



SOCIAL MEDIA IDEA GENERATION

Want to manage your social media independently but stuck on what to include as content or what to focus on?

Our Idea Generation Package is completely tailored to you and your business; providing social media consultation and support without the need to outsource your social media platforms.

Idea Generation Package

Monthly generation document provided including:

- Post themes and suggestions
- Key dates for the upcoming month
- Related memes/ quotes / gifs where appropriate
- Recommended articles/ blogs / books
- Hashtags
- Statistical review of the past month
- Trends to discuss
- Proposed blog titles that can frame posts/ blogs
- Algorithm updates
- Recommended influencer of the month to target
- Targets/ goal setting for the month ahead

£50

One-off fee or monthly

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!

**£145
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

**£347
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

**£475
per month**

SOCIAL MEDIA TRAINING AND 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**

BASIC

- Basic review of all of your social media platforms
- Tailored training planned on the key areas of improvement highlighted in your review
- Learn how to manage your profiles, the perfect content and ways to target your audience
- Training sheets and guides provided
- 1.5 hours training delivered face-to-face or remotely

**£50
per session**

ADVANCED

- Target audience review and training
- In-depth review of all of your social media platforms
- Tailored training planned on the key areas of improvement highlighted in your review
- Training sheets and guides provided
- 2.5 hours training delivered face-to-face or remotely consisting of:
 - 1x 90min session
 - 1x 60min session
- Suggestions and goals document provided to focus your use of social media for after your training

**£100
per session**

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

BESPOKE AND GROUP

Would you like a tailored training quote based on your needs and wants?
Would you like a session purely on strategy, a specific profile or how to develop your audience?
Would you like a group training session with colleagues, a team or department?

Tailored training can be provided remotely or in person, and quoted based on your exact requirements.

Contact us today for more information, or to request a quote

POA





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.