



# SOCIAL MEDIA MARKETING

# OVERVIEW

BY USING SOCIAL MEDIA STRATEGIES AND IMPLEMENTING PROCEDURES BASED ON THE RESULTS OF EXTENSIVE ANALYSIS, STUDY OF SOCIAL MEDIA STRATEGIES, I'M CONFIDENT IN DELIVERING EFFECTIVE RESULTS WITHIN YOUR SOCIAL MEDIA PLATFORMS.

THIS WILL CONSIST OF TAKING FULL CONTROL OF THE CLIENT'S SOCIAL MEDIA ACCOUNT AND PROMOTING THE CLIENT'S BUSINESS THOROUGHLY. THE CREATION OF GRAPHIC DESIGNS WILL BE PLACED UPON THE SOCIAL MEDIA ACCOUNT TO ENHANCE FOLLOWERS AND MORE CLIENTS FOR HEAVENLY TRESSES.

# WHAT WE DO?

## CREATE ENGAGING SOCIAL MEDIA CONTENT

BEGINNING WITH QUICK THOROUGH PLANNING PREPARATION, WE WILL PLAN OUT A DYNAMIC ON-GOING SOCIAL CONTENT CALENDAR TO GUIDE YOU TO YOUR GOALS. WE WILL GROW AN INCREASING SOCIAL AUDIENCE AND FOLLOWER BASE THROUGH: HASH TAG, CAMPAIGNS, STRONG USE OF KEYWORDS, SHARING RELEVANT NEWS, "LIKING" POSTS, STAYING UPDATED WITHIN THE INDUSTRY, AND CONTRIBUTING OUR OWN UNIQUE CONTENT TO BROADEN REACH.

## SOCIAL MEDIA UPDATES

POSTING VIA SOCIAL MEDIA ARE MORE IMPORTANT THAN JUST SHARING ABOUT GIVEAWAYS, SALES, AND CONTESTS. WE WILL AGREE ON A SCHEDULE FOR A SERIES OF POSTS TO KEEP UP THE EXCITING MOMENTUM FOR ALL PROSPECTIVE CUSTOMERS. POSTING ON INSTAGRAM SOCIAL MEDIA PLATFORM WEEKLY TO SUPPORT THE DEVELOPMENT OF THE BUSINESS WITH CUSTOM PROMOTIONAL GRAPHICS, AND THIS WILL BE THROUGHOUT THE MONTH OF STORIES, REELS, POSTS, ETC.

WE UNDERSTAND THE IMPORTANCE OF TRANSPARENCY AND ACCOUNTABILITY WHEN IT COMES TO BUDGETING FOR A PROJECT. WE STRIVE TO WORK WITHIN OUR CLIENT'S BUDGET WHILE STILL DELIVERING HIGH-QUALITY WORK. THE FOLLOWING IS A BREAKDOWN OF OUR ESTIMATED COSTS FOR THIS PROJECT.

# The *INVESTMENT*

# THE BASIC

*This package is recommended for small businesses looking to maintain their current social media presence or for new small businesses looking to start establishing a presence.*

## What's Included:

4 Feed posts p/ week

5 Story posts p/ week

Aesthetic Feed design

Planned Feed

1 Reel p/ week (from weekly feed posts)

## INVESTMENT:

**\$1,500**

# THE EXCLUSIVE VIP

*This package is recommended to reach a higher percentage of your current audience, establish trust & tap in to new customers. This is our accelerated growth package with focus on growing your audience and turning current viewers into customers.*

## What's Included:

8 Feed posts per week

6 Story posts per week

Aesthetic Feed design

Planned Feed

Paid Ads Included

Monthly Performance Report

1 Reel p/ week (from weekly feed posts)

INVESTMENT:

**\$1,950**

WE UNDERSTAND THAT PAYMENT IS AN IMPORTANT ASPECT OF ANY PROJECT, AND WE WANT TO ENSURE THAT WE ARE TRANSPARENT WITH OUR PAYMENT TERMS. OUR PAYMENT TERMS ARE AS FOLLOWS:

BALNCE IS DUE IN FULL BEFORE THE START OF SOCIAL MEDIA SERVICES. THIS IS A MONTHLY FEE WITH A 3 MONTH MINIMUM COMMITMENT. YOU WILL BE BILLED PER MONTH FOR 3 MONTHS. YOU WILL HAVE THE OPTION TO CANCEL ANYTIME AFTER YOUR INITIAL 3 MONTH PERIOD WITH A 30-DAY NOTIFICATION. YOU MAY ALSO RETAIN SERVICES. WE ENCOURAGE YOU TO BOOK A SCHEDULED BRAND CONSULTATION BEFORE SERVICES.

WE ACCEPT PAYMENT COLLECTED VIA INVOICE WITH EITHER A DEBIT OR CREDIT CARD. IF YOU HAVE ANY QUESTIONS OR CONCERNS REGARDING PAYMENT, PLEASE DON'T HESITATE TO REACH OUT TO US. WE WANT TO ENSURE THAT OUR PAYMENT TERMS ARE FAIR AND REASONABLE FOR BOTH PARTIES.



# *PAYMENT*

# THANK YOU

EMAIL US: [STUDIO@YMHCREATIVEREFLECTIONS.COM](mailto:STUDIO@YMHCREATIVEREFLECTIONS.COM)

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*Gasminah H.*