



# **DIGITAL YAK**

**CREATIVE DESIGN AND MARKETING**

## **SOCIAL MEDIA MARKETING PACKAGES**

SMM campaign packages for 2020

Prices Ex VAT | Custom packages are available  
please contact us for more information

[www.digitalyak.co.uk](http://www.digitalyak.co.uk) | [admin@digitalyak.co.uk](mailto:admin@digitalyak.co.uk) | 0191 228 6240 | 01539 443 912

# SOCIAL MEDIA ORGANIC MARKETING PACKAGES



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## LEVEL ONE ORGANIC SMM

### £175 / month

Perfect for busy businesses owners & new start ups.

A great package for businesses looking to keep their social media profiles active so potential customers see your company as being engaged and up to date on social media.

- 2 posts per week across all necessary social channels\*
- Social feed set up, design & optimisation
- All posts come with unique image content created by our in-house design team
- Social feed, market & competitor analysis during the 1st month including creation of a social media strategy plan

## LEVEL TWO ORGANIC SMM

### £275 / month

Perfect for businesses looking to grow using social media.

A great plan for growth and engagement. This plan is for businesses looking to develop their social media strategy to increase their overall presence and attract more customers.

- Daily posts across all necessary social channels\*
- Social feed set up, design & optimisation
- All posts come with unique image content created by our in-house design team
- Social feed, market & competitor analysis during the 1st month including creation of a social media strategy plan
- Follower engagement & interaction
- Monthly overview report

## LEVEL THREE ORGANIC SMM

### £500 / month

Perfect for businesses looking to maximise their social market potential

A robust plan for businesses looking to maximise their social potential. We will closely follow market and competitor trends to ensure your business is at the forefront for social media activity within your market.

- Twice daily posts across all necessary social channels\*
- Social feed set up, design & optimisation
- All posts come with unique image content created by our in-house design team
- Advanced content creation using video and animation services
- Social feed, market & competitor analysis during the 1st month including creation of a social media strategy plan
- Follower engagement & interaction
- Competitor & market monitoring
- Monthly overview report

# SOCIAL MEDIA ADVERTISING MANAGEMENT PACKAGES



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## LEVEL ONE SMM ADVERTISING £200 / month

For local reach & campaign  
budgets of less than £1000  
(£250 set up fee)

A great plan for businesses starting out with an ad campaign using social media and for those businesses looking to reach people within a local area

- Full ad set up & management with daily checks
- Ad content creation including image & design content from our creative design team
- Demographic targeting
- Campaign optimisation
- Monthly report | Phone & email support | Dedicated manager

## LEVEL TWO SMM ADVERTISING £400 / month

For regional reach & campaign  
budgets of between £1000 &  
£5000  
(£250 set up fee)

A great plan for those looking to cover a wider regional area for their business. Also a good plan for those with a larger ad spend budget looking to maximise brand exposure.

- Full ad set up & management with daily checks
- Ad content creation including image & design content from our creative design team
- Demographic targeting
- Campaign optimisation
- Competitor monitoring
- Engagement management
- Monthly report | Phone & email support | Dedicated manager

## LEVEL THREE SMM ADVERTISING £750 / month

For National reach & campaign  
budgets of more than £5000  
(£250 set up fee)

This plan is perfect for businesses looking for a national outreach & with a large budget looking to lead their market via social media

- Full ad set up & management with daily checks
- Ad content creation including image & design content from our creative design team
- Demographic targeting
- Campaign optimisation
- Competitor monitoring
- Engagement management
- Competitor & market monitoring
- Reputation management
- Monthly report | Phone & email support | Dedicated manager