

SOCIAL MEDIA MANAGEMENT

	THE BASICS	STANDARD	FULL THROTTLE
RESEARCH			
Social Media Needs Assessment	✓	✓	✓
Industry and Keyword Search	✓	✓	✓
Strategy Development	✓	✓	✓
Brand Reputation Analysis			✓
IMPLEMENTATION			
Platform Profile Setup & Optimization	2	3	5
Blog Setup with Branding Integration	✓	✓	✓
Setup/Optimize YouTube Channel		✓	✓
Customer Review Process Setup			✓
MAINTENANCE			
Dedicated Account Manager	✓	✓	✓
Platform Posts and interactions (per platform)	3/week	1 per day	2 per day
Content Posting (Text, Image and/or video)	✓	✓	✓
Audience Building	30 MIN/week	45 MIN/week	60 MIN/week
Platform Account Management	✓	✓	✓
Content Research & Development	45 MIN/week	90 MIN/week	160 MIN/ week
Monthly Key Performance Metrics Reporting	✓	✓	✓
Monthly Client Conference	✓	✓	✓
Blog Article Writing (min 600 words)	2 per month	4 per month	6 per month
YouTube Video Optimization		✓	✓
Reputation Management Monitoring			✓
Rating & Review Alerts			✓
Press Releases			✓
COST PER MONTH	\$750	\$1,400	\$2,900
FIRST TWO MONTHS (price per month)	\$900	\$1,650	\$3,400
COST PER MONTH (per extra location)	\$250	\$450	\$850