

Itika Social Media Marketing: Package Breakdown

Welcome to Itika SMM!

At Itika Social Media Marketing, we're excited to help you find the perfect package to enhance your brand's online presence. This document will guide you in selecting the right platforms and services tailored to your business needs and budget.

Choosing the Right Package

Contract Period:

Each package comes with an initial 3-month contract period, allowing us to learn about your brand and establish a solid foundation. Your input and vision are crucial during this phase to ensure the success of our partnership.

Questions to Consider:

- Where are your ideal customers most active?
- What are your primary marketing goals?
- Do you need help with content creation, strategy, or both?

If you're unsure about any of these questions, we offer a free consultation to help determine the best package for you.

Importance of the First Three Months:

- **Learning Your Brand:** Understanding what works and what doesn't.
- **Milestones Achieved:** Establishing a content strategy, optimizing pages, and analyzing initial performance.
- **Long-term Benefits:** Marketing is a consistent effort, not a get-rich-quick scheme. Over time, these efforts will benefit your business significantly.

Platform Overview

Wait! Before you proceed to choose your package, here's what you should know about each platform. This will help you select the package that best aligns with your brand and marketing goals.

Platform	Target Audience	Content Requirements	Marketing Goals Achievable
Facebook	Broad demographic, especially 25-55 age group.	Mix of videos, images, text posts, and links.	- Brand awareness - Engagement and interaction - Lead generation - Professional networking
TikTok	Younger audience, teens to early 30s.	Short, engaging videos with trends.	- Brand awareness - Engagement and interaction - Viral content potential
LinkedIn	Professionals and B2B connections.	Professional content, articles, infographics.	- Brand awareness - Professional networking - - Lead generation
Instagram	Younger audience, visual content lovers.	High-quality images, stories, short videos (Reels).	- Brand awareness - Engagement and interaction - Community building

Choosing the Right Package

Now that you understand the basic principles of selecting the platform that aligns with your marketing goals, budget, business type, and where your ideal customers are, let's dive into the available packages. This guide will help you build the right package tailored specifically for your business needs.

Package 1: Facebook and Instagram Combo - \$100,000

Why This is Popular:

Many businesses already have a presence on Facebook and Instagram but may lack the in-house capacity to grow it effectively or want to outsource the task of social media marketing so that they can focus on other aspects of their business. Our package includes:

- **Content Creation:** We create 2–3 pieces of content per week. This can include carousels, static posts, or short-form videos like Reels. Each post is shared across both platforms.
- **Community Management:** We monitor comments and messages, ensuring a favorable response rate and accurate information sharing about your brand.
- **Analytics and Reporting:** We will compile a performance report detailing the key metric to track your social media performance and this helps to guide our content strategy.
- **Strategy Call:** Discuss performance, share ideas, and create an actionable plan.
- **Content Day:** Visit your business site to create authentic content that will connect with your audience.

Note: Ads are not included in this price. An ad budget can be decided separately by the client.

Exploring Other Platforms

Not satisfied with Facebook or Instagram? That's okay, we can help you get started on other platforms that your business would benefit from and thrive on. Here's how we do it:

Single Platform Management:

GYD 80,000

- LinkedIn
- Facebook
- TikTok
- Instagram

This includes a unique content strategy, three posts per week, and all the benefits mentioned in Package 1.

Combo Packages:

GYD 160,000

Get a comprehensive approach with tailored content strategies for two platforms:

- Facebook and TikTok
- TikTok and LinkedIn
- Facebook and LinkedIn

Note: A separate fee is incurred to create the platform or branding guide if there isn't already one.

Three-Platform Package:

GYD 180,000

The most comprehensive deal, maximizing your brand's reach across multiple platforms like Facebook, Instagram, LinkedIn, or TikTok.

Please note: Some video content would be repurposed for the selected platforms

Note: Each package includes the benefits highlighted in package one.

Additional Notes

- **Content Strategy:** Our detailed approach ensures effective content that resonates with your audience.
- **Reposting Content:** Tailored content strategies aim to optimize performance on each platform.
- **Content Day:** Ensures fresh and engaging visual content.
- **Messages and Comments:** Active management fosters a strong community.
- **Stories:** Maintain user engagement and increase visibility.
- **Ad Budget:** Optional but can significantly boost reach and visibility.
- **Scope Creep:** Additional services outside the defined packages will be charged separately.

Contact Us

If you would like to discuss any other pairings or need further clarification, please contact us. We are here to help you determine the best package for your business.

Closing Note

We hope this guide helps you understand the value of working with Itika Social Media Marketing. Feel free to reach out to us after you have taken some time to go through this package breakdown. Thank you for considering our services. We look forward to helping you achieve your marketing goals.