

GENERAL FAQ'S

Frequently Asked Questions



Q: How are your custom quotes determined?

A: We will have a free 30-minute consultation call to determine the scope and desired outcome of your project. Then, I'll create an estimate based on the steps necessary to complete it and share a full breakdown quote with you, answering any questions you may have along the way.



Q: Do you work on websites besides Showit like Squarespace, Wordpress, or Wix?

A: In some cases! Schedule a free 30-minute screen-share with me by submitting a message on my contact page or email me directly (mallory@digitalmakery.com) with project overview and your availability to talk more about your specific need.

Q: What if I want more or less social posts per month?

A: We can determine the frequency along with the best times/days of the week to post that is best for your audience. Most of the time this is an average of 3 posts per week but may be more for special promos or holidays. The typical monthly post count total is around 12-15 posts.

Q: Do you offer any type of guarantee?

A: Your satisfaction and goals achieved through my marketing and data efficiencies is my number one priority. If you are not satisfied with the quality of marketing or I do not solve your issue then I am happy to work on a better-fitting solution at no additional cost or offer a refund.

Q: Do you work with businesses outside of hospitality and travel lifestyle brands?

A: Let's chat about it! I'd love to more about your business and how my expertise in hospitality can translate.

Q: Can I hire you at my company to do all the marketing?

A: I'm honored at the idea! However, Digital Makery is my (other) baby and I love helping out with many different projects and brands. If we can isolate your pain points to identify exactly what you need, I'm sure I can put together a package that will make you feel fully supported!

SOCIAL MEDIA FAQ'S

Frequently Asked Questions

Q: What *exactly* is covered in the social media portion of the digital marketing monthly retainer?

A: These are the standard social media deliverables in all packages:

- 12-15 fully edited photos (assets can be provided by you or I will create them using stock images, images from your site, and creative platforms)
- 12-15 scheduled posts set to be auto-published on predetermined dates
- 12-15 corresponding captions & strategic hashtags within the post
- Monthly performance report emailed to you concluding the month with breakdown of impressions, engagement, growth, and other specified metrics you'd like to see.

Q: Will you be checking our messages, comments, or tags?

A: Engagement and profile management is not included standard in any of the digital marketing monthly retainer packages. You may choose to add "Engagement" at the specified hourly rate to your monthly retainer for an agreed upon amount of hours each month. This will never include managing your messages.

Q: Can you guarantee a certain amount of followers, likes, comments, engagement, etc?

A: Nopity, nope, no. My approach to social media marketing is telling an authentic story of your brand's services or products. We will use social media in a holistic way that strives to attract real (not bought) people who will become fans and customers. Social media users are very good at spotting organic usage from real people versus a fake number of followers, likes, comments, etc. The latest social media research shows that effective social media marketing isn't about the highest numbers, but the engagement of your audience. I'm all about keepin' it real. Quality over quantity!