

## *—The Social Fleur Pricing List*

# The Social Fleur



SAY HELLO

<https://www.thesocialfleur.com/>

323.810.2689

<https://www.thesocialfleur.com/>

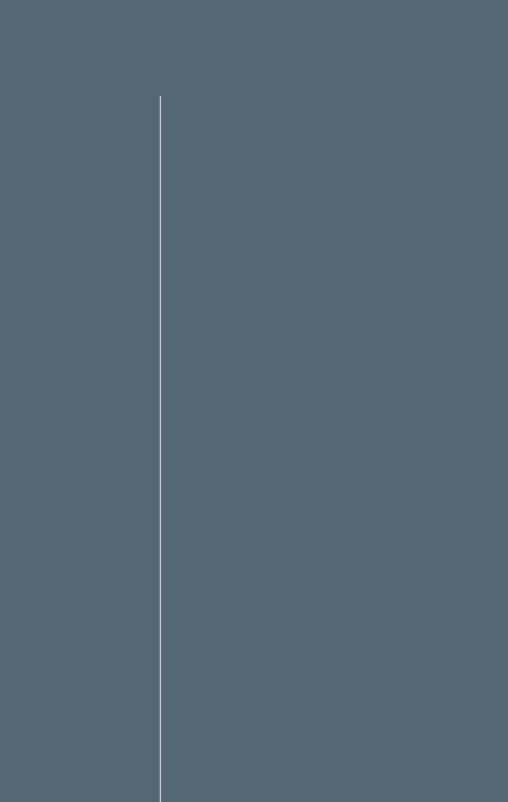
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## What We Do

CONTENT  
STRATEGY  
BIOS  
PHOTO SHOOTS  
KEY DATES  
OUTREACH  
ENGAGEMENT  
INCREASE FOLLOWING  
SHOPPABLE POSTS  
SUPPORT  
EDUCATION





Dream Hotels

*Kind Bars*

Oreo

*FabFitFun*

Target

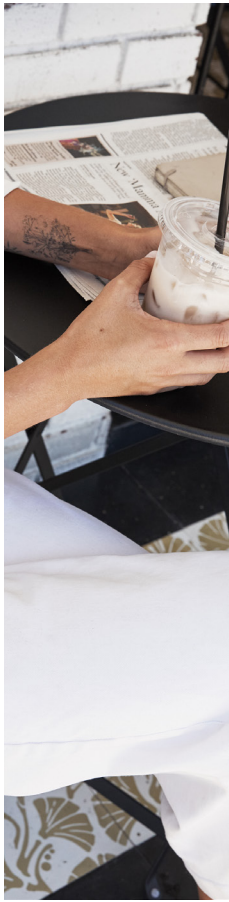
*Ahava*

Bissell

*K+Organics*

Botkier

*Amazon Fashion*



Selecte  
Clients



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# Member- ships





# The Strategist

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\$299 per month



This membership is for the brand that knows HOW social media works, but doesn't know WHAT they should post.

## Monthly Club Benefits:

- One team phone calls to discuss things like; who is your target audience and how are you going to reach them, what's the story you want to tell, and how are you going to tell it, overall creative direction, content strategy, ideas and other social media insights and best practices, etc...
- One exclusive weekly email that includes social media best practices, and updates (4 emails per month)

# The Curator

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\$1,500 per month

This membership is for the brand that wants their Instagram feed to be really, really, really ridiculously good looking... and more!

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## Monthly Club Benefits:

- One team phone call to discuss creative direction, content strategy, and any upcoming focuses for the following month.
- Curation of one Instagram feed that consists of; UGC, borrowed images, supplied imagery, and 4 custom graphics. Total of 30 or 31 posts (video content not included).
- All images applied a custom filter for a cohesive looking feed.
- One round of feedback for all posts.
- One caption for each post.
- Set up in our content management system with one login.
- One weekly email that includes social media best practices, and updates.

# The Photographer

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\$4,000 per month

This membership is for the brand that wants original Instagram content!

## Monthly Club Benefits:

- One team phone call to discuss creative direction, content strategy, and any upcoming focuses for the following month.
- Curation of one Instagram feed that consists; UGC, borrowed images, supplied imagery, and 4 custom graphics. Total of 30 or 31 posts (video content not included).
- All images applied a custom filter for a unified feed.
- One caption for each post (total of 30 or 31 captions).
- Plan and produce one half day shoot with mood-board, one social model, and a photographer (additional fee if requesting higher tier models, multiple models, and/or a specific location).
- One round of image selects
- Color corrected images with one round of feedback (retouching is additional fee)
- 
- Set up in our content management system with one login
- One round of feedback for all posts (not including captions)



- One weekly email that includes social media best practices, and updates.

