



## Social Media Rate Sheet

January 2012

**Page Review and Strategy Consultation** – Two-hour package includes a comprehensive one-hour internal review and a one-hour, one-on-one strategy consultation on marketing and planning. Includes recommendations on specific industry related content, marketing and networking opportunities.

\$255.00 \_\_\_\_\_ (initial here)

**All-in-one Setup, Training & Activation Plan** – Research, hands-on setup, consultation, training and marketing strategy facilitation including up to 2-sessions.

- Propel will facilitate company, market and competitive research prior to the setup/review sessions.
- The first session (up to 1-hour) will include setup or review of Facebook basic personal profile, business page, Twitter, LinkedIn and/or HootSuite accounts.
- This first session will also include suggestions for content and industry specific update recommendations.
- Upon completion of the first session, Propel will compile a social media schedule, networking and marketing strategy report in conjunction with session discussions, recommendations and prior company and market research.
- A second session (up to 1-hour) will provide a careful review of our research results and your activation plan. May be facilitated one-on-one, by phone or by Skype.

\$595.00 \_\_\_\_\_ (initial here)

**Strategy Activation Plan** – Research, consultation, and marketing strategy plan.

- Propel will facilitate market and competitive research including full review of online company marketing.
- Propel will compile a social media schedule, networking and marketing strategy report in conjunction with research.
- A review session (up to 1-hour) will provide a review of our research results and your activation plan. May be facilitated one-on-one, by phone or by Skype.

\$510.00 \_\_\_\_\_ (initial here)

**Virtual Account Setup** – Virtual setup and preparation of official Twitter and Facebook Page and management accounts.

Account Setup (up to 3): \$195.00; \$65.00 each account \_\_\_\_\_ (initial here)

**One-on-one Training Session(s)** – 90-minute, hands-on social media training session including potential recommendations on specific industry related content, marketing and networking for Facebook, Twitter, LinkedIn and suggested management platform. \*Also available as a group session (up to 4 people) in the event your staff will assist you in updating your online account pages.

\$212.50 per session + \$65.00 per additional attendee \_\_\_\_\_ (initial here)

**3-part, One-on-one Training Series** – Three, 90-minute sessions of hands-on social media and networking training. Starts with basic, yet individualized walk-through of social platforms and networking opportunities, continues with more in-depth review on settings and use, and concludes with marketing strategy and planning session. Includes recommendations on specific industry-related content, marketing and networking opportunities. \*Also available as group sessions (up to 4 people) in the event your staff will assist you in updating your online account pages.

\$510.00, 3-session series \_\_\_\_\_ (initial here)

**Propel Monthly Maintenance Package** – 6-month minimum program; Weekly updates, based on strategies established within the activation plan interview process, including updates on business happenings, networking & event participation and schedule, market trends and news and other marketing approaches, maintained by Propel Businessworks as a supplementary network marketing tool.

\*Call to set up an interview and quote.

\*Input from client and Activation Plan required.

**Propel Training Wheels Program** – 3-month minimum program; Up to five weekly updates, based on strategies established within the activation plan and interview process, maintained by Propel Businessworks as a supplementary network marketing tool. This program requires client involvement on an ongoing basis. Client should engage in learning as an active participant, reviewing HootSuite account to learn the ropes on how to facilitate the scheduling of updates and utilization of Activation Plan. Includes up to three hours of consultation and/or training within the designated 90-day period. Training sessions may be broken in 30-minute sessions by phone or Skype only.

\$1380.00 (\$50.00 per month discount included) \_\_\_\_\_ (initial here)

\*Activation plan required.

**Group Workshops\*** – 60-minute, 90-minute or 120-minute group workshops (5 attendees minimum) on social media and networking training. Social Media 101 - Starts with basic, yet individualized walk-through of social platforms and networking opportunities. Social Media 102 - Continues with more in-depth review on settings. Social Media 103 - Concludes with marketing strategy and planning session. Includes recommendations on specific industry-related content, marketing and networking opportunities. \*See Group Training Program sheet for terms and agreements.

\$170.00 per 60-min session \_\_\_\_\_ (initial here)

\$212.50 per 90-min session \_\_\_\_\_ (initial here)

\$255.00 per 120-min session \_\_\_\_\_ (initial here)

\$765.00 for three-part (90 minutes each) Facebook, Twitter &/or LinkedIn series  
\_\_\_\_\_ (initial here)

**Additional Hourly Training and/or Consultation** – Additional one-on-one training and/or consultation.

\$95.00 per hour \_\_\_\_\_ (initial here)