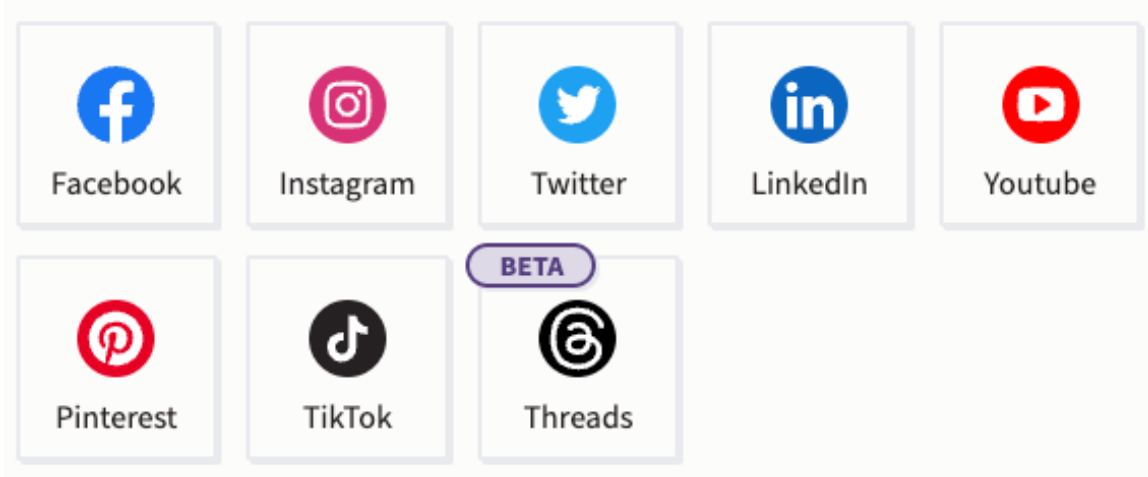


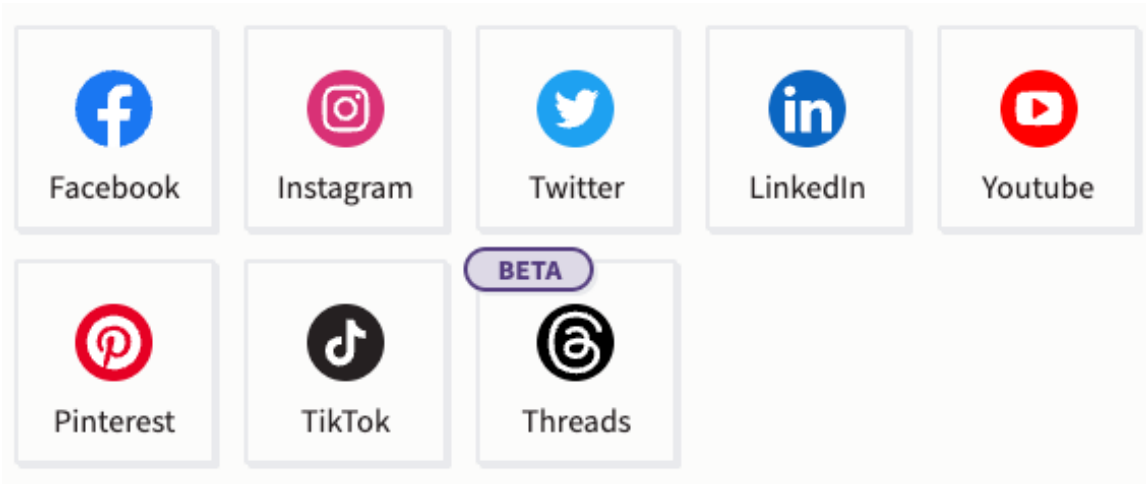
CONFIDENTIAL

Platforms Available:



*“Social Media Presence
is like a Raffle....
you have to be
present to win!”*

~ Ruth McCartney – Digital Diva @ McCartney Multimedia, Inc.



INTRODUCTION

You already know this, but it does bear repeating: your brand needs a Social Media presence. But it does NOT need an arbitrary, random posting calendar full of disconnected, off-message posts or campaigns.

Rather, you need a coherent, branded story telling thread which, at first glance to a new visitor, immediately makes sense and connects to what you stand for, what you're saying, how they can participate and WHY they should invest their valuable time in your brand or project.

