

# Social Posts: 1x Week

## Fully Managed Solution

A monthly calendar of one custom post per week on the social platform of your choice, including: Facebook, Instagram, Google Business Profile, Twitter, LinkedIn, and Pinterest.

### What to Expect Next:



#### Order Form

When you purchase the **Social Posts: 1x Week** service, our Marketing Strategists will receive the **Order Form**, and will reach out to you via email within 2 business days to schedule an onboard call. We will reach out twice via email and twice via phone call.



#### Onboarding

**Onboarding Call:** Our team will conduct an onboarding call with you to gather additional information needed to complete the setup.

- A marketing strategist will work with you to create the strategic direction you'd like for social posts published for your business.
- We will work to claim the social sites included in this service if the business doesn't already have them claimed. If the social page is not yet built, our team will build a basic page on your behalf. We will then ensure the appropriate social channels are connected to Social Marketing.

**Important:** Please note that our team will not be able to begin drafting social content until we complete the initial onboard call.



#### 5 Business Days

\*after the Initial Onboarding Call is Completed

**Content Calendar:** Our writers will create engaging content based on the guidelines set by you. Once the posts are drafted, a copy of the content, links, and images from each post will be emailed to you for approval. You may also submit content suggestions for your calendar before the 10th of the previous month.

**Please note:** If Custom Images are ordered with this service, the content along with the custom images will also be sent for approval within **5 business days**.



#### Edits & Revisions

While minor edits and small tweaks can be necessary sometimes, we typically don't rewrite a large volume of posts if they followed the instructions provided by you or your client. Revisions will be actioned and delivered within 2 business days for approval. To ensure accuracy and timeliness, we encourage all edits/revisions to be submitted at the same time when possible.

**Important:** Please note that if no response is received from you within 5 business days of us sending the initial calendar for approval, our team will publish the written content as is.



#### Publishing

The Marketing Services team will schedule your posts to publish through the Social Marketing application. You can always login to view, edit, or delete these scheduled posts.



#### Monthly Expectations

If you have specific topics or content you would like our team to include, please email it to us by the 10th of the month prior (e.g. Submitting by November 10th for December content). Otherwise, our marketing strategists will continue to create social posts based on previous direction. You can expect to receive your drafted social calendar for the upcoming month via email 5 business days before the posts are scheduled to publish to allow time for revision submissions.



#### Featured Add-Ons

##### Additional Posts: 1x week

One additional weekly post that can be published to the social network of your choice. This service also includes 1 social page build or 1 listing claim (Google Business Profile).

##### Extended Reach

All your unique posts can be republished to the social networks of your choice. This service does **not** include a social page build or the creation of new content.

##### Content & Strategy Session: Monthly

A 30-minute call to discuss content and strategy for the upcoming month, as well as a retrospective analysis of past post performance.

##### Facebook Post Boosting

\$30 boosting budget allocated to boosting Facebook posts. A Marketing Strategist will work with you to determine the target audience.

##### Custom Images 1x/week

Customizations and enhancements to stock images or provided images to enhance the visual appeal of your posts.

# Social Posts: 1x Week

## FAQs

### **Expectations:**

- Complete a Initial Onboarding Call with our Marketing Strategists.
- Provide images, content suggestions, and constructive feedback whenever possible.
- Communicate efficiently with us to keep the project on track in order to meet the set deadlines.

### **How can I see what posts you did for me?**

Our team will send monthly reports to you that will outline the following month's posts for review. Posts, both previous and future, can also be viewed in the Social Marketing dashboard under 'Scheduled Posts'.

### **What's the expected timeline?**

If you have content suggestions, please send them to our Marketing Strategists by the 10th of the month. The posts will then be prepared by our team, and sent out for approval 5 business days before your first post is scheduled to publish. If no response is received within 5 business days, the posts will be published as-is.

### **Which social sites can we post on?**

This service includes 1 post per week to 1 platform of your choice, including: Facebook, Instagram, Google Business Profile, Twitter, LinkedIn, or Pinterest. We will build or claim the social page as needed.

### **What kind of content will you post?**

Our team will build a social media strategy based on the parameters set by you in conjunction with proven best practices to deliver a mixture of promotional, industry-specific, and engaging posts.

