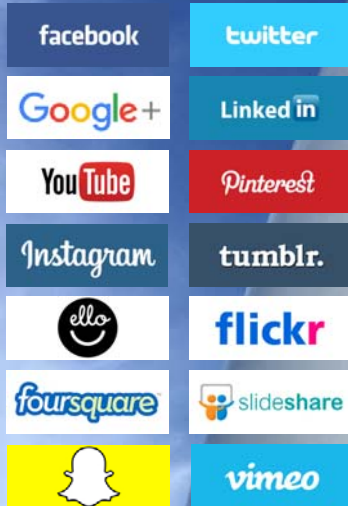




TOBY CREATIVE
BRANDING &
MARKETING

SOCIAL MEDIA PLANS

(08) 9386 3444



- **Social Media Scope & Strategy Plan** \$1,499 ex GST
- **Social Media Individual Channel Review Report** \$260 ex GST
- **12-month Content Marketing Social Media Schedule** \$1,200 ex GST
- **Social Media Monthly Content Creation and Posting**

Creation of social media channel content for the month: Text posts, Image posts*, Video posts*, Product posts, Event posts, Link posts, #hashtags and Call-To-Actions. Review and approval process for posts, scheduling, post action. Images designed using your supplied content/stock image and made to optimal size for selected channels.*

- 1 social media channel: \$1,500 ex GST
- 2 social media channel: \$2,500 ex GST
- 3 social media channel: \$3,250 ex GST
- 4 social media channel: \$4,000 ex GST
- 5 social media channel: \$4,750 ex GST
- 6 social media channel: \$5,500 ex GST

- **Blog Writing Services**

- 1 short blog post ~350 words: \$260 ex GST
- 1 long blog post ~1,000 word: \$390 ex GST

- **Social Media Monthly Community Management**

Build and clean followers, organise content, monitor channel, brand monitoring, reply to posts/messages, share/like/repost, engage with community, influencers and related businesses.

- 1 social media channel: \$1,300 ex GST
- 2 social media channel: \$2,340 ex GST
- 3 social media channel: \$3,380 ex GST
- 4 social media channel: \$4,420 ex GST
- 5 social media channel: \$5,000 ex GST
- 6 social media channel: \$5,500 ex GST

+ Combine with the Social Media Monthly Content Creation and Posting to fully manage entire social media management for your business.

- **Social Media Account Available Name Check Review** \$130 ex GST

Checks for consistent, suitable and available account names for your business to use on social media.

- **Social Media Profile Picture & Cover Photo Pack**

Optimised and correctly sized images, created consistent for your brand provided for you to use on Facebook, Twitter, LinkedIn, Google+ and YouTube. \$250 ex GST*

- **Social Media Account Setup and/or Optimisation**

Registration of desired social media channel account, configuration of all settings, creation and implementing cover image, profile image, consistent brand biography, contact details, company links, geo location, and relevant other configuration.

- 1 social media channel: \$260 ex GST
- 2 social media channel: \$390 ex GST
- 3 social media channel: \$460 ex GST
- 4 social media channel: \$530 ex GST
- 5 social media channel: \$600 ex GST
- 6 social media channel: \$650 ex GST

- **HootSuite Pro Account Setup and Configuration** from \$260 ex GST

- **Training & Workshops:**

- LinkedIn Training/Optimisation Workshop 2-hour block \$260 ex GST
- HootSuite 2-hour block \$260 ex GST
- Selected Social Media Channel Training 2-hour block \$320 ex GST
- Developing your Ideal Customer Persona workshop 2-hour block \$320 ex GST
- Guided SWOT Analysis workshop 2-hour block \$320 ex GST
- Developing your Company Social Media Policy workshop 2-hour block \$320 ex GST

- **Brand Crisis Management & Reputation Management Solutions**

- **Key Influencer & Guest Blogger Out-reach & Management Solutions**

- **Staff profile and corporate photography**

* Additional costs apply for stock images, photography, video creation



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