Thus, behind every great brand stands valuable and relevant content.

Simply put, by sharing high-quality content, and not “shouting” a “sell, sell, sell” from the digital rooftops, a brand can achieve greater things:

- Trust
- Longevity
- Loyalty
- Participation
- Evangelism

That's where Team McCartney comes in. Read on for granular details on our 4 programs' steps and options including:

Optional Program 1.

Strategy & Setup

(if you already have all your accounts set up and running you can skip to Program 2)

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Program 2.

Social Content Creation

Posting

Interaction

Reporting

Optional Program 3.

Advertising & Boosting your Supplied Content

Campaign Creation

Budget Management

Results Reporting

Optional Program 4,

AI audience growth

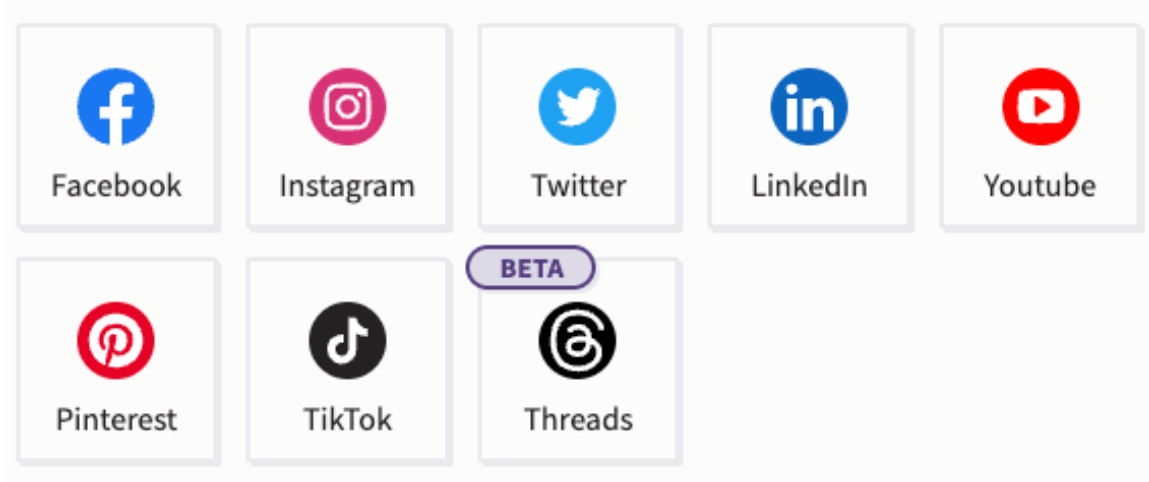
Automated finder followers/ listens/ plays / subscribers

[Click here for 2024 options and rates for YouTube, Instagram, and Spotify](#)

Thanks for your time... now let's get into the possibilities...

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Program 1. Strategy & Setup Options

(if you already have all your accounts set up and running you can skip to Program 2)



Social Program #1

The Strategy and Setup

Social media is a crucial part of your marketing, especially if you're looking to get attention and build awareness.

The first step in building a solid presence on social media are the following deliverables:

- Securing a unique @ handle for you on Facebook, Insta, Twitter and for businesses, *Linkedin Business. TikTok and SnapChat are optional extras.
- Strategy Session(s) to gather and allocate content, messaging and tone
- Creating a Gmail to manage the accounts
- Creating and linking accounts on all the relevant platforms
- Connecting all accounts to the management dashboard software
- Security: 2-factor authentication installation
- Giving access to relevant team members

PRICING OPTIONS FOR PROGRAM #1

Social Program #1			
Product Name	Deliverable / Detail	# of Platforms	Price
Personal Essential	Complete Signup of ONE personal profile* info: photos, bio, URL and description on the top 3 most essential and popular social media websites. Includes creation of dedicated Gmail account	3	\$249.00
Small Biz / Start-Up	Complete Signup of all profile info: photos, bio, URL and description on 4 social media websites. Includes creation of dedicated Gmail account	4	\$449.00
Large Business	Account login creation plus complete addition of all profile info: photos, bio, URL and description on 50 social media websites, boards and blogs*.	20	\$599.00

