

**Package #1: Not Sure What You Need?**

**A Marketplace Tour & Introduction to your competitors and colleagues' activities on social media**

Only 10 Package #1 will be sold per month: 3 @ \$200; 4 @ \$395; 2 @ \$495 and 1 NFP @ \$100 (price grid next page)

- Social Media SWOT and Analysis; Marketplace, Competitors' and Colleagues' Social Media Activities
- Topline recommendations for your Marketing and Social Media Marketing activities

**Package #2: Your Marketing & Sales Strategy Created (or Updated), Incorporating New Opportunities**

**Social Media Marketing Strategy Development & Presentation**

Only 7 Pkg #2 will be sold per month: 2 @ \$3500; 2 @ \$3950; 2 @ \$4950 and 1 NFP @ \$1750 (price grid next page)

4 Monthly Equal Payments available for 5% fee

- Month 1: All elements of Packages #1 & #3 (refined through Months 2 & 3)
- Month 2: Begin monitoring conversations for online community & culture information/opportunities
- Month 3: Business Marketing Strategy & Plan Development

**Package #3: Ready to start networking, just need Technical SetUp Expert for a Jump-Start?**

**14 day Jump-Start setup on all major platforms & apply our expert community building techniques to start**

Only 10 Pkg #3 will be sold per month: 3 @ \$1500; 4 @ \$1750; 2 @ \$2000 and 1 NFP @ \$750 (price grid next page)

2 Monthly Equal Payments available for 5% fee

1. FACEBOOK

- Page set-up with page picture, thumbnail
- 3 early updates (sent on your behalf)
- 1 event RSVP page set-up
- \$50 Facebook CPC ad campaign (included) to illustrate the value of Facebook CPC advertising and to demonstrate how to determine the best performing ad offer
- Announcement/link on 5 relevant pages
- 5 Facebook status update themes

(Twitter continued)

- Engagement strategy

3. FOURSQUARE

- Retail location mapping & claim
- Customer/community engagement strategies & sales promotion opportunities

4. LINKEDIN

- Business page set-up
- Community development strategy

2. TWITTER

- Profile with customized background
- 50 targeted, customized follows/followers
- 5 early Tweets (sent on your behalf)
- 10 Tweet themes /categories

5. VIRTUAL COACHING

- 4 x 1-hour monthly coaching meetings to point you in the right direction
- 2 x anytime 911 calls for SM coaching

**Package #4: Want An Expert To Set Up & Develop Your Online and Offline Community For You?**

**One Year of Shared Social Media Manager / Community Manager Services**

Only 4 Pkg #4 will be sold per month: 1 @ \$5000; 1 @ \$6750; 1 @ \$8100 and 1 NFP @ \$2500 (price grid next page)

12 Monthly Equal Payments available for 5% fee

- FACEBOOK, TWITTER, LINKEDIN & FOURSQUARE Jump-Start Setup in Package #3
- Monthly Reports monitoring conversations about your business, customers, marketplace
- Ongoing monitoring of conversations to interact & engage with customers on your behalf or delegate
- Monthly 1-hour virtual meetings to review Social Media Objectives & Achievements and Business Marketing Integration – coaching/brainstorming on expert advertising campaigns and content

The best part about being an entrepreneur is when you realize you're not SELF-employed at all; every day you get to choose your coworkers. Check out my social profiles on Facebook, LinkedIn, Twitter or Google me to see who's talking about me & what they're saying. Working with DH Partners Media Planning gives your business access to our personal rolodex of professional contacts, resources and offers from our clients – Can we help?

Package 1 is an initial consultation package, so payments are not available, but all other packages can be paid in equal monthly payments at the beginning of each month of service. **To secure your rate & package, the final month's payment is required as a deposit.**

Rate Level 4 is reserved for exclusively for qualified charities/non-profit organizations who apply and are selected for these limited services. I'm thrilled to pay-it-forward, donating an additional 50% of these package sales profits to other charitable organizations.

**\*\*Special Rate\*\*** Current clients of DH Partners Media Planning ALWAYS enjoy Rate Level 1

**November Package Inventory & Prices:**

		Client 1	Client 2	Client 3	Client 4	Client 5	Client 6	Client 7	Client 8	Client 9	Client 10
Price Level		1	1	1	2	2	2	2	3	3	4 (NFP)
# avail											
<b>Pkg 1</b>	10	\$200	\$200	\$200	\$395	\$395	\$395	\$395	\$495	\$495	\$100
<b>Pkg 2</b>	7	\$3,500	\$3,500	-	\$3,950	\$3,950	-	-	\$4,950	\$4,950	\$1,750
<b>Pkg 3</b>	10	\$1,500	\$1,500	\$1,500	\$1,750	\$1,750	\$1,750	\$1,750	\$2,000	\$2,000	\$750
<b>Pkg 4</b>	4	\$5,000	-	-	\$6,750	-	-	-	\$8,100	-	\$2,500

**Need something more specific and immediate?**

- Requires materials & full payment received at time of booking
- Facebook Event Set-Up (Includes Business Fan Page Setup & \$25 ad campaign) \$250
- Facebook Holiday Campaign SetUp (Wildfire promotion extra) \$200
- Facebook Event SetUp \$ 75
- Consulting \$150-\$250/hour - call for quote

Call Debbie at 416-553-2157 to check on current package rate levels and availabilities.

Whether or not you choose to hire us immediately, I always try to give high-value information – to be sure you're up to date on all our recommended important & recent social media tips for businesses:

- [Like DH Partners Media Planning on Facebook](#) or
- Follow DH Partners Media Planning on Twitter @dhpToronto or
- Follow & participate in the DH Partners Media Planning community on LinkedIn