



SOCIAL MEDIA IDEA GENERATION

Want to manage your social media independently but stuck on what to include as content or what to focus on? We have 2 options to help you make the most of your social media time.

CONTENT IDEAS GUIDE

Use the guide to write and create your own content

Monthly document provided including:

- Post themes and suggestions
- Key dates for the upcoming month
- Recommended articles/ blogs / books
- Hashtag suggestions
- Trends to discuss
- Proposed blog titles that can frame posts/ blogs
- Algorithm updates
- Recommended influencers, etc
- Targets/ goal setting suggestions

£50

(one off, ad-hoc or monthly)

CONTENT IDEAS CALENDAR (WITH SCHEDULING)

Fill in the calendar with your own text and images per date, ready to be scheduled on your social media.

Monthly calendar provided including:

- Suggested post themes/ trends/ topics, etc noted per date
- Key dates for the upcoming month
- Hashtags provided
- Monthly scheduling of posts to Facebook and Instagram (*optional but included– other platforms available at additional cost*)

£60

(one off, ad-hoc or monthly)



REELS ONLY PACKAGE

REELS FOR YOU

A reels only package suitable for Facebook and/or Instagram.

Approx 2x reels created and posted for you per week (up to 10 reels per month).
Posted live on Instagram including engagement just before and after posting.
Reels shared to Instagram and Facebook stories.
Reels scheduled on Facebook.
Hashtag strategy and posting schedule devised strategically for you.

⇒ Additional reels available. Please contact us for a bespoke quote.

**£200
per month**

SOCIAL MEDIA SUPPORT PACKAGES

Do-It-Yourself Package (Content creation)

Up to 30 strategic posts created for you to include:

- Post graphics (including images, moving graphics, stories)*
- Post graphics provided in a universal format/size that can be scheduled for multiple social media platforms.
- Relevant hashtags and associated strategy
- Scheduling of up to 3 platforms included

*Video can be included depending on the nature of the video wanted/ video provided by client can be formatted to the correct size for the preferred platforms.

All you need to do is engage with your followers and grow your network!

**£150
per month**

Do-It-With-You Package (Content, Scheduling and organic reach)

Everything in the Do-It-Yourself Package PLUS

- Monthly consultation
- Strategy and goals discussed and reviewed
- Monthly statistics report (optional)
- All-month support
- Unlimited post revisions

+ One Monthly Blog (500 word cap. Blog is written, used for post content, uploaded to your website and profiles)

+ Basic organic reach strategy

- Profile and posts shared to relevant companies, groups, schemes, stories etc to increase organic reach
- Organic engagement to improve organic reach, including responding to comments, notification of inbox messages, connecting with other accounts.
- Posts posted at differing times of day as per organic strategy
- Reach/ engagement report provided monthly
- Monthly strategy reviews
- Insights management

This does not include:

- Inbox management
- Out of hours engagement
- Profile maintenance
- Training
- Social media ads

**£297
per month**

Do-It-For-You Package (Social Media Management)

Full management of up to 5 social media profiles including:

Everything as in the 'Do-It-With-You' package PLUS

- Additional 2 profiles included at no extra cost = up to 5 social media profiles included.
- Dedicated social media manager
- No need to pre-approve — just let us know themes or upcoming events and all is created and posted for you
- General updates/ maintenance on your profiles including cover and profile photo graphics.
- Online networking and lead generation
- Enquiry answering via social media platforms (inbox management)
- Additional social media related tasks as and when required.
- Team training

**£447
per month**



SOCIAL MEDIA DEVELOPMENT

PROFILE DEVELOPMENT

Do you need your profile re-written, amended or updated?

Are you launching a business or rebranding and need to get your profiles up-to-date?

Profile development is offered as either:

- ⇒ We'll update your profiles for you after a 30minute consultation
- ⇒ During a 45 minute profile development session where we will make the changes together, discussing what's ideal and why, etc.

**£30
per profile**

Head Start Package

HEAD START PACKAGE

NEW & EXCLUSIVE

Now Only
£347

The perfect package if you are new to using social media for your business.

A 90-Day Set Up package includes:

- Set up of your social media profiles
- Assess what profiles you need and why, providing a summary of why
- Set up of content creation software (e.g. Canva or Crello)
- 1 month content creation and posting/scheduling for you to start you off correctly, enabling us to assess what is the best posting strategy for you
- Templates saved and created on your content creation software
- Set up of scheduling software (optional)
- Idea Generation package for 2 months to help you with content creation and to feel supported
- 1 hour training session on social media strategy
- 1 hour training session as a handover at end of package to answer any questions
- Review of your profiles at end of 90-Day period to set targets going forward, with "Next Steps" report provided
- Link all sites to your website*

*Please note, our ability to add links for your social media to your website will depend on your website provider, permissions and ownership/control.