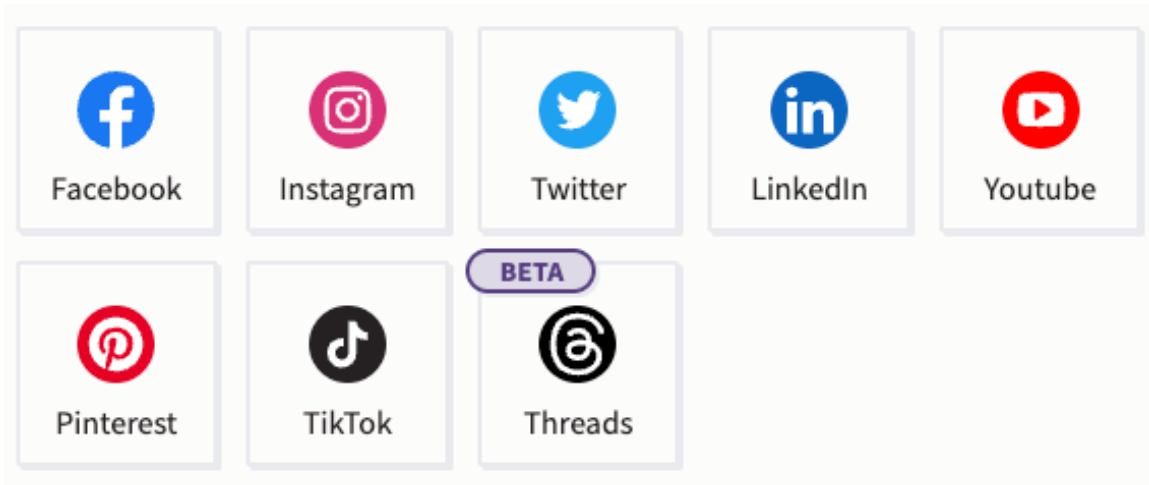
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Corporate / Public	Account login creation plus complete addition of all profile info: photos, bio, URL and description on 150 social media websites, boards and blogs*.	50	\$899.00
<p><i>OPTIONAL ADD ON TO ALL PACKAGES</i></p>	<ul style="list-style-type: none"> • Creating and adding relevant branded correctly sized graphics as: <ul style="list-style-type: none"> ○ Icons ○ Headers • Writing copy for <ul style="list-style-type: none"> ○ Bios ○ About us sections ○ Impressum <p><i>We will create all the necessary graphic files / elements needed for all social platform requirements per their latest pixel x pixel specs</i></p>	>6	\$999.00

Already all set up?

Scroll down to Program 2 Content and Management



Program 2. Social Content Creation Posting Interaction Reporting



THE PROCESS

Step #1

Choose the service type from below and let us know. Once you've made a choice, we will set up a Zoom to talk in detail about your business and your goals.

Step #2

Based on the results of the Zoom, we will start crafting the more detailed Client Brief.

Step #3

We'll work on crafting the best content marketing strategy and pulling together all the information we need to start creating content for you.

Step #4

The posts will incorporate different content ideas – promotional, curated, branded quotes, timely events, behind the scenes, community relevant, educational. All will be based on your particular needs and branding guidelines.

Step #5

Weekly (or bi-weekly for SILVER) you'll receive new content from our team. We want our content to reflect your vision. So naturally, we're responsive to feedback and open to editing the posts we create for you.

PRICING LEVEL OPTIONS FOR PROGRAM 2

Social Program # 2 Content Posting & Mgmt

Rates quoted are monthly based on \$100/hr.

Thus \$1500 would buy 15hrs/mth.

ONE TIME INTEGRATION FEE			
Account username/pw integration into Hootsuite. Campaign hashtags development one time cost all levels	\$ 500.00		

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See this link for the information we will need to connect. https://api.leadconnectorhq.com/widget/form/siOp38J4shr5WLLIDdut			
Posting / Account Management Services:	PLATINUM	GOLD	SILVER
Monthly service package price for Social Media Concierge	\$2,500	\$1,500	\$750
We create the content/images/stories/posts/copy/hashtags for you from your supplied materials	Y	Y	N - Client to supply content
# of posts per week	7	5	3
# platforms posted to from above choices	4	3	3
Reporting: Frequency of boost results reports	2x month	1x month	1 x quarter
Reposting included from other relevant accounts	Y	Y	Y
Instagram Stories per month	8	6	4
Instagram Reels per month	4	3	2
Inbox monitoring/forwarding	Y	Y	N
Delivery Time (Days)	5	10	15
Scroll to View Advertising Management Services			

