



Digital Design Solutions

Web Design. Internet Solutions. Digital Marketing

51 Menendez Road, Saint Augustine, FL 32080

**415.225.4722**

## Digital Design Solutions Social Media Plans

### **Facebook/Instagram Business Page Initial Start-Up Package**

- Kickoff meeting: This meeting is designed to create the foundation of your social media plan. We work with you to understand your business goals and the direction you want to go with your site and your social media presence. The goal is to maximize your social media presence in order to drive traffic to your website. **Time: 1 hour**
- Design or redesign of your Facebook Business Page/Instagram with graphics:
- Brand your Facebook platform with updated cover photos and profile pictures to reflect the current look of your website while showcasing your services. We do a deep dive into your business marketplace to understand what the driving forces are in your market, allowing us to build a plan of action. **Time: 8 hours**
- Create 6 posts of content prior to launch:
- We train you on how to grow your social media audience via inviting people to join your page.
- Our goal is to teach you how to gain new followers and reach your audience. **Time: 4 Hours**
- Training for inviting and growing one's audience prior to launch:
- This is the process that is most important in the launch of your social media presence. This will ensure that you are successful in reaching your audience right from the start and gaining followers at the same time. **Time: 2 hours**
- Launch
- Step by step training to ensure your new social media launch is a success. **Time: 2 hours**

**\$599**

### **Monthly Social Media Marketing Plans**

#### **Elite Package:**

This package is designed to maximize your social media presence and enhance your unique professional branding. This package will increase your audience including many specific diverse interests, therefore encouraging interactivity. Statistics show that consistent daily social media marketing allows for you to stay "top of mind" in your industry and encourages social sharing.

2 x 1-hour meetings per month to discuss content and posting (2 hours)

7 posts per week on Facebook and Instagram for a total of 14 posts per week (16 hours)

Complimentary custom graphic x 1 per month (\$165 value)

Complimentary quarterly meetings to discuss organic reach strategies and how to continue to grow your audience. (\$160 Value)

This includes a Monthly Social Media Report.

**\$720/month**

#### **Basic Package:**

This package is designed to amplify your social media presence, enhance your unique professional branding, and increase your audience including many specific diverse interests, therefore encouraging interactivity.



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2 x 1 hour meetings per month to discuss content and posting (2 hours)

3 posts per week on Facebook and Instagram for a total of 6 posts per week (8 hours)

This includes a Monthly Social Media Report

**\$400/month**

#### **Facebook Feed on homepage:**

Add your Facebook business page feed to your homepage. This option allows you to **maximize** your company's marketing message as it blends into your website. As your Facebook business page is updated, it will automatically update the feed, so no work is needed on your side or ours. Having this feature also allows you to amplify your brand image, growing your customer connections simultaneously.

**\$250**

#### **Instagram Feed on homepage:**

Add your Instagram feed to your website's homepage. This option allows you to **amplify** your company's marketing message as it blends into your website. As your Instagram account is updated, the feed will automatically update as well, no work required on your side or ours. This feature helps engage your customers.

**\$250**

#### **Facebook Live/ Instagram Live TV Training**

We will train you how to utilize the tool "Facebook Live" and "IGTV" to create strong and competitive videos for these specific social media platforms. We include training on proper lighting and sound as well as help you with content for your videos.

**\$160**

#### **Paid ads for Facebook and Instagram:**

Paid Facebook and Instagram advertisements are important for businesses as they allow you to target a specific audience. We will design the ad image, content text and simple graphical elements to help amplify your ad's organic reach.. Heavy illustration is not considered here. This includes 2 design concepts with up to 2 revisions of the selected design. Further revisions if requested will be billed at an hourly rate of \$85 per hour. Note: We will resize the Facebook ad to use in Instagram.

**\$165**

#### **Google Reviews Feed added to your homepage:**

We will pull your Google Review feed to the homepage of your site if you have a Google Business, Google My Places or a Google Analytics account set up. Having Google Reviews on your site, gives your business credibility and encourages consumers to buy from you and helps with SEO rankings from Google. Once the feed is in place, new reviews will automatically populate on your site. If you don't have a Google Account, we can set one up for you at an hourly rate of \$45 per hour.

**\$425**



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## ABOUT DIGITAL DESIGN SOLUTIONS, LLC

I founded Digital Design Solutions in 1996, to provide top-notch web solutions that fit any business needs. In doing so, I became a pioneer in web design, graduating with a degree in Internet Technology and Design in the second graduating class at San Francisco State University taught by leaders in the industry such as Microsoft and Photoshop designers.

The company has evolved into an award-winning full-service web design solution, becoming the premier source for E-Commerce development and management. We work all forms of website design, site maintenance, custom programming, marketing, Search Engine Optimization, and content development.

Our focus is finding the balance between functionality and innovation, as well as design and practicality. Our customer service is unsurpassed. Digital Design Solutions works closely with our clients to identify their specific needs and create unique websites showcasing their businesses.

[See what our clients say](#) and checkout some of our [before and after designs](#).

### Our clients are from diverse industries:

- Aerospace Engineering
- Agricultural Supplies
- All Female Racing Team
- Beauty Industry
- Commercial Restaurant Remodeler
- Custom Made Food Trucks
- Film Industry
- Health Care Industry
- Insurance Agents
- Marine Products
- Non-Profits
- Piano Suppliers
- Real Estate Brokers
- Restaurants
- Safety Signs Manufacturer
- Travel Agency
- USAs Oldest Bike Manufacturer
- Wine Importers
- Wine Makers



**Merit Lee**

Founder & CEO