



## Drawing Board Studios

### Monthly Social Media Package - \$500

**WHY YOU NEED SOCIAL MEDIA:** Social Media is INTERACTIVE and FREE! It's a golden opportunity for any small business with a limited budget to get in front of existing and potential customers and chat with them about products and services in real time.

With social media, you can frequently and flexibly market your products and services, post about updates, sales and promotions, and establish yourself as a trusted small business in your community. You can join Social Groups, Create Events, and Video Reels.

When you work with me, you are not just going through the motions with humdrum posts. I make every post count with meaningful and directed content.

Our Social Media Process:

1. RESEARCH: I will research/vet relatable, relevant social content for your business based on your company's vision. I will collaborate with you to develop themes

and topics that may be interesting to your customers.

2. PLAN: Together, we will build a plan to establish platforms to post on, how often, and what to post about ensuring a variety of topics – keeping your posts engaging, topical and engaging to your followers.

3.CONTENT DESIGN/SCHEDULING: I will create the content for each post (written and visual content with hash tags, links etc) and schedule each post for a specific day of your monthly calendar. (This package includes three branded posts per week on two platforms)

4.POST/MONITOR: Once you approve your calendar of posts, I will post to all platforms and monitor comments and feedback.

I am most familiar with Facebook, Instagram, LinkedIn, Alignable and Pinterest but will be happy to research and work with other platforms that are specific to your industry.

**Contact Debbie at: [drawingbrdstudios@gmail.com](mailto:drawingbrdstudios@gmail.com) or 908.868.0862**