

SOCIAL MEDIA PACKAGES



	BRONZE	SILVER	GOLD	PLATINUM
	\$2,095 \$1,795 Paid in Full.	\$2,895 \$2,595 Paid in Full.	\$3,395 \$3,095 Paid in Full.	\$5,295 \$4,995 Paid in Full.
POSTS PER MONTH	2	4	6	8
*RECOMMENDED AD SPEND	\$350	\$650	\$950	\$1,200
TARGETED FACEBOOK ADVERTISING Facebook ads that are created/optimized to target the client's preferred potential customer base.	✓	✓	✓	✓
CLIENT-DIRECTED PROMOTIONS Creation of promotion/sale/event (or any other specific) a client wants us to promote either in a post or ad campaign. The client can send that to us and we will create that for them.	2	4	6	8
ACCOUNT ENHANCEMENT & SUPPORT Completely optimized profile. Correct/update basic info (name/address/phone/etc), Enhancement of profile/cover photo, general support of Facebook page.	✓	✓	✓	✓
MONITORING & RESPONDING Specific to reviews. Letting clients know when they get one and either working with them on crafting a response or if the client gives us the approval ahead of time to respond on our own.	✓	✓	✓	✓
QUARTERLY UPDATES Creating and sending stat reports for the page and/or any ads we might have run for them during that quarter.	✓	✓	✓	✓
FACEBOOK PIXEL TRACKING Creation and implementation of Facebook Pixel. <i>A Pixel collects data that helps you track conversions from Facebook ads, optimize ads, build targeted audiences for future ads, and re-market to people who have already taken some kind of action on your website. It works by placing and triggering cookies to track users as they interact with your website and your Facebook ads.</i>		✓	✓	✓
RETARGETING CAMPAIGN The act of using the information that the Facebook pixel collects to create ad campaigns.			✓	✓
ONE ADDITIONAL PLATFORM				✓

ADDITIONAL PLATFORMS: \$495

*Client's credit card will be charged separately for the ad spend.