



Berkeley Web Services, Inc.

Social Media Management

Price \$595 per month (for each social media account)

- Manage social media on a monthly basis for clients
- Create content (blogs, text posts, video posts, graphic posts)
- Hands free
- Increase engagement

- Report results monthly
- Across – Facebook, Twitter, LinkedIn (for now)

Who is this for?

- If you have difficulty coming up with content
- If your competitors are doing well on social and you'd like to compete
- If you haven't posted on social for 3 months
- If you think your business is "too boring for social"
- A less expensive alternative to having someone on your payroll doing social media

If you'd like to:

- Increase your brand awareness; provide a steady stream of content with professionally written posts each week.
- Generate higher converting leads; posts to social media profiles can generate buzz among your customers, which results in more people seeing your message.
- Help build relationships between your business and your customers. Social posts can deliver important messaging.

Social Media Management - Detail

- 1 blog article of up to 500 words per month
- Unique content verified by copyscape
- Royalty free images for blog posts
- 15 social media posts
- 11 text posts per month
- 2 graphic posts per month
- 2 video post per month
- Identify your industry hashtags that will be used on posts
- Scheduling and posting done for you
- Up to 2 social media platforms
- Monthly reporting

Notes:

Service intended for background content and engagement. Social media posts will be derived from content from the blog article. Service will not include daily business updates, sales promotions etc. How we do this – Blogs become the drivers for all the content.