Six month minimum



# The Editor

\$7,000 per month

This membership is for the brand that never, ever wants to do an Instagram post... like, ever.

Six month minimum

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## Monthly Club Benefits:

- One team phone call to discuss creative strategy, and upcoming focuses for month.
- Instagram management
- Curation of one Instagram feed that consists of; original content, UGC, borrowed content, supplied content, and six custom graphics. Total of 30 or 31 posts (video content not included)
- One caption for each post (total of 30 or 31 captions)
- All images applied a custom filter for a unified feed
- Instagram Story Management
- Post one to three stories a day (no approval required)
- Stories will include a variety of content like; custom graphics, reposts, borrowed images, UGC, and custom images (real time posts must be handled by brand)
- Bonus: Coverage of one live event a month (upon request)
- Plan and produce one half day social photoshoot with moodboard, one social model and a photographer (additional fee if requesting higher tier models, multiple models, and/or a specific location)
- One round of image selects
- Color corrected images with one round of feedback (retouching is additional fee)
- Set up in our content management system with one login
- One round of feedback for all posts
- Community management (community management = posting, responding to dms & comments, using hashtags and tagging images when necessary)

Six month minimum



# The Executive

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\$10,000 per month

This membership is for the brand that's over the top of the social life and wants someone to do it all for them.

Six month minimum

## Club Benefits:

- One team phone call to discuss creative strategy, and upcoming focuses for the following month
- Instagram management
- Curation of one Instagram feed that consists of; original content, UGC, borrowed content, supplied content, and six custom graphics. Total of 30 or 31 posts. (video content not included)
- All images applied a custom filter for a unified feed
- One caption for each post (total of 30 or 31 captions)
- Instagram Story Management
- Post one to three stories a day (no approval required).
- Stories will include a variety of content like; custom graphics, reposts, borrowed images, UGC, and custom images (real time posts must be handled by brand)

- Coverage of one live event a month.
- Facebook Management
- A custom platform strategy
- Create and post up to three pieces of content a week
- Twitter Management
- A custom platform strategy
- Create and post up to three pieces of content a week
- Plan and produce one half day social photoshoot with moodboard, one social model and a photographer (additional fee if requesting higher tier models, multiple models, and/or a specific location).
- One round of image selects
- Color corrected images with one round of feedback (retouching is additional fee)
- Set up in our content management system with one login
- One round of image, and caption feedback for all platforms
- Community management across all platforms (community management = posting, responding to dms & comments, liking images, using hashtags and tagging images when necessary)

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Video Content  
Social Photoshoot  
Blog Posts  
Analytics  
Brand Strategy  
Consulting For  
Executive Teams







# A La Carte

Facebook

Twitter

Pinterest

Instagram Stories

# Social Photoshoot

## \$3,500 package

- Creative for each shoot to be determined between Team and Brand
- Photographer, Producer, Moodboard, and Model are included
- Total of 30 Final (Unedited or Edited) Images will be Licensed
- Selects and sample edits will be sent within 5 days of photo shoot
- Final edits will be delivered within 7 days after receiving 30 selects from client
- Final editing includes minimal retouching/color correction. (Maximum 1 re-edit per look. Additional hours of editing can be subject to extra fees)
- Additional Fees: Any additional edits after 1 re-edit will incur \$50/image
- Please allow 2 days to receive final edits upon receipt of additional selects to be edited.
- If team is on location for additional hours over 5 hours, client will incur an \$200/hr overage
- For any additional unedited or edited image over 30 images requested will be \$50 per image
- All Photos must be credited to @TheSocialFleur on Instagram or [www.thesocialfleur.com](http://www.thesocialfleur.com) on web platforms or media platforms
- Photos will only be licensed for Social and Website Only (any other usage will require written permission or will require an additional fee)



# Video Content

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## \$6,000 package

- Plan and produce one video shoot with one social model and one videographer
- Mood board
- Edited footage for one video that's up to one minute long, and four videos that are up to 30 seconds long. Or three videos that are up to one minute long
- Up to three rounds of feedback



