

# Social Posts: 1x Week

## Fully Managed Solution

A monthly calendar of one custom post per week on your choice of platform, including: Facebook, Instagram, Google My Business, Twitter, LinkedIn, Houzz, 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 your client 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 your client to gather additional information needed to complete the setup.

- A marketing strategist will work with your client to create the strategic direction they'd like for social posts published for their 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 their 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 your client. Once the posts are drafted, a copy of the content, links, and images from each post will be emailed to your client for approval.

**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

If a post does not satisfy your client, 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**. Your client is also more than welcome to make the edits as they see fit, and we will post it accordingly.

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



#### Publishing

Once the revisions have been made, the Marketing Services team will schedule the posts using the Social Marketing product. You or your client 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. Your client can expect content for the upcoming month to be sent to them via email within the last week of the current month to review the posts and pass on any edit requests they may have. If your client would like to provide additional feedback to our team, they are welcome to do so via email at any time.



#### 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 My Business).

##### 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.

##### FB Post Boosting

\$30 boosting budget allocated to boosting Facebook posts. The Marketing Strategist will work with the client 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 client's posts.

# Social Posts: 1x Week

## FAQs

### **Client 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 my client?**

Our team will send monthly reports to you and your client 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 for my clients?**

If you have content suggestions, please send them to our Marketing Strategists by the 15th of the month. The posts will then be prepared by our team, and sent out to the client for approval within 5 business days for approval. If no response is received within 5 business days, the posts will be published.

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

This service includes 1 post per week to 1 platform of their choice, including: Facebook, Instagram, Google My Business, Twitter, LinkedIn, Houzz, and 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 your client in conjunction with proven best practices to deliver a mixture of promotional, industry-specific, and engaging posts.

### **My client wants to be involved in developing their 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 your client.

### **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 client's behalf. We will make very slight adjustments to adhere to each platforms' posting requirements.

### **If my client does not like one of their posts, are they able to delete it?**

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

### **Why is there a limit on the number of changes that can be requested?**

We limit revisions to 4 post replacements and one round of edits per month to ensure efficiency so that we able to provide posts in a timely manner, within the monthly deadlines.

# Social Posts: 1x Week

## Add-On | Facebook Post Boosting

Allocate \$30 of ad spend to boosting your clients' social posts to increase post engagement and reach 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 your client.



#### Budget Allocation

##### Process:

- Our experts will establish which posts are likely to offer the best results based on best practices and will boost accordingly.
- Boosting boosts posts twice per month, usually around the 15th and the 30th.
- 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 or your client 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.

### 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 client's posts. Your client can also reach new people who are likely interested in their content but don't currently follow their Facebook page.

### What are the targeting options available?

Facebook offers a wide variety of targeting options. Your client 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 your client 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 client's 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 your client 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 your client, 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**



#### 10 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 completed calendar for approval within 10 business days of having received content.



#### Edits & Revisions

##### One set of revisions included

- The number of post (content) replacements/edits is strictly limited to 4 per calendar. (See page 1 for details on Post Edits & Revisions.)
- The number of image replacements/edits is strictly limited to 4 per calendar. Any edits or replacements above the limit will incur a fee.
- If we do not receive edit requests within 5 business days of sending the calendar and Images for approval, our team will proceed with scheduling the content.
- When edit requests are received, our team will complete the edits and proceed with scheduling the content.

If your client is not satisfied with the images created, a discovery call with the client can be scheduled to realign expectations.

## FAQs

### What kind of customization is being offered?

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

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

With so many businesses fighting for clients' 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 client's images, as long as they are clear and have a high resolution. If your client does not have images to share, we can also use stock imagery to fulfill the service.

### What kinds of revisions can be requested?

Ultimately, we want your client to be happy with their photos. That's why we offer one round of revisions to adjust any portion of the customizations. We limit the edits to 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 your client 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 your client to gather additional information needed to complete the setup. (See page 1 for complete Onboarding details. We will describe the service, what they can expect from our team, and what we require from your client 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 your client, 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**. Your client is also more than welcome to make the edits as they 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 your client 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 or your client 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. Your client can expect content for the upcoming month to be sent to them via email within the last week of the current month to review the posts and pass on any edit requests they may have. If your client would like to provide additional feedback to our team, they 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 their choice, including: Facebook, Instagram, Google My Business, Twitter, LinkedIn, Houzz, and 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 your client 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 your client to gather additional information needed to complete the setup. (See page 1 for complete Onboarding details. We will describe the service, what they can expect from our team, and what we require from your client to make the solution a success.



#### Monthly Expectations

**Monthly Call:** At the start of every month, our team will reach out to your client 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 my client doesn't have time for this call?

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

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

We can host this meeting with yourself or you client to provide education and strategic direction with regards to their 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 clients' businesses through repeated strategy sessions to narrow down the perfect combination of different tactics that works for your client's business, their vertical, and their location.

### Should I participate in this call as well?

This is entirely up to you. If you'd like to learn more about our process in determining the right strategy for your clients, you are more than welcome to join the call. We are also happy to conduct the call with your client alone.

# 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 My Business, 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 your client 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 your client, 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 your client, 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 or the client 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 or your client 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. Your client can expect content for the upcoming month to be sent to them via email within the last week of the current month to review the posts and pass on any edit requests they may have. If your client would like to provide additional feedback to our team, they 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 your clients increase their 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 my client?

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
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 their Facebook Password and click **"Submit"**.

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



### Google My Business 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, GMB, 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