

# Social Media Marketing Plan

	Features
	1 Location 2 Networks
<b>Research</b>	
Social Media Competitive Analysis	✓
Social Media Marketing Strategy	✓
Social Media Brand Reputation Analysis	✓
Social Media Audit & Recommendations	✓
<b>Setup</b>	
Dedicated Social Media Account Manager	✓
Creation of Social Page(s)	✓
Cover Photo & Profile Photo Design/Branding	✓
Optimization of Social Profile(s)	✓
Weekly Monitoring of Included Social Assets	✓
Up to 1 Personal Social Media Consultation per Month	✓
<b>Posts</b>	
Number of Posts per Month	Up to 30
<b>Social Ads</b>	
Number of Advertising Campaigns/Target Audiences	Up to 2
Number of Ads	Up to 4
Social Media Remarketing Campaign & Ad	✓
Monthly Advertising Targeting & Copy Tweaks	✓
Demographic & Custom Targeting	✓
Mobile Device Optimized Ads	✓
Installation of Network Tracking Pixels on Website	✓
<b>Reporting</b>	
Standard Monthly Reporting & Analysis	✓
<b>Add Ons</b>	
Contests	Contact for Pricing
Video	Contact for Pricing

Recommended Minimum Social Advertising Budget	\$300 +
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Month 1 On-Boarding Fee	\$750
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Recurring Monthly Fee	\$400
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Additional Network Set Up Fee	\$400
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Additional Network Recurring Monthly Fee	\$200
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Additional Location Recurring Monthly Fee	\$200
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