

Social Media Packages

Do you feel like you're missing out on engaging with both new and existing customers online?

Could you be generating more business leads or promoting new products through strategic social media campaigns? Maybe you're just starting off and need to spread the word to increase brand awareness?

Our social media management packages are aimed to give your business the online presence it needs to socially flourish!

What's Involved?

All of our packages include a kickoff and briefing meeting where we will talk through your business, brand, target market and key metrics.

This is a chance to establish what you want from your package, as well as time for the team to collect all the information they need to plan a strategy that really works in achieving your overall social goals.

The Establish Package

Just getting started?

The Set-up Package will help you get your social presence up and running! Our team will create the perfect social media page to represent your business, matching your brand identity with professionally designed graphics that make your page look great across all platforms and devices.

What's included:

- Multi-Platform set-up (up to 4 profiles)
- Cover photo design
- Bio content creation
- Logo Social Media Optimization
- Simple strategy
- Analytical monthly reporting with recommendations (optional)

Cost

£560 + VAT – One off fee

£100 + VAT per month thereafter (1.5 hours)

The Start-up Package

Time to increase your brand's presence.

No time for the likes of Twitter? Not to worry, our experienced social media team are here to help! Following an agreed strategy, we will maintain a consistent social presence while increasing brand awareness to grow an engaged online community.

What's included

- Simple strategy
- Manage 2 x social media platform
- 3 posts per week
- 4 branded social images
- Monthly report
- Dedicated account manager

Cost

£600 per month + VAT

The Enterprise Package

Goals and Growth

The Silver package is designed for small to medium-sized businesses who want to strategically grow their online presence through the use of social media and organic content. Our talented team will produce engaging posts, branded graphics and blog content while monitoring industry-related conversations to help hugely increase brand awareness and online growth.

What's included is all of the above plus...

- Manage 3 x social media platforms
- 4-5 x posts per week
- 4-5 stories per week
- 8 x branded social images
- Content plan aligned with your approved strategy and KPIs
- Monthly report
- Customer engagement
- Conversation & trend monitoring
- Dedicated account manager

Cost

£1,100 + VAT per month

The Full Suite

Social Superstar!

Our gold package is for professional businesses that need social media services, or want to have an outsourced social media department but without the extra costs attached to an employee. Whatever your social goals, our expert team will create an

outstanding social media presence that drives real engagement, website traffic, lead generation and ultimately separates you from your competition.

This full online package, including blog content and paid social media advertising, will not only increase paid reach but also improve your organic SEO quality score.

What's included:

- Advanced strategy
- Manage 4 x social media platforms
- 5-7 posts per week
- 5-7 stories per week
- Content plan aligned with your approved strategy and KPIs
- Customer engagement
- Monthly report
- SEO blogging – 500-600 word SEO optimised blog posts fortnightly
- 10 x branded social images
- Conversation & trend monitoring
- 1 Paid advertising/lead generation campaign per month
- Dedicated account manager

Cost

£1500 + VAT per month

Bespoke Package

We understand that our packages don't always work for everyone. Sometimes companies need more posts, additional services or content shared across numerous social media platforms. In this case, we will work with you to create a bespoke social media package that ticks all of your boxes.

Request a bespoke social media quote, email us at social@commsbyfaith.co.uk

Social Media Advertising

Social media advertising is highly targeted and an efficient use of resources to reach directly relevant end users. We create a set of audiences for each platform, considering each customer lifecycle phase, interests, location etc, which will then be broken down into smaller groups.

Messaging is developed that is relevant to each stage of the funnel and campaigns are created for each of the buyer personas and to test different messages and creative types. The campaign parameters and budgets are strictly monitored whilst the campaigns are running.

Every campaign is run as an ongoing series of tests with findings from the previous campaigns applied to the next iteration to ensure any insights are captured and the activity is running as efficiently as possible.

Paid social media management includes:

- Audience build
- Campaign build
- Asset build
- Campaign monitoring and reporting

£240 + VAT (excludes campaign budget)