

# SOCIAL MEDIA MANAGEMENT

## *Service Benefits:*

- Allows you the opportunity to focus on other facets of your business and brand
- Ensures your message remains clear, consistent, and credible
- Helps “you” remain active with your audience and engage with them
- Connects you with your community
- Positions you, as a leader, for other opportunities while positioning your business for different opportunities
- Grows your following
- Enhances public awareness of your business
- Generates and maintains good public relations about your brand

*Your content and strategy are delivered 2 WEEKS after payment is made to allow our team enough time to plan and produce profitable and purposeful content. Please plan accordingly.*

*A monthly retainer is available at a starting rate of \$2,500. This service must be paid in full to begin this project. We are based in Atlanta, GA, but we travel.*



# THIS SERVICE INCLUDES

- *Developing the social media strategy in its entirety for your platforms*
- *Capturing photos and videos on location bi-monthly or once a quarter (2 - 3 days)*
- *1hr of consulting each month via Zoom to plan for the following month with a fully developed agenda shared at least 2 days in advance*
- *A monthly social media calendar shared at least one week before the new month begins*
- *Availability via text message and phone call as needed with Ravyn (Urgent matters)*
- *Providing a full preview and access to all content via Google Drive before it is shared*
- *A shared folder on Instagram for us to add inspo*
- *Content developed including graphics, carousels, informative reels and TikToks, humorous reels and TikToks, and infomercials with voiceovers and scripts*
- *Talking points for going LIVE*
- *Posting to your platforms at least 5 days a week for Instagram and 3 - 4 days weekly for Facebook and TikTok (Can be adjusted once goals and analytics are reviewed.)*
- *Responding to comments seeking general information + reaction*
- *Sharing feed posts to your story on Instagram and Facebook (With links, polls, stickers, and GIFS to encourage interaction)*
- *Monthly and quarterly performance analysis*

## RELEVANT ADD-ONS (NOT INCLUDED)

- *Influencer marketing*
- *Managing your Linktree accounts*
- *Producing and updating Google Forms*
- *Instagram Highlight covers, Reel covers, or content for additional employees' social platforms*
- *eBook development*
- *Press releases*
- *Print marketing*

# NEXT STEPS

*Ravyn is available to discuss or clarify any aspect of the details listed by booking a consultation online ([click here](#)), only.*

## **Business hours:**

Monday - Friday

8a - 5:30p EST

Saturday & Sunday

By appointment only

**Email: [info@rayofsunshine.co](mailto:info@rayofsunshine.co)**

This service can **ONLY** be booked after booking a consultation to establish your timeline and understand your goals and needs. The consultation fee is not subtracted from your service total. The research and planning phases are essential for ensuring both the client and service provider are pleased with the process and outcome.

Thank you for considering R-O-S Media for your marketing needs.

Warm regards,

*Ravyn "Ray" Smith*



# COPYRIGHT

Copyright © Ray of Sunshine Media (R-O-S Media). All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of Ray of Sunshine Media, except in the case of brief quotations embodied in critical reviews and certain other noncommercial uses permitted by copyright law. For permission requests, write to the owner and operator, addressed “Attention: Permissions” at [info@rayofsunshine.co](mailto:info@rayofsunshine.co).

