

Shine Digital Marketing



SOCIAL MEDIA MARKETING SERVICES AND PACKAGES

Social media marketing used to be optional - now it's a critical part of a successful online marketing strategy. In fact, HubSpot reports social media produces nearly double the marketing leads of trade shows, telemarketing, direct mail or Pay-Per-Click (PPC).

Many companies experience a lack of results from social media for two key reasons:

- 1) They don't know how to effectively use social media to drive website traffic and nurture leads.*
- 2) There simply isn't enough time to manage their social media sites.*

Social media supports the sales process, but only if your company has a comprehensive content strategy and the resources to maintain your sites. Social media isn't a "**set it and forget it**" thing; it will only work with ongoing effort and engagement. This is where we thrive in helping our customers win the social media game.

OUR PROCESS

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First, we consult with your company to learn about the obstacles you face with social media management as it relates to *your* company. Then, we recommend the package that best fits your needs and budget. After we set the right monthly program, we devise a strategic plan to leverage your social media pages as valuable tools for driving traffic and sales. We create, curate, and manage engaging content. Finally, we put the plan into action with our team, the latest tools, and even monitored artificial intelligence to drive growth and foster success.

OUR GOALS

- Increase traffic to your website through social media
- Provide interesting content and a consistent posting schedule
- Monitor your accounts and maintain a positive social image for your company
- Drive engagement on your accounts to increase brand awareness

COST & PACKAGES

- Website, Design & Development: \$3,500 base
- Website Audit: \$500
- Google Analytics Dashboard: \$500 for set up, each
 - Ongoing monthly GA review reports: \$100/mo.
- Social Media Platform: \$300 for set up, each
- Social Media Education: \$500 / 30 Person Class (each additional person + \$15)
- Social Media Consulting: \$150 / hour
- Professional Company Intro Video: \$1,750 base

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- Monthly Social Media Community Management: Packages Below
- Additional Time & Services: \$99 / hour base rate
- We offer affordable and flexible options for monthly social media marketing management services.
- While our recommended packages are listed below, we can customize a unique program for your company's budget and needs.
- We also arrange Blogger FAM Trips & Retreats.

PROJECTS HAVE INCLUDED:

Martin County Fair, Martin County Tourism Board, Word Traveling.com, Cindy Edgett, Quebec Region, Trekaroo, Karisma Resorts, Outer Banks Tourism, Florida Parent Educator's Association, Beaches Resorts, Homeschooling Today, The Beaches of Fort Myers/ Sanibel and many more.

MONTHLY PACKAGES:

	Silver	Gold	Platinum
Monthly Price	2,500	3,500	\$4500
Days/Week	5	6	6
Dedicated Account Manager	Yes	Yes	Yes
Social Media Strategy Overview	Yes	Yes	Yes
Account Monitoring	Yes	Yes	Yes
Reputation Management	Yes	Yes	Yes

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	Silver	Gold	Platinum
Monthly Social Media Consulting Conference Call	2 Calls/mo.	3 Calls/mo.	3 Calls/mo.
Number of Platforms for Content Schedule and Posting	3	4	5
Weekly Social Media Content Posts per Platform	15	20	30
Build Social Media Following (Number of Platforms)	1	2	3
Follower Engagement	Weekly	Daily	Daily
Monthly Blog Posts	2	3	4
Enhancement of blog post with Images, tags, SEO, etc.	N/A	Yes	Yes
Monthly Snapshot of Activity	Yes	Yes	Yes
Comprehensive Monthly Report	Yes	Yes	Yes

Prices listed do not include sales, travel and expenses, sponsorship and advertising costs and service taxes, if applicable

There will be a fee for additional time & services, starting at \$99 / hour

Non-profits contact us for discount information

Prices fixed until December 2017

According to Glass Door, the annual average salary for a **social media manager** is **\$51,613**

According to indeed.com, it's **\$61,000**

How much do social media managers charge?

Creating a comprehensive strategy for social media marketing and outsourcing all work for all channels (with a minimum of two social networks) costs anywhere from **\$3,000-\$20,000 per month**, with the industry average settling between **\$4,000-\$7,000 per month**. Mar 6, 2011

How Much Does it Cost to Outsource Social Media Marketing?

<https://www.contentfac.com/how-much-does-social-media-marketing-cost/>

We checked in at Glassdoor, a respected online resource for salary and employment information, and at popular job board Indeed. For social media manager salaries, Glassdoor's national average was **\$51,613**, while Indeed's was **\$61,000**. For a final source, we checked PayScale, which showed a median salary of **\$45,260**. Nov 24, 2014



Social Media Manager Salaries - Sprout Social

<https://sproutsocial.com/insights/social-media-manager-salary/>