



made by :: pixelmagic ::

:: www.pixelmagic.co.za :: info@pixelmagic.co.za ::

PERSONALISED SOCIAL MEDIA RETAINER PACKAGES

What makes social media marketing so special is the fact that anyone can get started for free – all you need is a phone/tablet and a bit of data and you're good to go. However, as with all things good in life, you need to know what you're doing if you want to have a real impact. That's where we come in!

We have the skills and expertise your business needs to make a mark on the socials. From creating efficient social media campaigns to drawing valuable insights from social media analytics, we are your plug into the social world. We are also able to tailor packages specifically for your needs!

SOCIAL MEDIA PAGE SETUP	ONCE OFF
Facebook Business page set up	R 1,500.00
Instagram Business page set up	R 1,000.00
LinkedIn Business page set up	R 2,500.00

TRAINING PLANS

TRAINING PLAN LITE:

You manage your own pages and accounts – with our personalised guidance and goal setting every fortnight. Tons of pro tips and tricks!

Scope	Cost
2 x 1 hour training Zoom meetings per month (up to 2 people) <ul style="list-style-type: none">– Shared screen to teach you how to use Canva to create effective images– Shared screen to teach you how to competently use Facebook, LinkedIn or Instagram	R2750.00 pm

TRAINING PLAN MAX:

You manage your own pages and accounts – with our personalised guidance and goal setting every week. Tons of pro tips and tricks!

Scope	Cost
1 x 1 hour training Zoom meeting per week (up to 3 people) <ul style="list-style-type: none">– Shared screen to teach you how to use Canva to create effective images– Shared screen to teach you how to effectively use Facebook, LinkedIn or Instagram	R4250.00 pm

SOCIAL MEDIA MANAGEMENT PLANS

BASIC PLAN:

This caters for the bare minimum to keep movement on the page, and keep it looking active and alive. Gives you access to reports. Excludes any paid ads or boosted posts.

Scope	Cost
Management and updates of 1 Social page/account (Facebook OR Instagram OR LinkedIn etc) <ul style="list-style-type: none">– 1 x 30 min strategy/briefing Zoom meeting per month– 3 x posts per month: Branded image (created by us OR provided by you), and copy (written by us OR provided by you) - including call to action.	R2750.00 pm

STANDARD PLAN:

This is for a business that needs a deeper immersion into Social Media.

Includes reactions/invites to comments and queries; gives you access to reports. Excludes any paid ads or boosted posts.

Scope	Cost
Management and updates of up to 2 Social page/account (Facebook & Instagram OR LinkedIn etc) <ul style="list-style-type: none">– 1 x 1 hour strategy/briefing Zoom meeting per month (may be split into 2 x 30 min meetings)– 1 x post per week: Branded image (created by us OR provided by you), and copy (written by us OR provided by you) - including call to action.– 1 x ad-hoc graphic design project per month (additional post for a holiday day eg: Xmas, Easter etc; or an animated video post)	R3575.00 pm

GOLD PLAN:

Personalised, immersive social media solution.

Includes reactions/invites to comments and queries; gives you access to reports. Excludes any paid ads.

Scope	Cost
Management and updates of 2 Social pages/accounts (Facebook & Instagram & LinkedIn OR Twitter etc) <ul style="list-style-type: none">– 1 x 1 hour strategy Zoom meeting per fortnight– 1 x post per week: Branded image (created by us or provided by you), and copy (written by us or provided by you) - including call to action.– 1 x ad-hoc graphic design project per month ((additional post for a holiday day eg: Xmas, Easter etc; animated video post; or event flyers; email signatures; email newsletter template etc)	R4950.00 pm

ELITE PLAN:

Personalised, complete social media solution.

Includes reactions/invites to comments and queries, excludes any paid ads (post boosts or ads)

Scope	Cost
Management and updates of 3 Social pages/accounts (Facebook & Instagram & LinkedIn OR Twitter etc) <ul style="list-style-type: none">– 1 x 1 hour strategy Zoom meeting per fortnight– 1 blog post (created by you or sourced by us from the internet) added to your website including images– 6 x posts per month: Branded image (created by us or provided by you), and copy (written by us or provided by you) - including call to action.– Monthly social media reports– 1 x ad-hoc graphic design project per month ((additional post for a holiday day eg: Xmas, Easter etc; animated video post; or event flyers; email signatures; email newsletter template etc)	R8250.00 pm

PLATINUM PLAN:

Personalised, complete social media solution.

Includes reactions/invites to comments and queries, excludes any paid ads (post boosts or ads)

Scope	Cost
Management and updates of 3 Social pages/accounts (Facebook & Instagram & LinkedIn OR Twitter etc) <ul style="list-style-type: none">– 1 x 1 hour strategy Zoom meeting per fortnight– Monthly social media reports– Facebook: New reaction invites; management of spam comments & posts– Instagram: Management of spam comments & posts– Mailchimp: Database health & member management/imports– Weekly social media content calendar– Up to 3 Facebook event cover images per month & copy editing/creation of event info– Up to 10 x posts per month: Branded image (created by us or provided by you), and copy (written by us or provided by you) - including call to action & IG Hashtags. Includes posts in Facebook events.– 1 x ad-hoc graphic design project per month ((additional post for a holiday day eg: Xmas, Easter etc; animated video post; or event flyers; email signatures; email newsletter template etc)– 1 x Mailchimp emailer designed and copy edited and sent per month.– 3 x copy/content updates to existing website in the form of blogs.	R15 000.00 pm

Please note:

- We reserve the right to display all or any of our work on our portfolio website or Facebook page
- We are not VAT registered
- Cost estimates are valid for **14 days only** and is based on our understanding of the brief provided. Any changes in job specifications may render this estimate invalid and a revised estimate will be issued
- 30 days notice is required to terminate a retainer contract
- **Terms are:**
 - Retainers are paid per month in advance
 - Payments to be made by EFT only
- **All** changes after sign-off or ad hoc additional work will be billed at R950.00 per hour or part thereof