



OUR SOCIAL MEDIA MANAGEMENT GOLD PACKAGE INCLUDES: Our Silver Package **PLUS INSTAGRAM** as a cross marketing social media channel every month. **This is only available as an add-on for the Social Media Management Silver Monthly Package.**

Profile and tracking setup for Facebook, as well as content generation for Social Media channels including Facebook, Twitter, LinkedIn and Instagram.

Profiles Setup: Facebook, Twitter, Instagram & LinkedIn

Number Of Posts Per Month: 8 (published on Facebook, Cross-posted on Twitter, Instagram and LinkedIn)

Maximum Boosts Per Month: 8 (content will run as sponsored posts with placements on Facebook, Instagram, Messenger, and Facebook's Audience Network)

Available Objectives: Page Promotion, Brand Awareness, Traffic, Engagement, Lead Generation

Number of Hyper-targeted Audiences: Up to 5

*****NOTE:** This Monthly Package does not include paid promotions budget for boosted posts. We recommend an additional minimum of \$100.00USD for the purposes of boosting posts.

THE PROCESS STARTS WITH SOCIAL MEDIA ASSESSMENT: We audit your social media pages and give initial recommendations to improve their visibility.

SOCIAL MEDIA PLAYBOOK CREATION

The tone of voice to use, the products to talk about, and the brand persona will be established here. This will contain the audience profile and projected reach and results of the boosted posts based on the given budget.

SOCIAL MEDIA CONTENT PLAN AND CALENDAR CREATION

The playbook will be updated every month to serve as a calibration tool and includes the content roadmap and calendar.

PAGE AND BOOSTED POST MONITORING

Your pages will be checked every day for comments and messages. Facebook ads will run throughout the campaign cycle.

SOCIAL MEDIA INSIGHTS

Monthly Reports include analysis of the cycle's results and recommendations for the next cycles.

REQUIREMENTS

Below are the key access requirements we need to effectively start the campaign.

- Employee access to Facebook Business Manager (if available)
- Admin Access to Facebook Page (if already existing)
- Advertiser Access to Facebook Ad Account
- Product or Service Photos (if any)
- LinkedIn Company Page Access
- Brand Guidelines (if any)
- Twitter Credentials
- Instagram Access

1ST MONTH-CAMPAIGN SETUP AND OPTIMIZATION:

SOCIAL MEDIA PLAYBOOK CREATION

- Brand Persona
- Response Track
- Content Strategy
- Audience Persona
- Audience Targeting
- Competitor Research
- Budget Recommendation
- Communication Guidelines

FACEBOOK (CREATION AND/OR OPTIMIZATION)

- Custom URL
- Page Template
- Page Categories
- Contact Details

- Auto Responder Setup
- Page Call-to-Action Button
- Creation of 2 Unique Audiences
- Professionally Designed Cover Photo
- Professionally Designed Profile Picture
- About Page & Professionally Designed Story Graphic
- Default Facebook Pixel code setup (using your business ad account)

TWITTER (CREATION AND/OR OPTIMIZATION)

- Inclusion of Relevant Hashtags
- Professionally Designed Header Image
- Twitter Bio and Contact Details Update
- Professionally Designed Profile Picture
- Crossposting of Content with Optimized Captions

LINKEDIN (CREATION AND/OR OPTIMIZATION)

- Professionally Designed Profile Picture
- Professionally Designed Banner
- Crossposting of Content
- About Page Update

CONTENT CREATION

- Insights Creation
- 2 Images to be published to your profiles and will also run as ads for Page Promotion and Brand Awareness.

2ND MONTH AND ONWARDS - PUBLISHING CONTENTS

- SOCIAL MEDIA CONTENT PLAN:
- Communication Guidelines
- Budget Recommendation
- Competitor Research
- Audience Targeting
- Content Strategy
- Response Track
- Brand Persona

PUBLISHING CALENDAR:

8 Images to be published to your profiles and will also run as ads on Facebook

- 1 ad will be for Page Promotion
- 5 ads will be for Post Engagement
- 2 ads will run for one of the following objectives: Brand Awareness, Traffic, or Lead Generation

Crossposting to Twitter and LinkedIn

Page and Ads Monitoring

Insights Creation

Recommended Campaign Length: 12 Months

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