



# SOCIAL MEDIA MANAGEMENT AND PR SERVICES PACKAGES



AGENCY DEVELOPMENT  
DEPARTMENT

# APPENDIX A

## ANNEXURE A: SOCIAL MEDIA MANAGEMENT PACKAGES

THESE PACKAGES ARE DESIGNED TO ENHANCE BRAND VISIBILITY, ENGAGE AUDIENCES, AND DRIVE CONVERSIONS ACROSS VARIOUS SOCIAL MEDIA PLATFORMS.

### STARTER PACKAGE

*IDEAL FOR SMALL BUSINESSES OR STARTUPS AIMING TO ESTABLISH THEIR ONLINE PRESENCE.*

- **PLATFORMS:** FACEBOOK AND INSTAGRAM
- **CONTENT CREATION:** 8 CUSTOM-DESIGNED POSTS PER MONTH
- **COMMUNITY MANAGEMENT:** RESPOND TO COMMENTS AND MESSAGES
- **AD CAMPAIGNS:** R500 AD SPEND FOR BOTH CHANNELS COMBINED
- **ANALYTICS AND REPORTING:** MONTHLY PERFORMANCE REPORT

**PRICE: R2,500 PER MONTH**

### GROWTH PACKAGE

*SUITED FOR GROWING BUSINESSES SEEKING TO EXPAND THEIR REACH.*

- **PLATFORMS:** FACEBOOK, INSTAGRAM, AND LINKEDIN
- **CONTENT CREATION:** 12 CUSTOM-DESIGNED POSTS PER MONTH
- **COMMUNITY MANAGEMENT:** ACTIVE ENGAGEMENT WITH FOLLOWERS
- **AD CAMPAIGNS:** R1,500 AD SPEND FOR ALL CHANNELS COMBINED
- **ANALYTICS AND REPORTING:** BI-WEEKLY PERFORMANCE REPORTS

**PRICE: R4,500 PER MONTH**

### PREMIUM PACKAGE

*DESIGNED FOR ESTABLISHED BUSINESSES REQUIRING A COMPREHENSIVE SOCIAL MEDIA STRATEGY.*

- **PLATFORMS:** FACEBOOK, INSTAGRAM, LINKEDIN, AND PINTEREST
- **CONTENT CREATION:** 18 HIGH-QUALITY POSTS PER MONTH
- **COMMUNITY MANAGEMENT:** COMPREHENSIVE ENGAGEMENT STRATEGY
- **AD CAMPAIGNS:** R3,000 AD SPEND FOR ALL CHANNELS COMBINED
- **ANALYTICS AND REPORTING:** WEEKLY PERFORMANCE REPORTS
- **CONSULTATION:** MONTHLY STRATEGY CONSULTATION

**PRICE: R6,000 PER MONTH**

## ANNEXURE B: PUBLIC RELATIONS (PR) SERVICES

*EFFECTIVE PR STRATEGIES ARE CRUCIAL FOR BUILDING AND MAINTAINING A POSITIVE PUBLIC IMAGE.*

- **PRESS RELEASE DISTRIBUTION:** CRAFTING AND DISTRIBUTING PRESS RELEASES TO RELEVANT MEDIA OUTLETS.

**PRICE: R1,500 PER RELEASE**

- **MEDIA RELATIONS:** ESTABLISHING AND NURTURING RELATIONSHIPS WITH JOURNALISTS AND MEDIA PROFESSIONALS.

**PRICE: R3,000 PER MONTH**

## ANNEXURE C: MARKETING SERVICES

*TAILORED MARKETING STRATEGIES TO PROMOTE PRODUCTS OR SERVICES EFFECTIVELY.*

- **DIGITAL MARKETING CAMPAIGNS:** PLANNING AND EXECUTING ONLINE MARKETING CAMPAIGNS ACROSS VARIOUS CHANNELS.

**PRICE: R10,000 PER CAMPAIGN**

- **SEO SERVICES:** OPTIMIZING WEBSITE CONTENT TO IMPROVE SEARCH ENGINE RANKINGS.

**PRICE: R4,000 PER MONTH**

- **EMAIL MARKETING:** DESIGNING AND SENDING PROMOTIONAL EMAILS TO TARGETED AUDIENCES.

**PRICE: R2,000 PER CAMPAIGN**

## ADDITIONAL NOTES

- **CUSTOMIZATION:** PACKAGES CAN BE TAILORED TO MEET SPECIFIC CLIENT NEEDS.
- **AD SPEND:** AD BUDGETS ARE SEPARATE AND MANAGED DIRECTLY BY THE CLIENT OR THROUGH THE AGENCY, DEPENDING ON THE AGREEMENT.
- **CONTRACTS:** FLEXIBLE CONTRACT TERMS ARE AVAILABLE, WITH OPTIONS FOR MONTHLY OR ANNUAL AGREEMENTS.

**CONTACT INFORMATION:**

CONTENT TEAM: PROJECTSFTB@GMAIL.COM

MANAGEMENT: KQSHOME@OUTLOOK.COM

**FACEBOOK:** PROJECT STARTING FROM THE BOTTOM CO.

**INSTAGRAM:** @PROJECTSFTB

**X:** @SFTBINT

**LINKEDIN:** PROJECT STARTING FROM THE BOTTOM CO.

**WWW.SFTB.CO.ZA**



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