

Cut your SM costs in half

Social media... You know your business needs it, but do you lack the time and know-how to really optimise it?

Get ahead of the pack

We specialise in helping small businesses and community groups get on top of their social media game by:

- creating original content for Instagram and Facebook
- planning and scheduling posts
- writing amazing captions that reflect your business voice and values
- commenting and engaging online to boost your community
- helping you to develop a creative direction with your socials
- explaining the basics of Instagram and Facebook and how to understand your profile 'insights'

If creating content is just not your idea of fun, you can relax, because social media is definitely our thing. We have a social media package for any budget. Just pick one, and save yourself time and money!

**PAC
MENT
ALITY**

consulting

..your digital business consultants

find us on...



info@pacmentalityconsulting.com
pacmentalityconsulting.com
0403155315

Get started today!

What do you want out of your social media?

A consistent, attractive, up-to-date presence

When anyone lands on your page, you want it to look current, and you want your posts to show you off as the brilliant expert that you are. You'll need timely, relevant updates posted on your social media page(s) at least several times each week. Choose a package that focuses exclusively on content development and daily posting.

Increased awareness of your brand

You want your target audience to know your name and think of you when they need your products or services. You want to be regarded as the expert and thought leader in your industry. Choose a package that offers proactive engaging with followers.

Stronger relationships with your current community

Your relationship with your network means the world to you, and you want to keep those connections strong. Cultivating meaningful relationships requires regular and proactive communication. To achieve these outcomes, choose a package that includes outreach, engagement, and rapport-building.

Community growth

Your current followers are not enough. You want a larger audience to connect with, but they need to be the right people. To grow your followers, fans, and connections, you need persistent attention-getting tasks. Choose a package that features community-building activities.

Create a buzz

Objective:

- a consistent, attractive, up-to-date presence

Inclusions:

- initial consult to understand objectives, target market, key messages, branding and define metrics
- content calendar
- content created from provided imagery
- posts to up to 3 channels every second day

\$300 pm

Create a connection

Objective:

- meaningful relationships via regular and proactive communication

Inclusions:

- "Create a buzz" plus...
- posts to up to 3 channels daily
- optional 30-minute monthly consult

\$500 pm

Grow your socials

Objective:

- grow your followers, fans, and connections

Inclusions:

- "Create a connection" plus...
- identifying relevant groups and pages and seeking to join them
- social media outreach – posting relevant messages in relevant groups/pages to further promote the business
- Optional 60 minute monthly meeting

\$800 pm

Social strategy+

Objective:

- increase traffic and interactions through analytics and strategic campaign changes

Inclusions:

- "Grow your socials" plus...
- social page optimisation for up to 3 pages.
- monitoring of visitor posts, inbox messages
- monthly analytic reports
- tweaking of content strategy to constantly improve results

\$1000 pm

find us on...



**PAC
MENT
ALITY**
consulting

info@pacmentalityconsulting.com
pacmentalityconsulting.com
0403155315