



DIGITAL / SOCIAL MEDIA MARKETING MANAGEMENT

Available Add Ons:
Story Activity

Additional Social
Media profiles

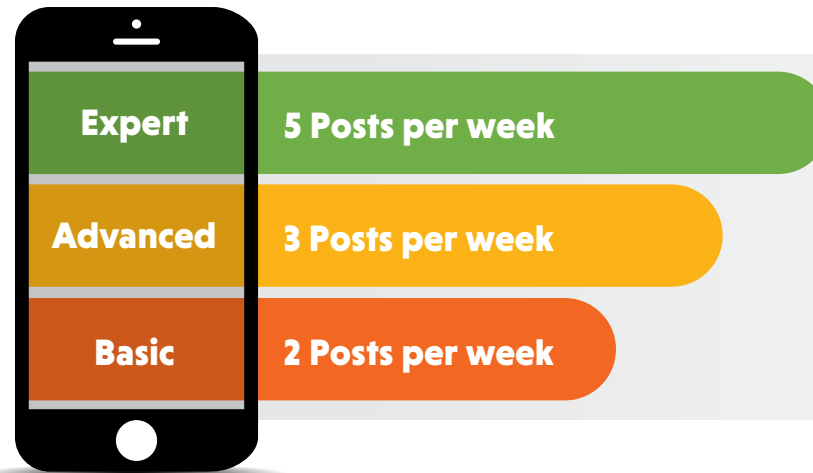
Social Media Branding

Logo creation/upgrade,
identifying colour
palette, bio and social
handles across all
platforms. Starting at

Paid Ad Campaign

Paid ad spots on
Facebook, Instagram or
Twitter. Includes content
creation for the various
platforms. Can be static
or video creation.

Social Media Calendar Options **Organic**



* All Social Media Calendar options include:

- Basic Graphics
- Daily Interaction Monday through Friday
- Social Listening

Social Media Audit

This identifies what's working and not working based on existing social media content, duplicate or fake accounts and new opportunities to engage with your audience.

Social Media Training

How to use the social media platforms, best times for posting, how to engage with audience and how to create content online specific to your market. How to create digital content using canva, hashtag strategy and algorithm tips.

Social Media Strategy

(Audit included)

- Identifies the Social Media goals for the company. The main social media goals are: Brand Awareness, Community Engagement, Customer Retention and Drive Leads/Sales.
- Competition research to ensure that you remain relevant in the field
- Social Media profile update recommendations
- Better customer targeting.
- Social Media Calendar Recommendation **Organic**