

# Social Media Packages

Social media isn't about posting more. It's about showing up consistently, professionally, and with purpose.

## Why Social Media Matters for Small to Mid-Size Businesses:



### Build brand awareness & visibility

Show up consistently where your audience already spends time and get your brand in front of people who might not find you otherwise.



### Increase engagement & loyalty

Create real connections, spark conversations, and put a human face on your brand through thoughtful, relevant content.



### Support lead generation & sales

Drive traffic to your website and help turn followers into customers through strategic content and timely promotions.



### Boost website traffic & SEO

Social activity supports search visibility and encourages more organic traffic to your website over time.

## All Packages Include:

- Initial consult and kickoff
- Regular communication with your social media manager
- Strategy aligned to your goals and audience
- Custom-written post content that aligns with your brand
- Custom, client-provided, or sourced imagery
- Client approval of all posts before publishing
- Channel monitoring and engagement oversight (not active customer service or inbox management)
- Monthly performance insights
- Channels may include Facebook, Instagram, LinkedIn, or others based on your business goals.

## The Challenge?

Most teams don't have the time, consistency, or strategy to do it well.

That's where we come in.

# Package Options

## Essentials

*Best for: Businesses that want a consistent, professional presence*

- Up to 8 posts / month
- 1-2 social channels
- Up to 4 custom images
- Monthly insights report

**Starting at: \$800/mo**

## Growth

*Best for: Businesses ready to increase visibility & engagement*

- Up to 12 posts / month
- 2-3 social channels
- Up to 6 custom images
- Includes up to 2 stories or short-form videos\*
- Monthly content calendar
- Monthly insights with recommendations

**Starting at: \$1,075/mo**

## Momentum

*Best for: Brands focused on reach, consistency, & audience growth*

- Up to 18 posts/mo
- 3-4 social channels
- Up to 10 custom images
- Includes up to 2 stories or short-form videos\*
- Includes one boosted post per month
- Deeper performance insights & strategy check-ins

**Starting at: \$1,700/mo**

*Posting frequency may vary based on platform & strategy.*

*\*Short form videos/reels are created using text, stock assets, or client-provided content. Includes one round of revisions. Custom video production available as an add-on.*

*\*\*Minimum Service Term of 6 Months*

**Take Your  
Social Media  
to the  
Next Level!**



## Optional Add-Ons

Available with any package:

- Vertical video (reels, shorts, stories)
- Social media advertising strategy & management
- Campaign-based content (events, promotions, launches)
- Additional custom graphics

Pricing varies based on scope and complexity. Add-ons can be added at any time during your service term.

## Prefer a Custom Solution?

Some organizations need something more tailored. We can build a plan based on your needs!