SOCIAL MEDIA TRAINING



PLATFORM SPECIFIC

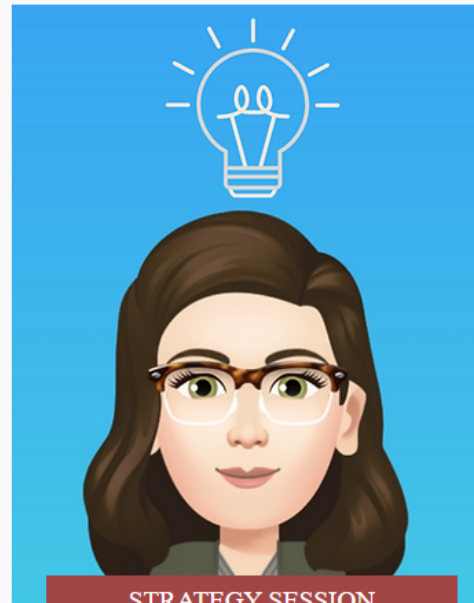
Have a session dedicated to one social media profile.

You can choose from Facebook, Instagram, Pinterest, LinkedIn and Twitter.

Sessions are 1 hour per profile and we cover:

- Full review of your profile carried out before the session
- Training tailored to on how to improve your profile
- Content training session - when to post, why to post and how to post
- Learn how to manage the profile
- Learn how to schedule on that profile
- Training guides, summary and review provided following the session
-

£34.99 online / £50 in person*



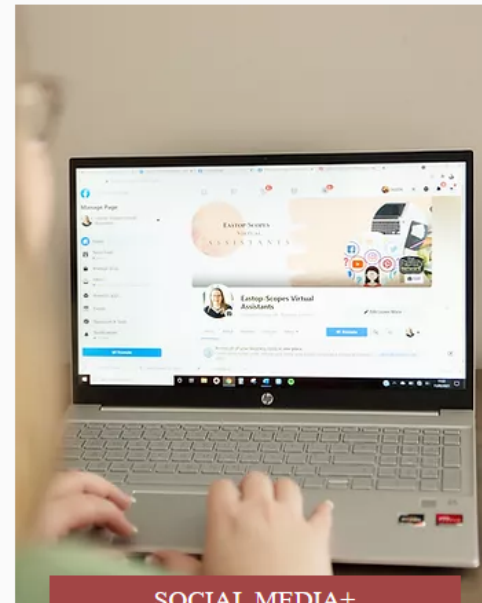
STRATEGY SESSION

Perfect for those who know how to use social media, but not strategically.

Sessions are 1 hour long and we cover:

- Your need-to-knows for key social media profiles for your business
- Content ideas, themes and more
- How to use your insights and trends to inform your content.
- When and why to post
- Develop a bespoke social media strategy that suits you and your business
- Take control of your social media with guidance
- General online marketing guidance
- Training guides and summary provided following the session
-

£44.99 online / £60 in person*



SOCIAL MEDIA+

2 hours on all you need to know to kick-start your business' social media.

Your 2 hour training session includes:

- Target audience review and training
- Full review of your social media platforms carried out prior to your session
- Tailored training planned on the key areas of improvement highlighted in your review
- Training sheets and guides provided
- Suggestions and goals document provided to focus your use of social media for after your training
- Develop a bespoke social media strategy for you and your business
- Training guides, summary, goals and review provided following the session

£64.99 online / £99 in person*

Please note prices are based on a 1:1 session with one attendee. For group sessions, bespoke training or speaker events please contact us directly for a bespoke quote at socialmedia@es-va.co.uk



SOCIAL MEDIA REVIEWS & AUDIT

BASIC REVIEW

Basic review of all of your social media platforms with a suggestions, goals and statistics focus summary provided

£40

ADVANCED REVIEW AND AUDIT*

- A face-to-face or remote consultation so that we can personally see your working practices
- In-depth review of all of your social media platforms
- Target audience review
- Full report and action plan, including:
 - action plan for the next 3 months
 - advice and guidance
 - example one week post calendar
 - idea generation including suggested themes, key dates, influencer suggestions, targets
 - Profile maintenance and design suggestions
 - Supporting systems recommendations
- Training sheets and guides provided in line with any suggestions

+ For a limited time only:

- 50% discount offered on any training packages

£120

One off or quarterly

*PLEASE NOTE:

Our **Advanced Review and Audit** option is protected for any dramatic changes your business/ the world may face within 6 weeks of the report date, which would render the report invalid. In such circumstances a fully revised 3month **Advanced Review and Audit**; incorporating the strategic shift would be offered at £40.