



SOCIAL MEDIA CONTENT STRATEGY PACKAGES

STARTER
PRICE/MONTH

PRICING PLANS



FACEBOOK ONLY STARTER PACK

\$650+ GST
\$100 BOOSTED SPEND

Perfect for small businesses or start-ups looking to build a community on Facebook.



INSTAGRAM ONLY STARTER PACK

\$650 + GST
\$100 BOOSTED SPEND

Perfect for small businesses or start-ups looking to build a following on Instagram.



LINKEDIN ONLY STARTER PACK

\$850 + GST
\$150 BOOSTED SPEND

Perfect for small businesses or start-ups looking to build connections on LinkedIn.



2 X CHOSEN SOCIAL PLATFORMS COMBO

FROM \$1500 +
\$300 BOOSTED SPEND

Your choice of two social platforms.

CONTENT

1-2 posts per week including 1 story

CONTENT

1-2 content posts per week including 1 story

CONTENT

1-2 posts per week

CONTENT

1-2 posts per week including 1 story/platform

BOOSTS

1-2 boosted posts per month

BOOSTS

1-2 boosts per month (must have FB page)

BOOSTS

1 paid post per month*

BOOSTS

1-2 boosted posts per month

SHARED STRATEGY

3 month shared social media strategy

SHARED STRATEGY

3 month shared social media strategy

SHARED STRATEGY

3 month shared social media strategy

SHARED STRATEGY

3 month social media strategy

INSIGHTS

Monthly reports & insights

INSIGHTS

Monthly reporting & insights

INSIGHTS

Monthly reporting & insights

INSIGHTS

Monthly reporting & insights

PHOTO OR VIDEO SHOTS WILL BE QUOTED SEPARATELY IF NEEDED

Disclaimer:

*LinkedIn to include 1 x 500 word article or blog post & 1 x image created infographic or shared relevant article relevant to business strategy.

Please note any photography of particular products will be quoted at an extra charge. Content in packages created are taken from stock images or provided by client. Prices ex GST. Minimum commitment is 3 months with 1 month cancellation policy to cease services. To cease services an email is to be sent & receipted by your account manager 1 month prior to payment being made or your credit card will be charged. You will be billed each month, a month in advance via Square. Failure of credit card payment will see additional fees or ceased services. Please note you will still be responsible for your pages monitoring & social interactions. This does not include channel set-up or changes to cover images. It does include posting of content to page as per appropriate insights for timing. Minimum of \$100 boosted spend through FB/Instagram & \$150 on LinkedIn billed direct to your credit card. Credit card fess will apply.



SOCIAL MEDIA CONTENT STRATEGY PACKAGES

TOE DIPPER
PRICE/MONTH

PRICING PLANS



FACEBOOK ONLY TOE DIPPER PACK
\$1200+ GST
\$250 BOOSTED SPEND
Perfect for businesses looking to build & engage with community on Facebook.



INSTAGRAM ONLY TOE DIPPER PACK
\$1200 + GST
\$250 BOOSTED SPEND
Perfect for businesses looking to build a following/brand on Instagram.



LINKEDIN ONLY TOE DIPPER PACK
\$1550 + GST
BOOSTED SPEND SUGGESTED BUT NOT COMPULSORY
Perfect for businesses looking to build connections/authority on LinkedIn.



2 X CHOSEN SOCIAL PLATFORMS COMBO
FROM \$2050 + GST
\$250 BOOSTED SPEND
Your choice of two social platforms.
restrictions on LinkedIn posts

CONTENT
3-4 posts per week including 3 stories

CONTENT
3-4 posts per week including 3 stories

CONTENT
3-4 posts per week (can be both on business page or personal pages)

CONTENT
3-4 posts per week including 3 stories

BOOSTS
3 boosted posts per month

BOOSTS
3 boosted posts per month (must have FB page)

BOOSTS
3 paid posts per month*

BOOSTS
3 boosted posts per month

SHARED STRATEGY
3 month shared social media strategy

SHARED STRATEGY
3 month shared social media strategy

SHARED STRATEGY
3 month shared social media strategy

SHARED STRATEGY
3 month social media strategy

INSIGHTS
Monthly reports & insights

INSIGHTS
Monthly reporting & insights

INSIGHTS
Monthly reporting & insights

INSIGHTS
Monthly reporting & insights

PHOTO OR VIDEO SHOTS WILL BE QUOTED SEPARATELY IF NEEDED

Disclaimer:

*LinkedIn to include 2 x 500 word article or blog post & 1 x image created infographic or shared relevant article relevant to business strategy. Please note any photography of particular products will be quoted at an extra charge. Content in packages created are taken from stock images or provided by client. Prices ex GST. Minimum commitment is 3 months with 1 month cancellation policy to cease services. Please note you will still be responsible for your pages monitoring & social interactions. This does not include channel set-up or changes to cover images. It does include posting of content to page as per appropriate insights for timing. Minimum of \$250 boosted spend through FB/Instagram & LinkedIn is not compulsory for spend while building the strategy - costs will be billed direct to your credit card. Credit card fess will apply.



