

Social Media Management Pricing Options

Option 1: Optimal for a small fertility provider

The Basics: \$750/month

- Facebook and Twitter
- Monthly: 20-25 Facebook posts, 60 tweets per month
- Quarterly progress reports
- Recommended, but not included: \$200/month of Facebook ads or promoted posts to increase number of likes, impressions and engagement

Option 2: Great for a one-physician fertility practice with a local base

Establishing a Presence: \$1150/month

- Facebook, Twitter, and Google+
- Monthly: 35 Facebook posts, 100 to 140 tweets/month, branding Facebook posts linked to Google+
- \$150 to \$200 per month of Facebook promoted posts or ads to increase number of likes, impressions and engagement
- Creation of a Google + page (if not already created) and social media schedule
- Engagement with Twitter followers to encourage them to like Facebook page
- Progress reports every two months (bi-monthly)
- **Value-added for a limited time: Marketing survey**

Option 3: Awesome for a multi-physician practice with several 'voices.'

Moving Up the Social Media Ladder: \$1600/month

- Facebook, Twitter, Google+ and LinkedIn
- Monthly: 45 Facebook posts, 140-160 tweets per month, Facebook branding posts linked to Google+, 10 LinkedIn posts
- \$250 per month of either Facebook promoted posts or ads to increase number of likes, impressions and engagement
- Creation of social media schedule, blogging schedule, Google + and LinkedIn company pages (if not already created)
- Editing of four blog posts
- One original branding meme/graphic per month
- Engagement with Twitter followers to encourage them to like Facebook page
- Monthly progress reports
- **Value-added for a limited time: Marketing survey and marketing audit**

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Option 4: Ideal for national or international brands

Queen Bee: Creating a Buzz: \$2500/month

- Facebook, Twitter, Google+ , LinkedIn, Instagram or Pinterest (your choice of 5 social networks)
- Monthly: 50-55 Facebook posts, 175-200 tweets per month, branding Facebook posts linked to Google +, 10 LinkedIn posts, 15 Instagram or Pinterest posts
- Five original 'branded' memes/graphics per month
- Editing of five blog posts
- \$300 per month of either Facebook promoted posts or ads to increase number of likes, impressions and engagement
- Monthly progress reports
- **Value-added for a limited time: one Twitter chat or Facebook forum**

Option 5: Custom package

- Customize a package to include as many social network, posts, blogs and advertising as you want to meet your specific needs.

Other Services

- Twitter chats/Facebook forums: \$750 each
- Creating (writing and design) of memes: \$60 each
- Blog writing: \$350 for 500-word post
- Blog editing: \$85/hr.
- Video production and set-up of YouTube Channel: TBD
- Set-up and branding of new social networks: TBD

Details

- First month of contract will entail developing branding posts and strategy, so number of posts will be lower.
- Requires 12-month commitment

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