

# Social Media Management Packages



## Why Hire a Social Media Agency?

There are various aspects to consider before hiring an agency

It may seem like you can run the operation in-house using junior staff, however, using an agency brings expertise to the table and ensures that your social media delivers results.

### Organized Approach

A social media agency will ensure your content is organized, planned with an active social media calendar. It will ensure you have content for any brand campaigns and events.

### Creation of Content

Content is a significant part of Social Media Marketing. A social media agency can handle the copywriting, graphic and animation works with ease without you having to hire an outside resource.

### Skill

Digital Media Tech has a wealth of knowledge and experience. They know exactly what tools to use and keep up with the latest trends to ensure your social campaigns have a competitive edge.

As nearly 80% of all adults use Social Media, your customers can definitely be found. There so investing in Social Media Marketing makes sense.

# Social Media Marketing

Who should use our social media packages?

We know that 'Social' is important for your business, that's why we have designed our social media Packages to give you results

Our packages are best suited for businesses that want to create or enhance their social presence but Don't have the time to do it or don't want to spend a fortune to get good results.

## Why businesses need social media packages?

- Fine new customers
- Promote your products and services
- Brand recognition & Trust
- Advertise your business, products or services
- Create a community and loyal following
- It's good for SEO

## What to expect from our social media packages?

- Increase in the number of followers in all social networks
- Proper management of your social media pages and campaigns, according to Best standards and practices
- Guidance from a social media expert on how to make that most of social media

**Basic at PKR 30,000/ Per Month**

### What's inside our Basic Package (Facebook)

Accounts / Page Complete Setup / Management	Yes	Social Media Optimization	Yes
Photography / Video Shooting	No	Social Media Brand Reputation Monitoring	Yes
Cover Page Design / Banners	1	Growth Tactics	Yes
Post Designs (Per Month)	16	Customer Segmentation	Yes
GIFS (Animated / Moving Graphic)	2	Paid Campaigns Setup / Management**	Yes
Content Writing With Researched Hash Tags	12	Community Engagement ( Replay to Customers)	No
Facebook Likes /month (Approx)	500+	Monthly Report	Yes
Monthly Reach (Approx)	100,000	Advertising Budget : 10,000 PKR (Included)	

**Standard at PKR 45,000/ Per Month**

### What's inside our Standard Package (Facebook & Instagram)

Accounts / Page Complete Setup / Management	Yes	Social Media Optimization	Yes
		Branded SMS Remarketing Per Month (On Client Data)	1000
Photography / Video Shooting	1	Social Media Brand Reputation Monitoring	Yes
Cover Page Design / Banners	2	Growth Tactics	Yes
Post Designs (Per Month)	24	Customer Segmentation	Yes
GIFS (Animated / Moving Graphic)	4	Paid Campaigns Setup / Management**	Yes
Content Writing With Researched Hash Tags	20	Community Engagement ( Replay to Customers)	Yes
Facebook Likes /month (Approx)	1000+	Monthly Report	Yes
Monthly Reach (Approx)	200,000	Advertising Budget : 15,000 PKR (Included)	

**Professional at PKR 75,000/ Per Month**

### **What's inside our Professional Package (Facebook & Instagram)**

Accounts / Page Complete Setup / Management	Yes	Social Media Optimization	Yes
		Branded SMS Remarketing Per Month (On Client Data)	5000
Photography / Video Shooting	3	Social Media Brand Reputation Monitoring	Yes
Live Event Coverage on Facebook	1	Email Marketing	Yes
Cover Page Design / Banners	3	Growth Tactics	Yes
Post Designs (Per Month)	30	Customer Segmentation	Yes
Facebook & Instagram Stories	15	Custom Blogs Article	1
GIFS (Animated / Moving Graphic)	6	Paid Campaigns Setup / Management**	Yes
Content Writing With Researched Hash Tags	25	Community Engagement ( Reply to Customers)	Yes
Facebook Likes /month (Approx)	2000+	Monthly Report	Yes
Monthly Reach (Approx)	500,000	Advertising Budget : 25,000 PKR (Included)	

**Professional Plus at PKR 150,000/ Per Month**

### **What's inside our Professional plus Package (Facebook, Instagram, Twitter & Linked In)**

Accounts / Page Complete Setup / Management	Yes	Branded SMS Remarketing Per Month (On Client Data)	10,000
Photography / Video Shooting	3	Email Marketing	Yes
Live Event Coverage on Facebook	2	Google Map Optimization	Yes
Cover Page Design / Banners	3	Facebook, Linked In & WhatsApp Groups Sharing	Yes
Post Designs (Per Month)	30	Website Update	Yes
Facebook & Instagram Stories	15	Local Listings	10
GIFS (Animated / Moving Graphic)	8	Customer Segmentation	Yes
Content Writing With Researched Hash Tags	25	Custom Blogs Article	1
Social Media Optimization	Yes	Paid Campaigns Setup / Management**	Yes
Social Media Brand Reputation Monitoring	Yes	Community Engagement ( Replay to Customers)	Yes
Growth Tactics	Yes		
Facebook Likes /month (Approx)	5000+	Monthly Report	Yes
Monthly Reach (Approx)	10,00,000	Advertising Budget : 50,000 PKR (Included)	

Premium at PKR 200,000/ Per Month

## What's inside our Premium Package (Facebook, Instagram, Twitter, Linked In, Youtube, OLX, Tik Tok)

Accounts / Page Complete Setup / Management	Yes	Social Media Optimization	Yes
		Branded SMS Remarketing Per Month (On Client Data)	10,000
Photography / Video Shooting	3	Social Media Brand Reputation Monitoring	Yes
Live Event Coverage on Facebook	2	Email Marketing	Yes
		Google Map Optimization	Yes
		Facebook, Linked In & WhatsApp Groups Sharing	Yes
		Website Update	Yes
		Local Listings	10
Cover Page Design / Banners	3	Growth Tactics	Yes
Post Designs (Per Month)	30	Customer Segmentation	Yes
Facebook & Instagram Stories	15	Custom Blogs Article	1
GIFS (Animated / Moving Graphic)	8	Paid Campaigns Setup / Management**	Yes
Content Writing With Researched Hash Tags	25	Community Engagement (Replay to Customers)	Yes
Facebook Likes /month (Approx)	5000+	Monthly Report	Yes
Monthly Reach (Approx)	10,00,000	Advertising Budget : 75,000 PKR (Included)	

### TERMS & CONDITIONS

1. All rates are without all govt taxes.
2. 100% Payment in advance.
3. Any site model & equipment & voice over's are not included in photography & video shoot.
4. Shoot in out station with charges separately.

## What's included in our packages?

Our Social Media Packages includes the below

### **1 - High quality postings**

We will create the postings based on the purpose of generating social media Shares, interactions and brand awareness.

### **2 - Finding new targeted followers**

We will discuss about your business objectives and adjust our social media campaigns to be aligned with your goals. We don't just try to increase your followers but we aim in Finding new followers that matter and add value to your business.

### **3 - Conversion Tracking Setup**

To evaluate the success of any campaign it is important to measure the right metrics and we make sure that we correctly and accurately track the performance of your ads.

### **4 - Business Page Optimization**

Before running any paid Social Media campaigns, we will optimize your business pages Based on best standards and practices.

### **5 - Social Media Competitor Analysis**

We will perform a detailed analysis of how your competitors are using social media marketing.

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