SOCIAL MEDIA ADVERTISING PACKAGES



PRICING PLANS

'STARTER' PACK

\$1000 + GST
FROM \$500 MIN
ADVERTISING SPEND

STRATEGY

Briefing to discuss key objectives,
target audience & demographics

CONTENT/PLATFORM

Ad creatives & write copy
for 1 platform*

ADVERT MANAGEMENT

Manage & set up 1-2 adverts
(includes video & still)

INSIGHTS

Monthly reports
& insights

'TOE DIPPER' PACK

\$1350 + GST
FROM \$600 MIN
ADVERTISING SPEND

STRATEGY

Briefing to discuss key objectives,
target audience & demographics

CONTENT/PLATFORM

Ad creatives & write copy for
1-2 platforms*

ADVERT MANAGEMENT

Manage & set up 2-3 adverts
(includes video & still)

INSIGHTS

Monthly reports
& insights

'GO GETTER' PACK

\$2000 + GST
FROM \$750 MIN
ADVERTISING SPEND

STRATEGY

Briefing to discuss key objectives,
target audience & demographics

CONTENT/PLATFORM

Ad creatives & write copy for 3
platforms*

ADVERT MANAGEMENT

Manage & set up 3-4 adverts
(includes video & still)

INSIGHTS

Monthly reports
& insights

PHOTO OR VIDEO SHOOTS WILL BE QUOTED SEPARATELY IF NEEDED

Disclaimer:

*Created from already existing imagery/footage-seperate quote available for a content shoot.
Prices ex GST. Minimum commitment is 3 months with 1 month cancellation policy to cease services. To cease services an email is to be sent & receipted by your account manager 1 month prior to payment being made or your credit card will be charged. You will be billed each month, a month in advance via Square. Failure of credit card payment will see additional fees or ceased services. Please note you will still be responsible for your pages monitoring & social interactions. This does not include channel set-up or changes to cover images. It does include posting of content to page as per appropriate insights for timing. Minimum of \$500 boosted spend through FB/Instagram/Linkedin billed direct to your credit card. Credit card fess will apply.



SOCIAL MEDIA ENGAGEMENT PACKAGES

PRICING PLANS



FACEBOOK ONLY

'STARTER' - UP TO 1HR/WK \$150
 'TOE DIPPER' - UP TO 2HR/WK \$300
 'GO GETTER' - UP TO 3HR/WK \$450
 Perfect for businesses looking to reach out to community groups & pages.

Briefing to discuss key ideas and live strategy (30 mins)

Research community groups & pages to target

Develop key messaging for groups

Approach targeted groups & pages



INSTAGRAM ONLY

'STARTER' - UP TO 1HR/WK \$150
 'TOE DIPPER' - UP TO 2HR/WK \$300
 'GO GETTER' - UP TO 3HR/WK \$450
 Perfect for businesses looking to build a following/brand on Instagram.

Briefing to discuss key ideas and live strategy (30 mins)

Research community groups & pages to target

Develop key messaging for groups

Approach targeted groups & pages



LINKEDIN ONLY

'STARTER' - 4HR/WK \$600
 'TOE DIPPER' - 6HR/WK \$900
 'GO GETTER' - 9HR/WK \$1350
 *Perfect for businesses looking to build connections/authority on LinkedIn.

Briefing to discuss key ideas, scripting, connections and strategy for business/personal professionals

Research businesses and people to connect with through LinkedIn Sales Navigator

Develop script for connections and potential leads for business

Approach connections

Disclaimer:
 *Bespoke packages available on request for singular professional pages on LinkedIn as well as Business pages available. Extra fee for page set up. Prices ex GST. Minimum commitment is 3 months with 1 month cancellation policy to cease services. To cease services an email is to be sent & receipted by your account manager 1 month prior to payment being made or your credit card will be charged. You will be billed each month, a month in advance via Square. Failure of credit card payment will see additional fees or ceased services. Please note you will still be responsible for your pages monitoring & social interactions outside of the time dedicated to your platform per package. This does not include channel set-up or changes to cover images. Does not include changes to existing issues with your platforms due to incorrect set-up, etc. this will be quoted separately Bespoke options available. Does not include any posting of content or ads. Credit card fees will apply.