

Social Media Marketing Packages

BY CORIE COASH

Services:

- Facebook & Instagram Management (photo(s)+caption) - guaranteed **FOUR** posts a month & scheduled ads if budgeted
- Tik-Tok / Instagram Reels - guaranteed **THREE** videos a month (includes **ONE** videography session)
- Google Business & Yelp
- Website Design & Regular Updating
- Online Store Management (ETSY & SHOPIFY)
- Email Marketing (MAILCHIMP) **TWO** a month
- Rebranding & Logo Design
- Professional Photography & Editing

Month to Month Packages (à la carte)

Consultation (FREE)

- Schedule a meeting with me! Let's discuss setting clear customer interaction and business goals. Who is your audience? Tell me more about why you started your business and what you hope to accomplish with the help of a Social Media Manager. Hiring a SMM is all about communication and collaboration.
- Website Design (\$300 Start Up Fee) (\$50 Monthly Maintenance Fee)
 - Websites are extremely important in order to maintain the professionalism of a business. It is the easiest way for individuals to discover & learn more about the services you offer. Your website needs to be clean, eye-catching and easy to read. Overall, maintaining a beautiful website equals a more profitable business.
- Social Media Management (Facebook & Instagram) (\$200 Monthly)
 - Facebook owns Instagram so it is an easy task to merge the two together. It is of the utmost importance that businesses today maintain a social media presence. Interested in running ads? We can discuss running Instagram as well as Facebook Ads at an additional price. This money does not go to me but rather straight into running advertisements to promote your business. You should have a budget set aside for this if this is an advertising strategy you're considering.

DISCLAIMER:

If your business requires Instagram & Facebook posts you must also select photography as an **à la carte** option. As I would prefer not to post someone else's work while I am your social media manager. However, if you have **PURCHASED** images taken by a professional photographer and they are of quality, that is acceptable.

- Online Store Management (\$250 Start Up Fee) (\$150 Monthly Maintenance Fee)
 - Start up fee for creation of your NEW online store. A monthly maintenance fee is charged for keeping up on items in stock, price points, photos and design elements. It is important you always keep your online store organized and up to date to earn consistent profits.
- Mailchimp Email Marketing (\$150)
 - Interested in sending out emails for individuals on your mailing list for upcoming specials and deals? I will design and send out TWO emails for you a month. Before I send out promotions or newsletters to your clients, you'll always get a test email. It's all about collaboration. Tell me what you like and dislike!
- Rebranding & Logo Design (\$250)
 - Let's redesign your brand! Tell me more about your business and what you hope to see within your new logo. I'll create a few different options for you based on any information and ideas you give me.
- Tik-Tok & Instagram Reels (\$250)
 - Posting Tik-Tok videos and Instagram Reels is a quick way to gain followers and reach a large audience. I will film and edit all of the videos. One video shoot a month is required to produce content.
- Google Business & Yelp (\$150)
 - Google is the easiest way for an individual to discover your business. If you don't already have a Google Business profile I will create one for you as well as make updates when necessary, add new photos and respond to customer reviews. If you regularly use Yelp, I will also make updates when necessary, add new photos and respond to customer reviews.
- Photography (\$200 per Photoshoot)
 - Each photoshoot is \$200. I'll stay as long as I need to in order to get the shots we need. I take photos with a Canon professional camera and edit

on Adobe Lightroom and Photoshop. I always suggest QUALITY OVER QUANTITY. Stunning photos posted regularly can overall increase traffic on your social media platforms and website.

Packages

MALIBU

This marketing package has it all. 10 guaranteed Instagram & Facebook posts a month. 4 Instagram reels / Tik-Toks a month. 2 mailchimp newsletters a month. Website creation and / or updating and maintenance. Responding to customer reviews on Google as well as making regular updates to your Google Business account. 2 content photoshoots a month added to a shared folder for company access. Optional- 2 running ads a month. 1 monthly meetup to discuss progress and monthly analytics via Zoom, phone call, in-person or a progress report email.

\$600 a month (month to month)

\$500 a month (6 month contract)

HOLLYWOOD

This marketing package is great for growing a business efficiently without breaking the bank. 6 guaranteed Instagram & Facebook posts a month. 2 Instagram reels / Tik-Toks a month. 1 mailchimp newsletter a month. Regular website updating and maintenance. 1 content photoshoot a month. Photos are always added to a shared folder for company access. Optional- 1 running ad a month. 1 monthly meetup to discuss progress and monthly analytics via Zoom, phone call, in-person or a progress report email.

\$450 a month (month to month)

\$400 a month (6 month contract)

SANTA MONICA

This marketing package is great for a business that is just getting started on their social media marketing journey or if you just want your online presence to stay consistent. 4 guaranteed Instagram & Facebook posts a month. 1 Instagram reel / Tik-Tok a month. Regular website updating and maintenance. 1 content photoshoot a month. Photos are always added to a shared folder for company access. 1 monthly progress and analytics report email or phone call.

\$350 a month (month to month)