

Strategy [\(what does this entail?\)](#)

Product	Investment
<i>Full strategy</i>	\$500
<i>"Mini strat" (essentially just Grid Audit/Design direction) or renewal strategy (follow up to full strategy, recommended every 3-6 mos)</i>	\$100

Design [\(what do these content types mean?\)](#)

Piece	Investment
<i>Graphics</i>	\$50/piece
<i>Stories</i>	\$50/piece
<i>Assets</i>	\$30/piece
<i>SFVs</i>	\$100/piece

Consulting is available in person for \$35/hour or via Google Meet for \$25/hour when purchased as a stand-alone service without a full-service contract.

What's in a Strategy?

A social media strategy is a comprehensive plan of attack for your social media presence. It goes deep into best practices for accounts within your niche and includes detailed direction for everything from SEO to design principles to unite your entire brand. As a stand-alone service, it is a one-time investment.

I typically recommend revisiting strategies at least once every 3-6 mos.

A full strategy includes:

- Benchmarks - full analysis of where you're currently at on every platform, with stats like:
 - Reach
 - Engagement
 - Followers
 - Page views
- Competitor Analysis - a look at 2-4 similar businesses to see how they are marketing themselves on socials...dos to emulate and don'ts that create opportunity for you!
- Audit - that same process applied to what you are currently doing

- Sample Content - *when applicable*
 - Graphics for IG/FB feed posts
 - A story graphic
 - An IG grid mockup
- Messaging - your brand statement that carries through your whole business
 - + Tone-of-voice (TOV)
 - + Imagery
- Content Pillars - identifying 4-5 core subject areas that all your content can fit within
- Action Plan - specific, actionable steps to begin growing on each platform
 - Posting schedule
 - Calls-to-action
 - SEO/profile optimization tips
- Goals and KPIs (Key Performance Indicators) for each platform
- Ads/Boosting Strategy

What do these different content types mean?

- **Graphics** may involve an image, but it's heavily edited/overlaid with text and artistic elements.
- **Assets** are "just" pictures, either stock photos from online or photos you have already, but I can do a little bit of editing work on them, whether a watermark or just tweaking the photo with edits to make it your "style."
- **Stories** are 1920x1080 graphics that designed to be posted to IG/FB stories.
- **SFVs** are short, 5-30 second videos that can be posted to Reels or TikTok. Important to note for SFVs: these won't necessarily be TikTok-"style", so to speak. I can create that style video if the footage is provided to me, but creator services are a separate service, so I won't be gathering footage or putting myself on-screen.