

WAYPOST GROUP
Social Media Packages



PACKAGES

Social Media Package #1: BUILD **\$400 / Month**

This package is ideal for small brands, personal and business, that are just starting to use social media. With this package, the goal is to build awareness and trust from your audience.

What you get:

20 posts per month, split on different platforms. (These platforms include Instagram, Pinterest, Twitter, Facebook, and LinkedIn)

2 blog posts per month, cross promoted on each available platform.

Social Media Package #2: GROW **\$1200 / Month**

This package is for those with established social media platforms who want to outsource all of their social media marketing and are ready to take things to the next level!

What you get:

Initial strategy session to make sure the client and myself align with your social media goals.

40 posts per month on various platforms of your choosing.

4 blog posts a month, one per week.

Please note: Marketing ads are a separate cost and will vary depending on each person's marketing budget.

One-Time Social Media Strategy Creation

\$300

Social media questionnaire to identify needs

Social media audit to analyze current efforts

Custom step-by-step social media strategy for you or your team to execute

Recommended scheduling systems to execute your strategies

Social Engagement and Management

\$400 / Month

Social media questionnaire to identify needs

Social media audit to analyze current efforts

Custom step-by-step social media strategy for you or your team to execute

Recommended scheduling systems to execute your strategies

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Ad Campaigns

\$300

Questionnaire to ensure I understand the campaign goals

I will assist in creating a target audience for your campaign. I will write creative copy to grab the audience's attention with a strong call to action.

While I am not a graphic designer myself, I do have one on hand that can create the content for the ad for an additional cost if needed.

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