

Social Media Marketing & Management

PLAN Details- ULTIMATE PACKAGE



Note- Basic and Advance Packages will offer some but not all the services listed here. Please be advised and refer to the checklist of service packages.

Our Posting (minimum 4x weekly) on your Behalf will Consist of 3 Types

- Curated posts via our manual research and select RSS Feeds, collected according to themes related to your business + any added interest you'd like featured in your branding identity*.
- Crafted posts on your behalf, conveying information, motivation, affirmation, & general questions to engage audiences.
- Direct posts from you, the client, to our staff as requested.

Graphic Design Branding (+ Average 6x annual Custom Promotional Pieces)

In a 12-month span, we will release 6 custom branded digital designs for promoting your business, publishing pacing generally every 60 days.

The "artboards" will feature your logo/branding + contact information coupled with related art/imagery and custom messaging. Each created piece can be re-used and redistributed by the client as they wish. Branded picture based posts will be created without limits, as a courtesy.

We encourage clients to continue posting on their social media accounts that we manage; your involvement will not hinder our measures to boost your SEO and overall social network presence.

6 Piece video ad campaign

With a 6/12-month agreement, clients receive video production services in the form of our "6 Piece" campaign. Consisting of 6 individually edited messages geared towards promoting your brand/business. Creation-publishing pacing generally every 60 days. All 6 videos will likely have uniformed production details such as intro/outro, graphics, background music, general setting and runtime (est. 0-1.5 min each). The subject/content of each video will create the difference in each piece of the campaign.

1 Custom General Commercial Advertisement

With a 12-month agreement, clients receive a fully customizable promotional video. Launcharts services on both creative and technical to help develop, produce, edit and generally distribute an industry quality commercial for your business. Estimated run time 30 sec- 2 min.

All Posts (Graphic and Video) will be made with one of the 3 objectives

- **Awareness-** Increase general knowledge of your business to the masses, generate likes and show to your target audience
- **Consideration-** Encourage people to engage with your business, collect info for interested parties, encourage them to reach out.
- **Conversion-** Encourage people to take a specific action or book an appointment with your business

What's DCA- Dedicated Concierge Servicing

Launcharts Media assigns a dedicated point person to your account. Get the outsourced, but white-glove marketing rep experience. Recommended for large scale small businesses.

Clients receive:

Enhanced Brand Strategy & Routine Virtual Assistance
Weekly Direct Emails +
Scheduled 1-on-1 Meetings (2x Monthly)
Instant Messenger (optional)

Performance Tracking & Analytics

Our systems will chart your account performance and we will share all general progress and performance reports with you typically on the final business day of each month. Clients can also request current analytics at any time.

What's needed for us to begin?

1. We will be made an editor or admin of the primary page(s) you wish for us to manage, we will present an information intake form so that we may establish this access.
2. ALSO if you are doing a clone post on additional social media platforms/accounts, please include that login information as well.
3. In order to deliver the best brand-oriented content we require our clients to complete our initial questionnaire. Branding identity will be created from this initial instruction and continued cultivation. Link to questionnaire can be found here:
www.launcharts.com/social-media-mangement at the bottom of the page.
4. Within in the first 30-Days, clients must e-sign retainer agreement of either 3 months, 6 months, or 1 year, based on agreed upon terms.