

WORDS BY REESE

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Monthly Social Media Packages

	Gold Package \$350/month	Silver Package \$250/month	Bronze Package \$150/month
Scheduling	Monthly schedule made in advance for approval of client.	Monthly schedule made in advance for approval of client.	Create monthly schedule in advance for approval of client.
Number of posts	Daily posting	5 postings/week	3 postings/week
Image Sourcing	<ul style="list-style-type: none">• Monthly session of product or onsite photography.• Using photos/images provided by client• Sourcing appropriate stock images.	<ul style="list-style-type: none">• Using photos/images provided by client.• Sourcing appropriate stock images.	<ul style="list-style-type: none">• Using photos/images provided by client.• Sourcing appropriate stock images.
Engagement	Full engagement & interaction with followers/fans and other accounts and groups on posts, messaging, etc. with occasional input from client as needed.	Basic engagement (comment likes, answering basic questions, etc.) & informing client when more advanced engagement is needed for client to handle.	No regular engagement handled.
Tracking & Analysis	Formal monthly reports of tracking & analysis of performance for all platforms.	Will relay basic summary of tracking & analysis to client informally (via email or verbally).	No reporting of tracking/analysis of performance - will loosely monitor & consider for future content.
Design	All customized yet cohesively branded post templates and banners/profile photos/etc. for different seasons/events/etc.	Customized yet cohesively branded post templates and banners/profile photos/etc. for long term (generally yearly) basis.	Utilization of current or previously designed banners/profile photos/etc. & creation of customized post templates & layout.