



## Social Media and Email Marketing Package Comparison

### Social Media Monthly

	Basic	Standard	Deluxe	Premium
<i>Package Levels</i>	Facebook plus 1 Profile	Facebook plus 2 Profiles	Facebook plus 3 Profiles	Facebook plus 4 Profiles
<b>Includes:</b>				
Social Strategy	✓	✓	✓	✓
Social Posting: 3 - 5 per week	✓	✓	✓	✓
Content Development	✓	✓	✓	✓
Branded Graphics - per week	1	1	2	2
Facebook Covers	1 per quarter	1 every 2 months	1 every 2 months	1 per month
Social Campaigns/Contest	additional	additional	additional	additional
Engagement and Monitoring	✓	✓	✓	✓
Ad Campaign Management	✓	✓	✓	✓
Reporting	✓	✓	✓	✓

*One Time Setup Fees: If you are starting a program from scratch, setup fees may apply. This would be determined and quoted during consultation.*

*Please note that this does not include video production (for YouTube) or social advertising. These items would be billed separately.*

### Email Marketing Monthly

	Basic	Standard	Deluxe	Premium
<i>Total # of emails per month</i>	1 email per month	2 emails per month	3 emails per month	4 emails per month
<b>Includes:</b>				
Design	✓	✓	✓	✓
Copy Development	✓	✓	✓	✓
Marketing Strategy	✓	✓	✓	✓
Communications Plan		✓	✓	✓
Customer Surveys			✓	✓
Holiday Emails*	✓	✓	✓	✓
Campaign Management	✓	✓	✓	✓
Campaign Setup	✓	✓	✓	✓
List Growth & Management	✓	✓	✓	✓
Sending & Tracking	✓	✓	✓	✓
Posting to Social Pages/Profiles	✓	✓	✓	✓

*\* Holiday emails are in addition to the normal monthly emails included in your package and include major holidays up to 4 a year.*

*One Time Setup Fees: If you are starting a program from scratch, setup fees may apply. This would be determined and quoted during consultation.*

*Pricing does not include the use of an email service platform, which can start at \$20 per month.*

**Custom Packages:** Not finding a package that fits your needs? We can work out a custom package tailored to your specific needs. We call this our special blend. We also offer marketing consulting on email and social on an hourly basis.

**Contact us today for a no-obligation 30-minute consultation**

**Call: 305.507.7199 | [sandi@xpressocc.com](mailto:sandi@xpressocc.com)**