



Premium Social Media Marketing

Maverick Marketing
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Setup

First Profile/Facebook	Each Additional Profile
<ul style="list-style-type: none"> • Cover design, Description, About & other info • Following or Liking of up to 20 like-minded brands (as your brand page/account) • Optional synchronization of other social media • Account Branding – description, website, information, images, contact info, remove duplicate/extra pages 	<ul style="list-style-type: none"> • Uses the same design/look as the first profile setup • Descriptions and layout optimized for that platform • Following or Liking of up to 20 like-minded brands • Ensure social media accounts are branded & uniform – description, website, information, Images, contact info, remove duplicate/extra pages
\$350.00	\$150.00

Management Packages

Management	Visuals	All Inclusive
<p>STRATEGY</p> <ul style="list-style-type: none"> • Provided by account manager • Implemented by account team <p>CONTENT</p> <ul style="list-style-type: none"> • Client provides images • We schedule and post <p>POSTS</p> <ul style="list-style-type: none"> • 5 per week - Facebook • 5 per week - Twitter OR Instagram <p>NOTIFICATIONS</p> <ul style="list-style-type: none"> • Monitored 24/7 • Messages replied to and forwarded to client <p>STRATEGY MEETING</p> <ul style="list-style-type: none"> • Every three months 	<p>CONTENT</p> <ul style="list-style-type: none"> • One monthly shoot. • We provide all photo and video content for the month. • Access to purchasable add ons including influencer targeting and event coverage. • Professional grade images and commercial grade video content. <p>POSTS</p> <ul style="list-style-type: none"> • 5 per week - Facebook • 5 per week - Twitter OR Instagram 	<p>STRATEGY</p> <ul style="list-style-type: none"> • Provided by account manager • Implemented by account team <p>CONTENT</p> <ul style="list-style-type: none"> • Our content creation team will have a monthly shoot at your business • We will provide 25 images and 2 short form, commercial grade videos • We will provide images and video to your account team and strategist • We schedule, and post • Free access to our graphic design team. <p>POSTS</p> <ul style="list-style-type: none"> • 7 per week - All platforms. <p>NOTIFICATIONS</p> <ul style="list-style-type: none"> • Monitored 24/7 • Messages replied to and forwarded to client <p>STRATEGY MEETING</p> <ul style="list-style-type: none"> • Monthly <p>ENGAGEMENT</p> <ul style="list-style-type: none"> • Replies to comments • Newsfeed interactions (liking/commenting) • Influencer branding <p>GROWTH PLAN</p> <ul style="list-style-type: none"> • Your account strategist will create a plan for business growth through our social media tools. • We will then implement this plan. <p>PROMOTION</p> <ul style="list-style-type: none"> • Boosted Post targeting • includes management of Boosted Post ad spend (paid to FB)
\$ 700.00	\$ 1000.00	\$ 1500.00 <small>\$200 SAVINGS</small>

Service Packages

Need some help with social media but don't quite feel like you need full management services? No problem! We can help augment your on-going efforts in other areas as an extension of your team and brand in many ways. These smaller packages are great options for regular support or can work on an as-needed basis as either a stand-alone or in addition to a management package.

CONTENT CREATION:

- Add to your Bronze or Silver plan and leave the content to us
- We will seek out photos and articles to add to your existing content repository
- We will visit your location and create high grade photo and video content surrounding your business
- You will receive 30 days worth of content from this visit

+ \$700/ Month

FACEBOOK EVENT SETUP:

- We will create Facebook events for key individual events that are part of the overall CRIC event
- Facebook events will include the details, images, information, links, etc. to drive awareness and track interest or attendance through RSVPs/Registrations as desired

+ \$150 / Event

EVENT PHOTO/VIDEO COVERAGE:

- We will attend the event & capture a mixture of photographs & images to share on your pages real-time (Stories/Highlights) and create a repository to use for continued marketing in following years including photo and video recaps
- This includes a strategy session, set up, in-person coverage, delivery of content

+ \$300 / 2hr Event

SOCIAL TRAINING/CONSULTATION:

- Discovery meeting to learn more about your audience and goals. Deep dive into any existing social media channels, share analytics or performance insights you've collected, discuss your organization, your industry, your customers, competitors, location, staff, branding, and all the little nuances and details that make your organization unique.
- This will give you example posts, a vision board of photos, color schemes, fonts, and other graphical elements to make sure we are on the right page.
- 2-hour social media training on best practices tailored to your brand. Learn the best times to post, how to optimize your captions & images to engage your audience, show up in searches, suite of Free & paid tools to for creating your content & managing your social media accounts, and your overall workflow to optimize your time & make your social media management efficient.

+ \$500 / Training



Content Creation

We specialize in creating commercial grade, high quality imagery to increase brand awareness and generate new leads. Our content creation team creates creative and beautiful imagery that will drive new customers to check out what the hype is about. With good content surrounding your business you can create brand awareness, reputation, and trust; all while separating yourself from your competitors.

Next Steps

If you would like to meet and discuss a potential plan for your business please email us back or fill out the contact form on our website. Once you've filled out the form, we will reach out to you and set up a meeting. We will discuss your brand style, voice, visuals, and find out more about your needs. We will discuss a plan for growth and discuss your different options for packages. Once you sign your contract and pay your first month, it's time to get started.

Bronze

- Complete the Bronze Social Media Questionnaire
- Draft 30 - 50 facts about your business, your services, or your industry that you want your audience to know or that you feel will entertain and inspire them.
- Collect 30 -50 images that visually represent the facts about your business
- Email these, along with your goal for the month, to your SMM.

Silver

- Complete Silver Social Media Questionnaire
- Submit a minimum of 50 general facts about your business, your industry, your customers, your employees, or your community that you would like to be shared.
- Your SMM will write the copy for 10 sample posts and send them for your review

Gold

- Complete the Gold Social Media Questionnaire
- Submit a minimum of 50 general facts about your business, your industry, your customer, your employees, or your community that you would like to be shared.
- Submit a list of competitors in your space
- Notify us of any trade publications, blogs, or newsletters you follow for your industry.
- Your SMM will write the copy for 10 sample posts and send them for your review
- Ongoing posts will be written using the tone and "voice" you have approved

Frequently Asked Questions

What if I don't already have a social media presence?

We find that these packages are the best fit and best practice for maintaining a successful social media presence. If you do not have a presence on an included platform, we can set this new channel up for you for an additional fee.

Can I swap an included platform for one not listed?

We can create a custom proposal if your needs are unique. Pricing is based on a proven criteria of what it takes to maintain those platforms. Deviating from this to include an industry-specific platform is possible, but may require a custom pricing plan.

What if I don't like the content that gets posted to my accounts?

We do our best to do as much homework as possible before taking over your social media presence, but occasionally, your SMM will miss the mark. Perhaps they've used a bit of jargon that wasn't technically correct, or they've referenced a feature you no longer have at your facility. If a post goes out with incorrect information, or just not written quite how you would normally say it, please let us know. We will remove the post, rewrite it (possibly sharing with you for review before doing so, depending on the nature of the correction), and repost it.

Can I pause my management for seasonality and budgeting concerns?

After your initial three month management period, you may pause your management with 30 days notice, however make sure you have someone on staff who can take the reins while we are not managing it for you.

How many staff will have access to my accounts?

Your Social Media Manager will be the primary point of contact and have Admin access and passwords for your account(s) through a dedicated marketing agency admin login.

