

SOCIAL MARKETING SERVICES



by Simplicity
www.simplicityadmins.com

Social Marketing Services

by Simplicity

Let's develop a social strategy for success together!

I am an experienced Social Media Specialist and I can help you take advantage of these new marketing channels.

Starter Packages

- Internet Marketing Strategy Development & Action Plan
- Professional Facebook Page Package
- LinkedIn Profile Package
- Basic Twitter Package
- The Big Three Package (Facebook, LinkedIn, Twitter)
- Social Media Content Marketing Starter Package

Monthly Packages

- Social Networking in Big Three (Facebook, LinkedIn, Twitter)
- Social Media Content Distribution

Sarah helped me to create and execute a social media marketing campaign that improved Marvelsoft's internet visibility and lead to some useful business contacts. She is professional, efficient and pleasant to work with. She knows how to work from a distance and organized our collaboration with no difficulty. I would recommend Sarah to anyone looking to improve their internet visibility.

Mihaela Kotic Comacle, [Marvelsoft SA](#)

Sarah is an excellent Business Internet & Social Media Marketing Specialist. Since I hired Sarah for my Social Media Strategy and for managing my social media tools, my working life has become much easier and my business is showing good results. She delivers high quality work in very short time. Comes up with creative ideas and walk you through the process to make sure she passes on her knowledge. Sarah is a very pleasant person to work with, has a high level of integrity and I can highly recommend her to any small business looking to start, develop or improve their Social Media Marketing.

Anna Persson, [360Entrepreneurship.com](#)



**All prices are indicated in CHF (Swiss Francs).
Please inquire for prices in other currency.**

Starter Packages

Social Marketing Strategy Development & Action Plan	4
Professional Facebook Page Package	4
Linkedin Profile Package	5
Basic Twitter Package	5
The Big Three Package (Linkedin, Facebook, Twitter)	5
Social Media Content Marketing Starter Package	5

Monthly Services

Social Networking in Big Three (Facebook, Linkedin & Twitter)	6
Social Media Content Distribution	6
Bronze, Silver & Gold Packages	6

Customized Work

Hourly rate	6
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Starter Packages

Social Marketing Strategy Development & Action Plan – CHF 350.00

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- **Initial Consultation:** define business objectives, target audience, current social marketing involvement, needs and gaps
- **Social Marketing Action Plan:** lay out the social marketing channels that could be improved

Extras

- **Competitor Analysis Report – CHF 300.00***
report of 5 main competitors, included elements contain but are not limited to: website presence, search engine presence, social media presence

*half price for clients who buy the Social Marketing Strategy Development & Action Plan Package

Professional Facebook Page Package – CHF 385.00*

(*CHF 500.00 for personalized banner and welcome page design, picture instead of text)

- Initial consult and strategy time (Brainstorm goals for using Facebook)
- Create a “Welcome” landing page (or landing page of your choice)
- Add up to 5 relevant applications
- Claim your vanity url
- add a “Contact me” form
- link your blog
- put up a sign-up form for your newsletter or blog posts
- Search Engine Optimize your page
- 1 hour training on how to use Facebook

LinkedIn Profile Package – CHF 280.00

- Initial consult and strategy time (brainstorm goals for using LinkedIn)
- Create or complete a keyword rich profile (achieve 100% profile completeness)
- Add relevant applications
- Explain how to set up or participate in targeted groups
- Explain how to share events
- 30 min training on how to use LinkedIn

Basic Twitter Package – CHF 220.00

- Initial consult and strategy time (brainstorm goals for using Twitter)
- Create profile
- 1 hour training on how to use Twitter

Big Three Package – CHF 900.00*

(CHF 999.00 for personalized banner and welcome page design on Facebook page)

- Professional Facebook Page Package (see page 3)
- LinkedIn Profile Package (see above)
- Basic Twitter Package (see above)
- Set up Hootsuite for easy updating of all Social Media channels

Social Media Content Marketing Starter Package – CHF 260.00*

- Brainstorm content creation ideas
- Research and identify key content distribution points
- Create accounts in pertinent social media websites
- Build a plan and schedule for content creation and distribution



Monthly Services

Social Networking in Big Three – CHF 480.00

(for 6 hours of Social Networking activities)

- Ongoing research of new targeted customer, partners, clients etc..
- Manage events on LinkedIn & Facebook
- Create and manage PPC ads on LinkedIn & Facebook
- Manage status and content updates

Social Media Content distribution – CHF 480.00 per month

(for 6 hours of monthly content distribution activities)

- Create pdf documents of new content
- Distribute new content.
- Track ROI and results

Monthly Packages

Aluminium Support Package – CHF 480.00 per month

(about 6 hours of support per month)

Bronze Support Package – CHF 800.00 per month

(about 10 hours of support per month)

Silver Support Package – CHF 1'200.00 per month

(about 15 hours of support per month)

Gold Support Package – CHF 1600.00 per month

(about 20 hours of support per month)

Customized Work – CHF 80.00 per hour

(3 hour minimum to start)