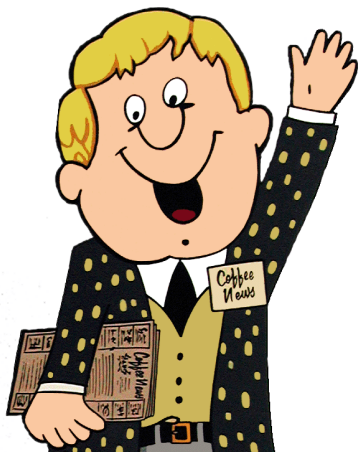


# GET NOTICED

WITH  
**Social Media  
Management**

FROM  
**Bucks County  
Coffee News**

**BUCKSCOUNTYCOFFEENEWS.COM**



## HERE'S MORE

### **WE CREATE YOUR ACCOUNTS**

Facebook  
Twitter  
Linkedin  
Google Plus  
Pinterest  
Etc.

### **WE MANAGE YOUR ACCOUNTS**

We schedule the right amount of daily posts among the platforms but we send them to you to approve first!

### **HOW MUCH?**

As low as \$150/mo

### **WHO DO I CONTACT?**

Jen Kline Clark

info@  
buckscountycoffeenews.com  
215-962-3933

# MORE DETAILS

## Why use social media?

From a business standpoint, social media is designed to connect brands and customers in an entertaining, low pressure sphere of interaction. With expertise promoting a business' large and small in a variety of industries, our team has designed a Social Media Management Program that will:

- help businesses establish a presence on social media.
- build brand credibility.
- develop trust for a brand amongst customers and potential customers.
- provide a unique opportunity for brands to “listen” to their customers to better serve them.
- provide an opportunity for customers to interact with the brand for fun and entertainment, to ask questions, to make suggestions, and to seek assistance, thus improving the customer experience.
- serve as an easily-accessible resource on company- and industry-related topics, which may be useful to consumers.

## Why use the Coffee News Social Media Guru?

- Saves time. To do social media right is time consuming, and often it is not done right - which may take more time.
- Curated content designed around your brand: Our gurus discover, gather, and present digital content that specifically on subject matters relevant to your brand.
- Good social media management is more than just posting. Experience and skill help dictate when to post, and how to best engage your targeted audience.
- Our gurus have experience. They know the culture, they know the nuances of each platform, the algorithms and how to stay on top of the changing algorithms.
- Our gurus know how to get the most reach from each platform
- Our gurus know the best way to post, layer, choose images and create hashtags.
- Our gurus don't just have personal knowledge of the platforms but also are trained in marketing and selling.
- Our gurus know the right kind of content and the right amount. they understand the appropriate ratio of info+knowledge+promo.
- Our gurus stay on top of the trends moving forward.

## **Packages:**

### **Hot Coffee      \$150/month**

- Posting on one (1) social media platform, either Facebook or Twitter
- Three (3) posts per week of curated and original (text) content. Original graphics provided at an additional cost.
- Weekly content calendar provided; quarterly optimization report provided. Optimization report will indicate what can be improved, as well as a basic social media competitive analysis.
- Client responsible for follow-ups, responses, and outreach to individuals and entities.

### **Double Shot      \$250/month**

Posting frequency:

- Facebook – Once per day of curated or original (text) content. Original graphics available at an additional cost.
- Twitter – Once per day of curated or original (text) content. Original graphics available at an additional cost.
- Google Plus – Once per week, repurposed content from other platforms, to enhance client SEO.
- Weekly content calendar provided; analytics report provided monthly.
- Client responsible for follow-ups, responses, and outreach to individuals and entities.

### **The Whole Pot      \$350/month**

Posting frequency:

- Facebook – Twice per day of curated or original (text) content. Original graphics available at an additional cost.
- Twitter – Twice per day of curated or original (text) content. Original graphics available at an additional cost.
- Google Plus – Up to two (2) times per week, repurposed content from other platforms, to enhance client SEO.
- Content calendar provided weekly; analytics report provided monthly.
- Coffee News will engage in follow-ups and responses within 36 hours of an individual/entity engaging with client profile. Outreach initiated by the client to individuals and entities is the responsibility of the client.

More customizable options are available on an as need basis.

## **A LA CARTE SERVICES**

### **Social Media Property Set-Up      \$30 per property**

Reserve platform property, develop bio and other foundational profile elements to provide a professional appearance and consistency in messaging.

### **Social Media Audit/Revisions: \$40 per property**

Review and revise bio and other foundational profile elements to ensure professional appearance and consistency in messaging.

### **Social Media Graphic Design      \$125 for up to four (4) images per month \$35 for each additional image**

Branded social media image creation with image size optimization appropriate for each selected platform.

### **Additional Analytics Report      \$50 per report**

### **Additional Platform - Organic Social Media Management      Custom-priced**

Facebook, Twitter, Pinterest, YouTube

### **Targeted Social Media Advertising Campaign      \$400 per month**

### **Creation & Management      (plus \$550 one-time set-up fee)**

Set-up and management of targeted social media advertising for Facebook and Twitter, to improve client visibility on social media, build followings, and drive traffic to client Web site. This price does not include the cost of ads. Client will authorize ad budget upon agreement.

## **ADDITIONAL REQUIREMENTS**

- Client e-mail address, username and password for each existing social media property is required within five (5) days of contract signing.
- Coffee News will be invoiced for each social media management client on or around the 30th of each month. Full invoice payment is due within 21 days of invoice date.
- Client will receive content calendar and posts one-week prior to posting, every Friday. Client must respond with changes and approval by close of business the following Monday.
- Client to provide any visual assets, including logos, photos and other graphical content that can be used for social media. Client assures Coffee News they have express permission to use any content, text or graphics, that they provide for their promotional use.

## **Billing**

**Business check or credit card. You will be billed the 1st Monday of every month or at your pre-determined billing date.**