

## ITEMS

QTY UNIT

PRICE TAX

TOTAL

### Basic Instagram Management

Qty

\$1,150

\$1,150

This package is for the account looking to make their lives easier! Let us cover all the basics to keep your account thriving while you focus on your business and we do what we do best while increasing your social visibility.

Requires monthly commitment of atleast 3 months. This give us time to develop a business relationship where designs improve each time with better understanding of the business, branding, and needs.

Each item below is provided on a monthly basis unless otherwise stated.

This package is not:

- Community management

#### Feed Content

- Monthly curation of images and content delivered a week prior to implementation for revisions or edits.
- Copywriting for each post (educational/industry-specific information will need to be provided)
- Use of up to (30) researched hashtags per post

NOT included

- Instagram reels & IG tv content development (can be added for fee)

#### Posting Responsibility

Post on behalf of the client...

- feed : 4 times a week
- story: 3+ times a week; (1) carousel of 3 images
- expedited post: (1) post outside of planned content with 48 hour turnaround time

Requirements:

- Monthly outreach programs and events (i.e. giveaways, holidays, local events) must be submitted via form before the 23rd for the following month.

## Instagram Relevant

- Highlight icons
- Custom post templates
- Custom story designs
- Client image editing
- Custom Lightroom preset

NOT included

- graphics for use outside of managed Instagram (can be submitted for additional fee)
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## (1) Instagram Reel

- (1) Instagram reel video to be posted on or off feed per month
- Includes one cover graphic/photo per reel
- Educational, product-focused, or professional aesthetic
- Stock video provided
- Caption & relevant hashtags

NOT INCLUDED

- Product/service videography (must be provided)
  - More reels per month may be added at an additional monthly fee
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## Community Growth

1 Hour

- Reply/like/curate all comments made on posts that do not require tentative business information (specific asks about availability/product details)
- Comment/interact with audience-relevant pages (1 hr) weekly
- NO BOTS EVER, interaction is done by a real person on our team in real-time every week

\*Add-on additional weekly hours for a fee\*

NOT included

- Influencer outreach or DM marketing interaction (can be added for a fee)
- DMs: remain the client's responsibility (can be added for a fee)