

SOCIAL MEDIA SERVICE PACKAGES AND PRICING

We understand your brand is unique and its social media copy needs to dovetail with the rest of your mix. So this price list merely serves to give you an idea of our fees and how they might apply across your social media strategy.

As you need a consistent presence and fast turnaround, working on a retainer basis allows us to guarantee you a fixed number of copywriter hours every month. And of course, plan ahead, keeping your social media spaces filled with engaging, meaningful and relevant content.

Fundamentals

This is what a very basic social media retainer plan might look like for about £3,000 per month:

	Fundamental Services
4 Original articles (e.g. blogs per month)	✓
4 LinkedIn expert articles a month	✓
8 articles edited for Facebook	✓
3 Tweets (2 original + 1 repeat) a day for a month	✓
1 Linked in Company Page status update a day for a month	✓

No strings

Not everyone wants a retainer, or can afford a mid to large social media budget. So we offer an approach with no contract for a monthly budget of up to £1,200. We can mix it up however you like – helping to boost what you’re already doing online. Here’s an idea of what you can get for £600

	Bloggy	Blogs & Tweets	The Tweeter
Mini blogs	6	4	
One liner links to blog from Facebook & Twitter	✓	✓	
Tweets		30 (20 original and 10 edited repeats)	90 (60 original and 30 edited repeats)
	That's 3 bursts every 2 weeks	That's a blog a week and a tweet a day	That's 3 tweets a day

How we work

We become immersed in your business and clients' needs. Based on your brand's social media strategy, we help you come up with ideas for articles, blog posts and statuses. We can even log in on your behalf and post the content. For retainer clients we can write and plan content well ahead, making sure you're as prepared as possible.

If you need help auditing or drafting your social media strategy, we can suggest a specialist and work with them to create something even more tailored.

The fee shown above for **Fundamentals** includes brainstorming articles, posts & statuses, and researching. It does not cover posting content, sourcing or creating images.

The price for **No Strings** includes brainstorming articles, posts & statuses and minimal research for mini articles. Information and images to be supplied as part of the briefing. The fee doesn't cover posting content.

Fee breakdown*		
Original article (e.g. blog)	4 hours	£200
LinkedIn expert article	4 hours	£200
An article edit (e.g. blog edited for Linked in)	1 hour	£50
30 tweets (20 original and 10 edited repeats)	4 hours	£200
Mini blog	2 hours	£100
30 short statuses	16 hours	£800
*Fees do not include sourcing/creating images		