

www.2LabsMarketing.com Social Media Packages

As of January 1, 2025

Coaching (Your social media guide)	Brand Aware (You provide pics/videos, we put the posts together for you)	Brand Amplify (We create content for you)	Paid Media (Per channel) (Facebook, Instagram, etc.)	Social Spark Marketing Strategy
<p>This plan is for those who have a designated person ready to start posting but needs help with planning content, creating posts, looking at analytics and implementing strategies. Our staff will be with you every step of the way on a weekly basis guiding you to success.</p> <p><i>*Sessions can be used to assist with setting up or updating accounts.</i></p>	<p>Designed for small-medium sized businesses looking to create consistent brand awareness through social media to help increase audience and drive sales.</p>	<p>Designed for small-medium sized businesses looking to amplify their brand awareness and build brand affinity through a targeted social media strategy. The approach will be focused on expanding customer base, creating loyal, returning customers and driving sales.</p>	<p>Paid social media allows brands to target specific audiences, ensuring their content reaches a broader and more relevant demographic quickly. This targeted approach can introduce the brand to potential customers who might not have discovered it through organic means by increasing reach and impressions.</p>	<p>This is a great place to start for businesses looking to step up their marketing efforts! We will develop a Marketing Strategy for your organization focused on 1-2 social media platforms. We'll use an integrated marketing approach by looking at your website, SEO, branding, etc. to make sure everything is congruent and you are focusing on the right marketing mix.</p>
<p>Coaching sessions are 45-minutes and held over Zoom.</p>	<p><i>You send us pictures/short videos, we'll edit and create custom content, posts, etc. You approve!</i></p>	<p>We'll have scheduled onsite days to create custom content, photos, videos. We will also develop a posting schedule, review analytics, implement strategies, etc. You approve!</p>	<p>We will manage your paid ads on a per channel basis. You simply tell us the audience you're trying to reach along with providing an ad & copy you want to run.</p>	<p>The strategy focuses on goals, objectives and tactics to jump start your marketing efforts aimed at growing your social channels while increasing reach and engagement for maximum ROI. A Kickoff meeting will be held via Zoom with one-hour follow up meeting to go over the strategy.</p>
<p>Starting at \$499/mo. + tax</p>	<p>Starting at \$499/mo. + tax <i>*Based on # of posts</i></p>	<p>Starting at \$999/mo. + tax <i>*Based on # of posts</i></p>	<p>Management starting at \$525/mo. per channel + ad spend</p>	<p>\$1499 one-time fee + tax</p>