PACKAGES

Optional Promotional Extras / A La Carte			
Initial Gmail and Account Setups and icon/banner creation for FB, Tw and IG. Connecting to Hootsuite Dashboard	\$449	\$449	\$449
Additional platforms above 3 per month, per platform (eg we already post to FB, IG and TW and you want to add Linkedin or other)	\$500	\$600	\$700
Spotlight mini video commercials	FROM	FROM	FROM
https://www.mccartneystudios.com/spotlights	\$449	\$449	\$449
YouTube Promo /views/likes/subs	<<see link		

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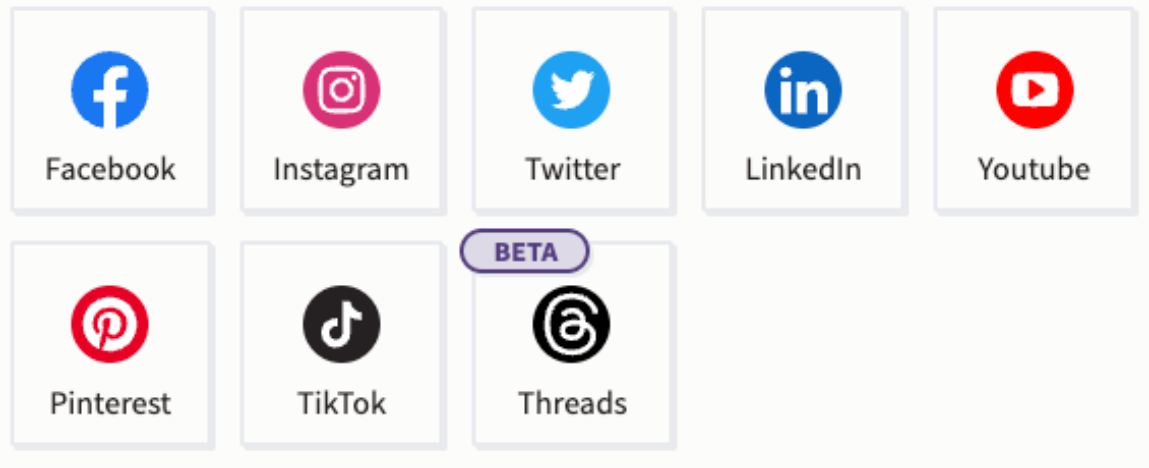


Pro-Ad audience demographic identification, campaign creative, reach/ROI measurement, Facebook pixel placement / tracking / reporting	POA	POA	POA
For Your Consideration Grammy® Pages	<<see link		
30 Minute Guest Slot on TeaflixTuesdays with the McCartneys	\$199	\$199	\$199
<i>Choose from 3 platforms: Insta, Facebook, Twitter, Linkedin Business, YouTube, Threads, Pinterest</i>			

- See next section for boosting / ad services.

In the next section, we layout the option boosting and advertising services available.

Please scroll for Program 3. Customized Ad. Management.



Program 3.

Advertising & Boosting Campaign Target & Strategy Content Creation* Budget Management Results Reporting

*Customer supplies ad. creative units, imagery, videos, memes etc.

Bespoke creative service available as add on.



OVERVIEW

Paid advertising is a powerful way to promote your business and turn strangers, visitors, and leads into paying customers. Yet creative, copy, imagery and managing ad campaigns is a full-time job and requires time and expertise to get reliable and cost-effective results.

That's why our Ad Management Team are here to help. We know how to create the strategy, decide on which platforms to use which ad, set up your ad campaigns, and optimize them month-by-month. And we also know how to quickly pivot if the campaign is not as successful as expected.

Explore our ad management services and choose the one that best suits your needs. With our skills, your involvement, and an effective ad spend, you'll generate sales-qualified leads and improve sales and website visits month by month.

Step #1

Choose the ads service type and let us know. Once you agree to purchase the service, we will go over several questions about your project/business, your clients, dates, deadlines and your goals.

Step #2

We will then request access to your Google Analytics, Google Ads, and Facebook ads accounts in order to prepare the ad strategy.

