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Social Media Management Packages & Prices for 2022

Why invest in social media management?

Social media has been an integral part of any business' marketing strategy for several years now and, particularly right now, is often the main source of information for a lot (and I mean **a lot!**) of people.

If you're not on social media, where are you?

However, social media is also often the last thing businesses think about - particularly during busy periods.

It's all too easy to forget to keep social media updated when you or your marketing team have 'bigger' things to do like write blogs, update the website or ensure your latest campaign is yielding results.

*Or, of course, the **most important thing(s)**: delivering your products and/or services!*

Social media is growing

4.62 billion users around the world now use social media; 424 million of those have come online only in the last 12 months. Making social media more popular and widely used than **ever** before - individuals and businesses who weren't previously using any social media platforms are now using them regularly.

What's more, these 4.62 billion users are using social media, on average, for 2 hours and 27 minutes a day.

That's a lot of people spending **a lot** of hours on social media every single day!

Reaching new audiences

With so many users on social media for such a comparatively large portion of the day, it's inevitable that - with the right message(s) and the right content - your business & brand can reach new audiences; tapping into a pool of potential customers searching for your product or service.

Fostering existing relationships

As well as reaching new audiences, using social media is also an ideal way to

foster relationships with existing customers; turning current, past and potential customers into returning customers and loyal brand ambassadors.

Engage with your followers; talk to them, respond to their comments, and thank them for their support and, not only will you create a pool of **very** happy customers, but customers who will keep coming back for me, **and** recommend you to their contacts.

Why work with me?

Whilst you're busy with the day-to-day runnings of your business and your marketing team are busy working on more complex and urgent tasks, why not invest in some expert, specialised support, dedicated to growing your social media channels in an organic & authentic way?

During my lengthy career in marketing, I've worked closely with a number of local, national, and global brands - supporting businesses to reach relevant new audiences, release informative & engaging content, and keep existing customers returning again & again.

Social media specialist

Content SEO & social media often go hand-in-hand; a blog is written, a new product is added to the page and, of course, they need to be promoted. What's the first port of call? Social media!

Consequently, over the years, I've spent a lot of time monitoring and learning the intricacies of **the** most popular social media platforms available; often taking on the following tasks for clients:

- managing multiple social media platforms under single brands
- planning out social media content for day-to-day use and in conjunction with long & short term campaigns
- creating engaging & informative content
- ensuring all social media content is on-brand as well as on-message
- fostering relationships with existing customers across multiple social media platforms.
- Monitoring, reporting & providing data-led recommendations

In fact, social media and content SEO can be directly attributed to 18% of annual global sales for one of my longest-serving clients!

Basic package (1 social media platform) -

- Initial content audit
- Keyword research
- Page/profile set up if appropriate
- Optimisation of page/profile content

Followed by monthly, ongoing work:

- Management of 1 social media platform (Facebook page, Instagram profile, Twitter profile or Pinterest profile)
- 2 weeks of social posts created in advance (prepared, signed off and scheduled every 2 weeks - 1 post per day, 5 days per week)
- Post scheduling (2 weeks in advance following sign off)
- Ongoing monitoring
- Monthly reporting

*NB: Graphics & images to be supplied by client or stock images used**

Price: £200 per month + £80 one off payment

Intermediate package (2 social media platforms) -

- Initial content audit
- Keyword research
- Pages/profiles set up if appropriate
- Optimisation of pages/profiles content

Followed by monthly, ongoing work:

- Management of 2 social media platforms (Facebook page, Instagram profile, Twitter profile or Pinterest profile)
- 2 weeks of social posts created in advance (prepared, signed off and scheduled every 2 weeks - 1 post per day on each platform, 5 days per week)
- Post scheduling (2 weeks in advance following sign off)
- Ongoing monitoring
- Monthly reporting
- Monthly meeting

*NB: Graphics & images to be supplied by client or stock images used**

Price: £325 per month + £80 one off payment

Premium package (3 social media platforms) -

- Initial content audit
- Keyword research
- Pages/profiles set up if appropriate
- Optimisation of pages/profiles content

Followed by monthly, ongoing work:

- Management of 3 social media platforms (Facebook page, Instagram profile, Twitter profile or Pinterest profile)
- 2 weeks of social posts created in advance (prepared, signed off and scheduled every 2 weeks - 1 post per day on each platform, 5 days per week)
- Post scheduling (2 weeks in advance following sign off)
- Ongoing monitoring + social listening
- Monthly reporting + content recommendations & ideas
- Monthly meeting

*NB: Graphics & images to be supplied by client or stock images used**

Price: £500 per month + £100 one off payment

NB: Packages can be customised, and bespoke packages created based on business needs. Please contact me to discuss custom & bespoke work + prices.

**Graphics can be supplied at an additional cost.*



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