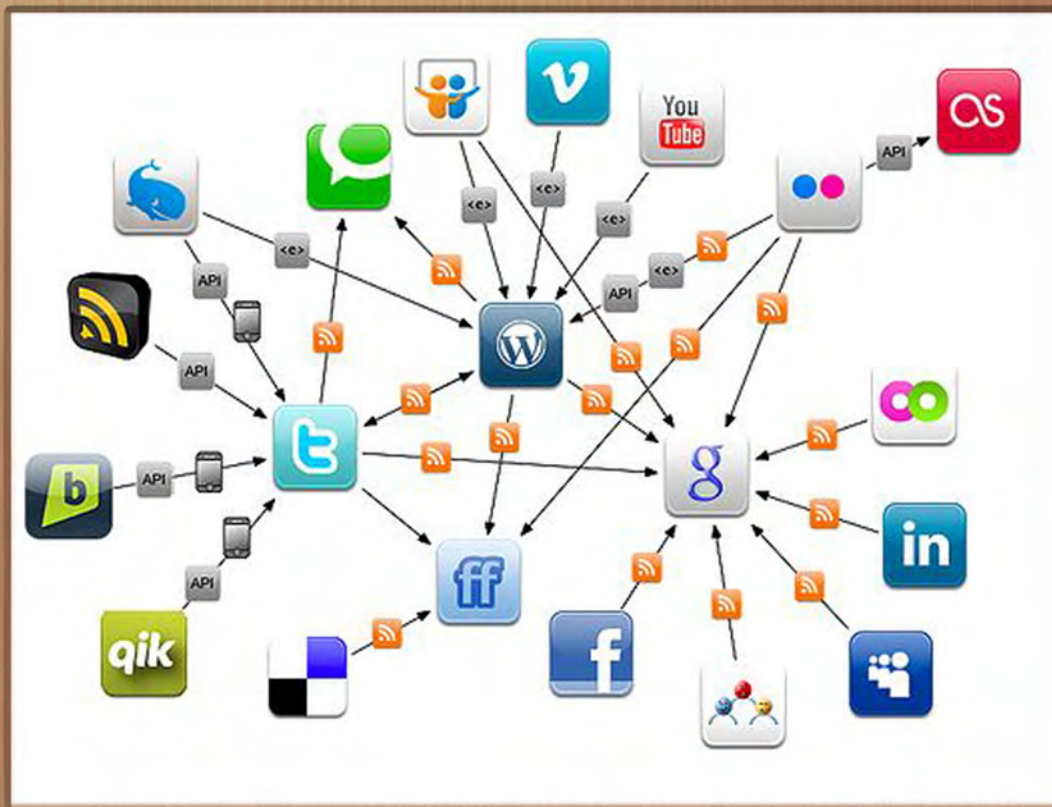


Social Media Plan

the social network

social media posting

- *Daily posting to social networks*
- *Generate new users*
- *Manage pages and profiles*
- *Monthly Analytic reports*



Essential Media Plan



social media services

- *Includes Social Media Plan*
- *Set up and sync primary networking channels*
- *Research & Monitor Trends*
- *SEO keyword research*
- *In-Depth Analytic reports*
- *Submission to social bookmarking sites*
- *Monitoring resource sites*



Advertising Agency Plan



original creative content

- *Previous Plans included*
- *Extended Networking Channels*
- *Ad Campaign Creation and Planning*
- *Campaign Management*
- *New Blog Posting Every Week*
- *Press Releases and Articles*
- *Graphic Design for Ads*
- *Website Maintenance*



Complete Engagement Plan



videos & distribution

- *Includes Previous Plans*
- *Original video blog every week*
- *Distribution channel outreach*



Social Media Marketing Development & Strategy

Social Media Plan	\$ 950/mo
Essential Social Media Plan	\$2,000/mo
Advertising Agency Plan	\$3,500/mo
Complete Engagement Plan	\$5,000/mo

Video Production Packages

1-3 min weekly blog	\$ 3,000/mo
1 min talking head, minimal motion graphics	\$ 5,000
3-5 min video, multiple day shoot, motion graphics	\$10,000
1 min animated video	\$20,000
30 sec-1 min commercial for national distribution	\$50,000
20 min - 40 min short film	\$90,000

Social media posting

Network Set up	\$ 250/network
5 posts per month	\$ 100/mo
15 posts per month	\$ 250/mo
30 posts per month	\$ 550/mo
60 posts per month	\$ 1000/mo
100 posts per month	\$ 1800/mo
Creative design	at rate

Graphic Design	\$ 80/hour
Post-Production	\$ 100/hour
Technical and Creative Writing	\$ 80/hour
Web Services	\$80-\$125/hour
Photography	\$ 250/hour
Videography	\$ 350/hour
Social Media Strategy and Audit	\$ 7,500
Social Media Strategist	\$ 50/hour
Social Media Poster	\$ 20/hour
Analytics/Metrics/Keyword Research	\$ 20/hour

Video Distribution

20% of media buying budget

Video Strategy based on media choice and media buying capacity

- Account creation and optimization
- Video optimization
- Naming Tags
- Copy Writing
- Key Word SEO
- Analytics and Metrics
- Strategy and Insights (Ad Campaigns)