### **I want to be involved in developing my social media strategy on an ongoing basis. Is this possible?**

Our Content & Strategy Session: Monthly add-on is the perfect solution for this situation. We'll discuss previous months' posts and the upcoming strategy every month with you.

### **Can we post the same content on multiple social platforms?**

We sure can! With the Extended Reach add-on, we'll cross-post the content to multiple channels on your behalf. We will only make very slight adjustments to the content to adhere to each platforms' posting requirements.

### **If I do not like one of my posts, am I able to delete it?**

Yes, you are free to log in to your social media accounts or your Social Marketing dashboard and remove the posts you wish.

### **Can I request changes to my content?**

While minor edits and small tweaks can be necessary sometimes, we typically don't rewrite a large volume of posts if they followed the instructions provided by you or your client.

# Social Posts: 1x Week

## Add-On | Facebook Post Boosting

Allocate \$30 of to boost your social posts—increasing post engagement and reaching a wider audience.

### What to Expect Next:



#### Add-On Information

The Facebook Post Boosting Add-on can be multi-activated as desired in increments of \$30 of boosting spend. The add-on will recur monthly and our team will boost posts each month.



#### Order Form

Our Marketing Strategists will receive the **Order Form**, and will setup a Facebook audience for the business using the information provided once we have access to the businesses page.



#### Onboarding

**Onboarding Call:** The required information will be covered in the onboarding call for the main Social Posts: 1x Posts product. If this add-on is activated after the onboard is completed and the order form is fully filled out, we should have all we need to build the target audience for you.



#### Budget Allocation

##### Process:

- Our experts will establish which posts are likely to offer the best results based on best practices and will boost accordingly.
- If you'd like for Marketing Services to boost specific posts, or set individual post spends, please let us know.



#### Reporting, Facebook Analytics

To see post engagement, likes, and shares, you can view the Recent Posts tab in Social Marketing. For further analytics specifically regarding post boosting, you can view stats in the Analytics section of the Facebook Business page.

## FAQs

### What are boosted posts?

Boosted posts are organic social posts with an allocated advertising budget in order to reach a wider audience and get more engagement. Boosted posts require a minimum budget of \$1 per day.

Please note: We **cannot** boost posts for the following special ad categories: Credit, Employment, Housing, Insurance, Social Issues, Elections, and Politics. (This list is not comprehensive and is subject to Facebook Meta approval)

### What are the benefits of boosting posts?

According to Facebook, boosted posts are a way to get more people to like, share, and comment on your posts. You can also reach new people who are likely interested in your content but don't currently follow your Facebook page.

### What are the targeting options available?

Facebook offers a wide variety of targeting options. You can select audiences by demographics, location, interests, behavior, and much more!

### Can I target people who don't currently like or follow my Facebook page?

Yes, and it's an excellent way to help you reach new audiences!

# Social Posts: 1x Week

## Add-On | Custom Images: 1x Week

Our team will create beautiful custom branded images to enhance every social post in your monthly calendar.

### What to Expect Next:



#### Order Form

When you purchase the Custom Images: 1x Week add-on, our Marketing Strategists will receive the **Order Form**, and will reach out to you within 2 business days via email to schedule the onboard call. We will reach out twice via email and twice via phone call.



#### Onboarding

**Onboarding Call:** Our team will conduct an onboarding call with you, to gather additional information needed to complete the setup. (See page 1 for complete Onboarding details.) **We will discuss the graphic guidelines our team will follow when creating custom images. This includes:**

- **Types of imagery**
- **Logo**
- **Color overlays**
- **Font preferences**



#### 5 Business Days

\*after the Initial Onboarding Call is Completed

**Content Calendar:** Our team will work to complete both the social posts and custom images to complete the calendar. We'll send the entire calendar for approval within 5 business days of the successful onboarding call.



#### Edits & Revisions

##### Revisions included

- While minor edits and small tweaks can be necessary sometimes, we typically don't recreate a large volume of images if they followed the instructions provided by you or your client.
- If we do not receive revision requests within 5 business days of sending the calendar and images for approval, our team will proceed with publishing the content.
- When edit requests are received, our team will complete the edits within two business days.
- To ensure accuracy and timeliness, we encourage all revision requests to be made at the same time.

