

SOCIAL MEDIA PACKAGES

WHAT YOU GET	LITE	BRONZE	SILVER	GOLD	PLATINUM
COMMUNITY MANAGEMENT					
Monitoring all activity on your page. Interacting with your followers and harnessing daily social conversations with your fans.		©	©	©	©
Managing negative reactions, removing profane comments and clearing spam.	©	©	©	©	©
CONTENT CALENDAR CREATION AND PLANNING	1 channel // 3 posts	1 channel // 3 posts	2 channels // 3 posts	2 channels // unlimited posts	3 channels // unlimited posts
Cross-platform content planning and publishing by social media experts.	©	©	©	©	©
Copywriting and creative up to global social best practices.	©	©	©	©	©
Design resource for images		©	©	©	©
REPORTING					
Content performance snapshot of reach and engagement across social posts. (WEEKLY)			©	©	©
Detailed performance analysis across platforms. (MONTHLY)	©	©	©	©	©
In depth review of what worked, what didn't & why. Key learnings & insights. Opportunities & recommendations. (QUARTERLY)			©	©	©
WIP/PLANNING SESSION	Monthly	Monthly	Fortnightly	Weekly	Weekly
Client brief of key brand activities.	©	©	©	©	©
Content planning of key topics across social channels.	©	©	©	©	©
LEARNING & DEVELOPMENT					
Quarterly trends presentation and bespoke performance review.				©	©
Culture papers - Always on updates on whats happening in social.				©	©
ADD - ONS					
Stock images		up to 5 stock images	up to 10 stock images	up to 15 stock images	up to 20 stock images
Indepth Social Strategy					
Creative strategy & concepts					
Bespoke photo-shoots					FREE One day photo shoot
Video production and editing					
Extra social channels					
	\$2,900*	\$4,000*	\$6,000*	\$8,500*	\$11,000*

*Costs are based on a monthly investment, in NZD\$ and exclude GST



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