



5 QUESTIONS

GENERAL SERVICE OPTIONS
&
SOCIAL MEDIA MGMT PACKAGES

PLB-COMMUNICATIONS | MEDIA | MARKETING

PACKAGE OPTIONS

SOCIAL MEDIA MGMT

THE BARE-BONES PACKAGE

£1080 / €1250 / \$1370 PER MONTH



This Bare-Bones Package is for you if :

- You want to try the depth of the water first. This, to you, is a trial stage <minimum of 3 months> to figure out if the result suits your needs.
- Or you have either a trimmed or predetermined budget, yet you aim to get your social presence heated up, fed out, and ran with, for your business to exhibit its brand, relevance, and social proof online.



Initial free social media strategy + monthly content planning to leverage key events and seasonal topics relevant to your brand



3 x posts per week across 3 x channels (*content curation and using company assets only*)



Account monitoring - a once-a-week check to respond to any comments or DMs on your account



Analytics breakdown



Unlimited email support + 1-hour check-in call each month to discuss ongoing strategy and results



PACKAGE OPTIONS

SOCIAL MEDIA MGMT

THE SIGNATURE PACKAGE

£2150 / €2500 / \$2735 PER MONTH



This Signature Package is for you if :

- You want your channel well-oiled and neatly polished. This is ideal for keeping your target and hooked customers engaged, reactive, and actively considering, and the top one if you want to steadily grow your audience and/or community.



Initial free social media strategy + monthly content planning to leverage key events and seasonal topics relevant to your brand



30-day content schedule consisting of researching, designing basic social graphics, and curating daily posts with accompanying copywriting for 2 x platforms



Creation of 8 x original stories per month (up to 5 still frames) + management of highlights and reposts



Full community management service (client-wish)



Monthly reporting + recommendations against key KPIs



Unlimited email support + 1-hour check-in call each month to discuss ongoing strategy and results



PACKAGE OPTIONS

SOCIAL MEDIA MGMT

THE CROWN PACKAGE

£3260 / €3800 / \$4160 PER MONTH



This Crown is for you if :

- You want all your bases, grounds, and existing territories online covered. You have none of these? You will pick for your desired social channels with the full assistance of analysis and strategy, turbocharging monthly growth.



Daily unique posts across 3 x platforms



Monthly hashtag optimization to ensure account discovery and reach



Creation of 12 x original stories per month (up to 5 still frames) + management of highlights and reposts



4 x product photography images



Full community management service (client-wish)



Management of up to 2 influencer collaborations or brand giveaways including identifying a shortlist of collabs, outreach to either brand or influencer, management of collab terms, publishing posts, and winner communication



1 x Facebook or Instagram campaign/ ongoing management (including outlining campaign strategy, development of content + ongoing optimization and budget management)





To My Business Partner:

Thank you for taking the time in getting through all the questions. This is necessary for building your online brand profile, business plan, and marketing objectives.

I don't make concrete promises of rainbows and unicorns. Online Marketing does not make magic. But I utilize every bit of my high expertise with the right and smart tools to make this marketing projects work.

The packages are molded depending on the services you have chosen. I offer a project-based contract with a minimum of three months (*although, slowly, you should usually be seeing the results of our efforts start to come in between 6 and 9 months to a year - there are no rules in this*), then you may decide to continue with the service or not.

We will talk further. I am pleased to help you. Let's be awesome together because your success is my lifetime badge.

-

Princess Lean Banias