If you are not satisfied with the images created, a discovery call with you can be scheduled to realign expectations.

## FAQs

### What kind of customization is being offered?

We can add your brand logo, insert text overlay, and apply filters to make sure your images will stand out on any social media feed!

### Why are images so important for social media?

With so many businesses fighting for consumers' attention, it's more important than ever to create eye-catching content for social media platforms. If you can capture their attention, you are more likely to drive engagement and turn viewers into fans.

### What kind of images will be used?

Ideally, we like to use your images, as long as you are clear and have a high resolution. If you do not have images to share, we will use stock imagery to fulfill the service.

### What kinds of revisions can be requested?

Ultimately, we want you to be happy with the photos. That's why we offer revisions to adjust any portion of the customizations. We encourage all revisions to be sent in one round to ensure efficiency and timeliness for all parties.

# Social Posts: 1x Week

## Add-On | Additional Posts: 1x Week

When one social post per week isn't quite enough, add one more! This add on can be activated multiple times to create your ideal social marketing strategy.

### What to Expect Next:



#### Order Form

When you purchase the Additional Posts: 1x Week add-on at the same time as the main product offering, our Marketing Strategists will receive the **Order Form**, and will reach out to you within 2 business days via email to schedule the onboard call. We will reach out twice via email and twice via phone call.



#### Onboarding

**Onboarding Call:** Our team will conduct an onboarding call with you to gather additional information needed to complete the setup. (See page 1 for complete Onboarding details. We will describe the service, what you can expect from our team, and what we require from you to make the solution a success.



#### 5 Business Days

\*after the Initial Onboarding Call is completed

**Content Calendar:** Our team will work to draft all the social posts to complete the calendar. We'll send the entire calendar for approval within 5 business days of having received content.



#### Edits & Revisions

If a post does not satisfy you, we will gladly replace the wording, the image, or the entire post as requested for **up to 4 posts per month in one set of revisions**. You are also more than welcome to make the edits as you see fit, and we will post it accordingly.

**Important: Please note that our team will publish the written content if we receive no response from you within 5 business days of sending it for approval.**



#### Publishing

Once the revisions have been made, the Marketing Services team will schedule the posts using the Social Marketing product. You can always login to view, edit, or delete these scheduled posts.



#### Monthly Expectations

Our marketing strategists will continue to create social posts based on previous direction. You can expect content for the upcoming month to be sent to you via email within the last week of the current month to review the posts and pass on any edit requests you may have. If you would like to provide additional feedback to our team, you are welcome to do so via email at any time.

## FAQs

### Which channels can I use this add-on for?

This service includes 1 post per week to 1 platform of your choice, including: Facebook, Instagram, Google Business Profile, Twitter, LinkedIn, or Pinterest. We will build or claim the social page as needed.

### Can this post be used for a separate platform than the main offering posts?

Of course! This offering is meant to be customizable so that you can choose which platforms receive unique content and which ones receive cross-posted content, as desired, with the Extended Reach add-on.

**For more information on these posts, please visit the main offering FAQs.**

# Social Posts: 1x Week

## Add-On | Content & Strategy Session: Monthly

A monthly call with a social media expert to discuss the performance of past social posts as well as plans to help see greater reach and engagement in the following month.

### What to Expect Next:



#### Order Form

When you purchase the Content & Strategy Session: Monthly add-on, our Marketing Strategists will receive the **Order Form**, and will reach out to you within 2 business days via email to schedule the onboard call. We will reach out twice via email and twice via phone call.



#### Onboarding

**Onboarding Call:** Our team will conduct an onboarding call with you to gather additional information needed to complete the setup. (See page 1 for complete Onboarding details. We will describe the service, what you can expect from our team, and what we require from you to make the solution a success.



#### Monthly Expectations

**Monthly Call:** At the start of every month, our team will reach out to you to set up a monthly strategy call via email. We will discuss the following items:

- The performance of previous posts across all available platforms
- What we learned from previous posts' performances
- How we'll implement those learnings into future months
- Any other content ideas that might be beneficial for future months

## FAQs

### What if I don't have time for this call?

In this case, we'll send you an email with a brief analysis of post performance and recommendations for your content and social media strategy moving forward.