Step #3

Next, we'll prepare the best digital strategy and set everything up in order to properly monitor your ad activity. You supply us with the ad units / posts / videos, memes. Optional add on – we create all the content. POA.

Step #4

We will send you our Paid Advertising Strategy, which contains an overview of your website /brand / product and some recommendations, a data analysis section, and a strategy proposition with targeting, audience, message focus, campaign type recommendation, and budget. within a 2-day time frame.

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Step #5

Based on the advertising strategy and your feedback, we start working on the campaign set-up, meaning the target audiences for the ads. Don't worry though, nothing goes live without your approval!

Step #6

As soon as you approve the campaign reach and supply us with the content, we will add everything to your campaigns and set them live according to the strategy. You will not see substantial results overnight, but the performance of each campaign will improve in time.

Step #7

During the first week, we will check your campaign's activity on a daily basis. After the first week, we enter the management and optimization stage, when we test out different hypotheses to see which will perform best. The goal here is to improve campaign outcomes.

Step #8

To make sure you are up to date with the performance of your campaigns, we will send you a monthly report with all the relevant metrics, actions, and recommendations regarding your account. If you have any questions or additional feedback, we're happy to help.

PRICING OPTIONS FOR PROGRAM 3 – ADVERTISING MANAGEMENT

Social Program #3			
Advertising Management Services:	PLATINUM	GOLD	SILVER
Monthly management package price for Ad Management, Boosting, Placement, Tracking & Reporting	\$2,500 17 hrs/mth	\$1,150 8 hrs/mth	\$750 5 hrs/mth
Suggested + ad spend for you to allocate/mth		Addtl Ad Budget Range Below	
For budgets ranging from \$ /mth	\$2000-4500	\$1000-2000	\$500-1000

OPTIONAL EXTRAS:

We would be happy to discuss creating all your social content, stories reels, posts, memes, graphics etc. Price varies according to your needs.

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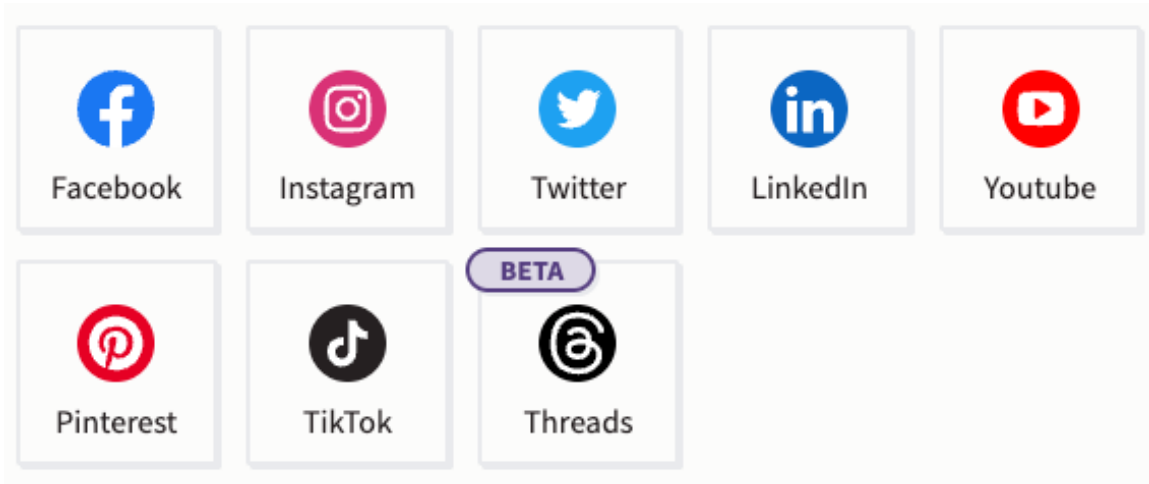
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Thank you so much for your time, and we'd be happy to answer any questions at an initial free consultation...please book a Zoom at this link:

To book a call please
click>>> <https://mccartneymultimedia.youcanbook.me>

Platforms Available.



Additional AI services for automated followers finders, views, likes, comments, subscribers etc. [click here](#)

Many thanks for the opportunity to bid for your project.

Ruth McCartney, Digital Diva

<https://RuthMcCartney.com>

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