



soul or flare

Graphic Design, Digital Marketing & Social Management Services



Service options are always customized to ensure **you are only paying for exactly what you need.**

SOCIAL CONTENT DESIGN - **BASIC**

*no social
management
included*

- 10 posts/week
- Basic branded post design
- Minimal to no text on images
- Resized up to 3 platforms
- Relevant hashtag implementation
- Month-end analytic overview
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\$100/week

SOCIAL CONTENT DESIGN - **PLUS**

*no social
management
included*

- 20 posts/week
- 5 story posts/week
- Resized up to 3 platforms
- Relevant hashtag implementation
- Month-end analytic overview
- Optional Video add-on \$50/week

\$150/week

SOCIAL CONTENT DESIGN + **MANAGEMENT**

Optional Add-ons:

- Video Production - \$50/week
- Additional Posts (tbd)
- Ad campaign integration (tbd)

\$250/week

- Full social management
- 20 posts/week
- 5 story posts/week
- Resized up to 3 platforms
- Relevant hashtags
- Month-end analytic overview
- Engagement (30 mins/post)
- Caption creation

SOCIAL MARKETING CAMPAIGN MANAGEMENT

Customized Branded Ad Design
1 Ad Campaign/Month - Weekly Optimization

- 2 branded ads/per campaign
- Resized for multiple platforms
- High-converting ad copy
- Effective Targeting
 - Target audience research
 - Relevant keyword research
 - Facebook pixel (if relevant)
 - Weekly performance optimization
 - Split (A/B) testing (if needed)
 - Call-To-Action
 - Month-End Analytic Overview
- Optional Video Upgrade \$50/week

\$100/week*

Past Ad Campaign Results Available Upon Request

*pricing does not include daily ad spend

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ADD-ONS

ORGANIC SOCIAL

- "Social Hustle" Organic Growth - \$100/week
Consistent Engagement, Seeking out Followers
- Facebook Group Creation - \$75
- Facebook Group Moderator - \$150/week - pricing to be revisited on a monthly basis - subject to increase based on growth
- Social Banner Design - \$50 for 1, \$100 for 3
Custom Branded Design, Optimized Sizing
- 10 Story Posts/Polls/Questions - \$100/week
- Automated Bi-Weekly Reporting - \$50/month
Extensive Data for All Organic Activity

ONLINE MARKETING

- Additional Ad Design - \$25/ad
- Additional Ad Campaign- \$25/week
- Email Newsletter - \$100/month
- Automated Bi-Weekly Reporting - \$50/week
Extensive Analytic Report of all Organic & Paid Data
- One High-Converting Sales Funnel - \$1500
3 Page Funnel (Landing Page, Offer Page, Thank You Page)
- Animated Image Ad Design - Additional \$25
- Video Ad - Starting at \$100 (up to 30 seconds)

OTHER

- Social Platform Audit - \$200
In-depth Analysis & Reporting of Your Social Presence
- Website Audit & Optimization - \$400
- 45 Minute Virtual Strategy Consult/Action Plan - \$100
- Brand Optimization - \$50-\$200

- Lead Magnet eBook Design - \$375
Up to 10 pages, Creative Brand Design and Copywriting
- Blog Post Writing - \$250/post
SEO Copywriting, up to 750 words
- One Competitor Audit - \$100