



ciniva

WEB AGENCY

SOCIAL MEDIA MANAGEMENT

CWA's offerings and rates for Social Media Management.

Revised February 7, 2017: by Kristin Nix

SOCIAL MEDIA MANAGEMENT

Social Media is a valuable component of a well-rounded web presence for any business. It provides shareable content to increase brand-lift, and results in more traffic referrals directed to your website. Social Media posts need to engage your audience, build confidence with your brand and be well written. Moreover, Social Media posts should align with your company goals.

What You Get

The team at Ciniva Web Agency will create Social Media posts consisting of compelling visual design, integrating designated keywords that we deem beneficial to your business and thoughtful links to appropriate areas of your website.

Page Optimization:

- ensure that all profiles are public & in business mode
- review current profile & ensure it is complete
- integrate keywords into the profile
- link profile/page with any other social media profiles/pages
- ensure a branded handle/vanity URL
- refine channel audience
- verify the page when possible
- ensure the appropriate call to action "CTA" button
- design & implement new cover photo/art & profile picture
- create & organize page tabs
- create a company timeline

Social Media posts will consist of:

- research for trends, timeliness, brand promotion, & competitive advantage
- compelling visual design
- integrating designated keywords that we deem beneficial to your business
- intelligent hashtags when appropriate
- thoughtful links to appropriate areas of your website

Social Media Channels We Advertise With

Facebook
Instagram
Pinterest
Twitter
LinkedIn

FACEBOOK MANAGEMENT

Tier 1	\$500/mo
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One (1) post per week to Facebook. This includes optimization of page, research, graphic design, and copywriting in the price.

Tier 2	\$1,000/mo
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Three (3) posts per week to Facebook. This includes optimization of page, research, graphic design, and copywriting in the price.

Tier 3	\$1,500/mo
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Five (5) posts per week to Facebook. This includes optimization of page, research, graphic design, and copywriting in the price.

Enterprise > 5 Posts Per Week	Contact Us
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INSTAGRAM MANAGEMENT

Tier 1	\$500/mo
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One (1) post per week to Instagram. This includes optimization of page, research, graphic design, and copywriting in the price.

Tier 2	\$1,000/mo
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Three (3) posts per week to Instagram. This includes optimization of page, research, graphic design, and copywriting in the price.

Tier 3	\$1,500/mo
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Five (5) posts per week to Instagram. This includes optimization of page, research, graphic design, and copywriting in the price.

Enterprise > 5 Posts Per Week	Contact Us
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TWITTER MANAGEMENT

Tier 1	\$250/mo
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One (1) tweet per week to Twitter. This includes optimization of profile, research, graphic design, and copywriting in the price.

Tier 2	\$750/mo
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Three (3) tweets per week to Twitter. This includes optimization of profile, research, graphic design, and copywriting in the price.

Tier 3	\$1,000/mo
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Five (5) tweets per week to Twitter. This includes optimization of profile, research, graphic design, and copywriting in the price.

Enterprise > 5 Tweets Per Week	Contact Us
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PINTEREST MANAGEMENT

Tier 1	\$500/mo
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One (1) pin per week to Pinterest. This includes optimization of profile, research, graphic design, and copywriting in the price.

Tier 2	\$1,000/mo
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Three (3) pins per week to Pinterest. This includes optimization of profile, research, graphic design, and copywriting in the price.

Tier 3	\$1,500/mo
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Five (5) pins per week to Pinterest. This includes optimization of profile, research, graphic design, and copywriting in the price.

Enterprise > 5 Pins Per Week	Contact Us
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LINKEDIN MANAGEMENT

Tier 1	\$250/mo
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One (1) post per week to LinkedIn. This includes optimization of page, research, graphic design, and copywriting in the price.

Tier 2	\$750/mo
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Three (3) posts per week to LinkedIn. This includes optimization of page, research, graphic design, and copywriting in the price.

Tier 3	\$1,500/mo
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Five (5) posts per week to LinkedIn. This includes optimization of page, research, graphic design, and copywriting in the price.

Enterprise > 5 Posts Per Week	Contact Us
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