHERING | | ✓ | ✓ |

CONTENT CREATION

| | | | |
|--|--------------|--------------|--------------|
| SINGLE IMAGE W/TEXT | 2 | 4 | 5-7 |
| 3-5 IMAGE SLIDE SHOW (CUSTOMER SUPPLIED IMAGERY) | +\$50/each | +\$50/each | +\$50/each |
| VIDEO POST W/ SUBTITLES (UP TO 2 MIN. W/ CUSTOMER SUPPLIED VIDEO) | +\$25/each | +\$25/each | +\$25/each |
| VIDEO CREATION AND POSTING | 2VPUF | 2VPUF | 2VPUF |

IMPLEMENTATION

| | | | |
|--------------------------------|---|--------|--------|
| POST | 2 | 4 | 7 |
| CONTINUED RESEARCH | | 1hr/wk | 2hr/wk |
| 30 MIN. TELECONFERENCE/WK | ✓ | ✓ | ✓ |
| MONTHLY ANALYSIS AND REPORTING | ✓ | ✓ | ✓ |

OPTIONS

| | | | |
|---|----------|----------|---------|
| BLOG ARTICLE WRITING (33) 500 WORD MIN) | +\$ | +\$ | ✓ |
| MONTHLY NEWSLETTER *1-2 pg (AFTER INITIAL SET UP COSTS) | +\$/each | +\$/each | ✓ |
| EMAIL BLASTS | \$/each | \$/each | \$/each |

* Price per week

NOTE: All social media packages require a \$150 set up fee for both new and existing accounts. Additional social media channels increase weekly fees by \$25/each/week.