



MSW Interactive Designs LLC

We put the web to work for you!

SOCIAL MEDIA PACKAGES

Hiring an agency to execute your social media (over DIY or an internal employee) has several benefits:

1. If we aren't using images that you own, we purchase and use royalty-free images for social media posts. This protects you from possible copyright infringement.
2. We professionally optimize and brand all images used in your social media campaign, giving you a polished look over your competitors.
3. We execute social strategies with search engine optimization in mind. There are specific strategies and techniques that can make a significant difference.
4. All content is original. You can trust that it wasn't copied and pasted from another source ... again, protecting your business from possible copyright infringements.
5. We execute page promotions and boosted posts on a consistent basis so your presence and social reach continues to grow throughout the campaign.
6. It's cheaper than having an employee do it. For an average of just \$75 per week, you couldn't hire someone to develop, write, and execute the level of social media engagement that we provide.
7. Your presence and engagement is consistent and professional.
Employees come and go. Agencies don't.

Two Social Media Packages to Choose From

1. Full Engagement

Perfect for businesses who are looking to be top of mind AND top of search, our Full Engagement Social Media package includes a weekly blog which builds fresh content around your online presence on a consistent basis.

Includes:

We start by creating a baseline of your social presence and website rankings. This provides a way to measure growth and improvements in your online presence. We also do a competitor analysis (3 competitors) and develop a 12-week social media theme plan.

We then execute an engagement plan, as follows:



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- 1 original blog article written weekly
- 3 Facebook posts weekly
- 3 Twitter posts weekly
- 3 LinkedIn posts weekly
- 3 Google+ posts weekly
- **A \$50 budget toward boosted posts and page promotions on Facebook**
- Upload and optimize 1 YouTube video per month (if desired)
- 3 Pinterest pins monthly (if desired)

Monthly Fee \$350

2. Min. Engagement

For businesses who just want to grow their social media presence, but aren't as concerned about search engine rankings for their business.

Includes:

- 3 Facebook posts weekly
- 3 Twitter posts weekly
- 3 LinkedIn posts weekly
- 3 Google+ posts weekly
- **A \$50 budget toward boosted posts and page promotions on Facebook**
- Upload and optimize 1 YouTube video per month (if desired)
- 3 Pinterest pins monthly (if desired)

Monthly Fee \$200

**For businesses who are really working on building search engine rankings, the full engagement social media package can also be paired with our On-Page SEO Package @ just \$50/month, offering a tremendous savings!*