# Blog Posts

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## \$2,500 package

- Six blog posts with SEO keyword research, and borrowed images
- One round of revisions per post (Any revisions on top will be billed at \$100 per hour)
- One team phone call to discuss tone, voice, and blog topics
- One editorial calendar



# Analytics

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\$300 per report

- One monthly report for one social platform
- Report includes these key metrics; total reach, total engagements, engagement rate, new followers and total followers
- Report includes insights and recommendations



# Facebook

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\$1,000 per month/package

- We develop a custom platform strategy for your brand and create posts that include a variety of content like; UGC, borrowed images, and sharing content (i.e. articles, youtube videos, etc... )
- Up to 12 posts with captions (original images and/or videos not included)
- One round of feedback

# Twitter

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\$1,000 per  
month / package

- We develop a custom platform strategy for your brand and create posts that include a variety of content like; UGC, Borrowed images, and retweets
- Up to 12 posts with captions (original images and/or videos not included)
- One round of post feedback



# Instagram Stories

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\$400 package / \$3000  
per month

for full scale management and content creation

- We create four custom story templates for you so that your story game can be on point. (One round of feedback on templates)

# Pinterest

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\$1,000 per  
month / package

- We develop a custom platform strategy for your brand and pin up to 20 posts a month



# Brand Strategy Consulting For Executive Teams

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\$10,000

## *Option 1 :*

- Strategies and Management for Instagram, Instagram Stories, Blog, Facebook, Twitter, and Pinterest
- 3 Team Phone Calls
- Email Support
- 14 days Onboard Window (client must approve content within the first 14 days)
- Monthly Analytics Report
- One Photo Shoot Per Month

## *Monthly Package*

- Curated Feed
- Up to 10 Custom Graphics Per Month
- Custom Instagram Story Graphics
- Filtered Images
- High Converting Captions
- 30 pieces of content within 30 days
- 1 Giveaway per month
- Six Month Minimum





- *One time Strategy Workshop  
(4 Hour In Person Workshop) or  
Monthly Package*

- *Strategies for Instagram,  
Instagram Stories, Blog, Face-  
book, Twitter, and Pinterest*



## *Option 2:*

- Four Hour Workshop to Determine Socially Driven Brand
- Brand Bible: 1-pager that defines the visual tone and POV of content
- Develop 3-4 creative concepts for each content pillar broken out by social platform
- Determine short-term posting cadence and content mix for priority channels
- Identify and recruit a full time Social Media Manager or Blog Writer

# Brand Strategy Consulting For Executive Teams

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\$10,000

## *Strategy Workshop*

- Execute Social Media Strategy, Digital Strategy (across Blog, Newsletter, Giveaways, Offline Experience), Content Buckets, and Video Strategy
- Introduction to Creatives, Photographers, Writers, and Community Managers upon request





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# Approvals

Contractor shall provide Company with concept, direction, guidelines, and layout of media in advance of content going live to ensure that materials will not be incompatible with Company's professional stature or dignity.



# Approvals

# Confidentiality

Contractor represents and warrants that she will not disclose to any party or utilize any of Company's confidential or proprietary information obtained in performance of this Agreement.



# Terms

- In the case of future termination, Contractor requires 30 days (1 month) notice
- Company understands that no refunds can be issued for services performed and must inform contractor of termination of services. Should Company fail to inform Contractor of termination, Company will still be responsible for the month service fee at hand







# Payment

- Team will be paid on the 1st of every month, and any remaining amount will be prorated in the last month of services
- Payments will be made via Credit Card or Bank Wire as noted on monthly invoice
- Any fees for additional photography props, video content, travel, or creative requested by Company outside or in addition to contracted work will be billed on top of the monthly retainer fee



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# Working Hours





# Working Hours

- -Team is available during working hours from 9AM - 7PM PST Monday - Friday
- For weekend posting, content must be delivered to Team by 3PM PST on Friday for weekend scheduling
- Should there be an event, award show, or important live activation due to happen around working hours or over weekends, Team must be notified and secured at least 1 week prior to the event so support for posting to IG feed and IG Stories can be provided



- Any content sent outside of working hours will be responded to on the next business day
- Any texts received on weekend will be responded to Monday (Except under special circumstances covered in live / special events section)

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# Contact

DETAILS

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@HeatherCatania

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NEXT STEPS?

CONTACT HEATHER@THESOCIALFLEUR.COM





