

SoLIFE Media

Social Media Management & Marketing Services

Services Available:

- ✓ Set up/Update social media account page(s)—Facebook, Twitter, Instagram, etc.
- ✓ Create customized social media strategy to **market** your business and **engage** your audience
- ✓ Create an organized social media calendar for posting content. Client will have access to social calendar.
- ✓ Edit, schedule and post original and/or prewritten content; Manage pictures, images, and content.
- ✓ Monitor social media page(s) daily
- ✓ Respond to customer comments or questions on each account. [Work with client to create a template of answers for frequently asked questions, general business information, etc. Questions needing special attention will be forwarded to client.]

Pricing*:

- One-time Market Research, Strategy, and Account Set Up/Update Fee
 - For individuals/small businesses-----\$75
 - For larger businesses-----\$100
- Account Management Rates
 - For 1 to 2 networks/pages-----\$20/hr (\$18/hr)
 - For 3 to 4 networks/pages-----\$25/hr (\$22/hr)
 - For 5+ networks/pages-----starts at \$30/hr (\$27/hr)
- Special Projects
 - Individual pricing is based on the depth and length of the project.

*Above prices are estimates. Because services can be customized, final pricing is set at my own discretion upon identifying the unique needs of a potential client.

Social Media Management Layout		
	Activity	Completion Time (estimated)
1.	Initial Client Meeting – Questionnaire	1 day
2.	Market Research/Strategy Creation	1 - 1 ½ weeks
3.	Second Client Meeting – Strategy Review	1 day
4.	Account(s) Implemented	½ week - 1 week
5.	Account Maintenance	Ongoing
6.	Weekly, Biweekly, or Monthly Client Meetings	Ongoing

Additional Marketing Services

Website Creation

Put your best foot forward with a stunning website for your business. We build and manage so you have more time to do what you do best – run your business!

Pricing*:

- Design Creation and Site Set Up
 - **Wix or Squarespace** Website-----
For regular site: \$75 deposit + \$200 (plus \$168 premium (\$14.95 domain) +9.90 domain protection)
For e-Store: \$75 deposit + \$225 (plus premium & (\$14.95 domain) +9.90)
SEO and Index on Google: \$35+
 - **Custom WordPress** Website-----
For Regular Site: \$100 deposit + \$425 (\$100 deposit + \$325)
For E-Store: \$100 deposit + \$475 (\$100 deposit + \$375)
- Site Management Rates
 - **Wix or Squarespace** Website-----
For Regular Site: \$50/mo., \$125 quarterly, \$350 yearly
For E-Store: \$75/mo., \$150 quarterly, \$400 yearly
 - **Custom WordPress**-----
For Regular Site: \$100/mo., \$200 quarterly, \$350-450 yearly
For E-Store: \$150/mo., \$250 quarterly, \$475 yearly
- Hosting for WordPress (Cloud Pro Business Plan hosting)
 - My Cost: \$20.95/mo. (\$25.99 reg) + \$23.88/mo. SiteLock = \$275.28 (\$335.76)
 - Charge Client: \$30/mo., \$360 yearly (\$25/mo. or \$300 the 1st year)

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Text Message (SMS) Marketing

Market your business to loyal customers and add exclusivity to your brand.

Pricing*:

- Account Set Up Fee and Deposit
 - Individual pricing is based on the depth and length of the project.
- Special Projects

→ Individual pricing is based on the depth and length of the project.

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Marketing Materials

Logos*: Starting at \$200+

Banners*: Starting at \$70+ for design file

Business Cards*: Starting at \$18 for a 250-count

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