### Who would benefit most from this add-on?

We can host this meeting with you to provide education and strategic direction with regards to your social media management. This call is perfect for individuals who would like to understand the reasoning behind posting certain kinds of content to specific platforms.

### Is there an option for a one-time strategy session?

Unfortunately not. This solution is meant to help build a strong social media presence for your businesses through repeated strategy sessions to narrow down the perfect combination of different tactics that works for your business, your vertical, and your location.

# Social Posts: 1x Week

## Add-On | Extended Reach

For a flat fee, we'll repost your content to any other social network of your choice, including: Facebook, Instagram, Google Business Profile, Twitter, LinkedIn, Houzz, and Pinterest.

### What to Expect Next:



#### Order Form

When you purchase the Extended Reach add-on, our Marketing Strategists will receive the **Order Form**, and will reach out to you within 2 business days via email to schedule the onboard call. We will reach out twice via email and twice via phone call.



#### Onboarding

**Onboarding Call:** Our team will conduct an onboarding call with you, to gather additional information needed to complete the setup. (See page 1 for complete Onboarding details.)



#### 5 Business Days

\*after the Initial Onboarding Call is completed

**Content Calendar:** Our team will work to draft all the social posts to complete the calendar for the primary social media channels. We will also cross-post the same content to other channels designated on the order form. We'll send the entire calendar for approval within 5 business days of having received content.



#### Edits & Revisions

If a post does not satisfy you, we will revise the primary social post from the original offering, up to 4 posts per calendar. Cross-posted content will not be revised by our team; however, if you would like to make changes to these posts, you are more than welcome to make edits as you see fit in the Social Marketing product.



#### Publishing

Once the revisions have been made, the Marketing Services team will schedule the posts using the Social Marketing product. You can always login to view, edit, or delete these scheduled posts.



#### Monthly Expectations

Our marketing strategists will continue to create social posts based on previous direction. You can expect content for the upcoming month to be sent to you via email within the last week of the current month to review the posts and pass on any edit requests you may have. If you would like to provide additional feedback to our team, you are welcome to do so via email at any time.

## FAQs

### Will these be unique posts?

No, these posts will be identical to those you purchased in the main offering. We will simply cross-post them to other platforms to help you increase your reach.

### Will you build or claim the social sites that I want to cross-post to?

The social page build or claim is a service provided with the main Social Posts: 1x Week offering only. If you would like us to build or claim additional social pages, additional charges will apply.

### Why is this service beneficial for me?

It's important for small business owners to have consistently updated social media pages to encourage awareness and exposure. By cross-posting content, you can enjoy those benefits at a very reasonable price.

# Social Posts: 1x Week

## Gaining Access to Social Channels



### Facebook Admin Access

If you have ordered social posting on Facebook, we will need access to the Facebook Page to be able to publish content to the page.

**Our team will send a request from our Facebook Business Manager.**

1. Navigate to the page on a desktop computer
2. Click **"Settings"** in the top bar menu
3. In the **"Settings"** menu select Page Roles on the left-hand side of the page
4. Once in the Page Roles Menu, the admin will see the request (*user will need to scroll down to view the request*). Click **"Respond To Request"**, **"I Give Digital Agency Access To My Page"**, **"Approve Request"**, then enter your Facebook Password and click **"Submit"**.

**Note: Once sent, the request may take up to a day to be transmitted**



### Google Business Profile Listing Access

If you have ordered posts on Facebook, we will need access to the Facebook Page to be able to run the campaign.

#### What's Included

- Initial onboarding call
- Social page build
- 1 post/week on 1 social network of your choice. Choose from Facebook, Instagram, Twitter, LinkedIn, GBP, Houzz, and Pinterest.

#### Add-Ons

- Additional Social Posts: 1x Week
- Extended Reach: Post the same posts on other channels (cross-posting)
- Monthly Content and Strategy Session
- Facebook Post Boosting
- Custom Images: 1x Week