

Services & Costs

These are average costs per service but will completely depend on what your business is looking for. Once we have had an initial chat, I will send you a tailored proposal highlighting your costs.

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Organic Social Media

Creative Ideas - from £150 per month

Once a strategy is in place, I come up with the creative content ideas. These ideas may form a stream of regular content, be reactive to external events or share necessary key messaging (e.g. promotional offers)

Content Creation - from £300 per month (based on 3-4 posts per week)

I can create the posts that will go out across your social channels, based on the strategy and creative ideas. Any additional photography/animation/videography that needs to be outsourced would be charged additionally (*I work with trusted digital content producers*).

Content Planning/Content Copy - from £200 per month

With the content ideas/campaign idea in place, and the creative ready, I then draw up a monthly content plan which details the following: time and date, copy and creative for the post, which channel & which hashtags to use.

Content/Community Management - from £150 per month

This involves me taking full control of the channels - posting all of the content, engaging with any relevant hashtags, topics or responding to comments/messages.

Reporting - from £100 per month/£250 per quarter

I will create in-depth, monthly reports that will highlight how well the social media performance is doing, with the use of insights and Google analytics. This will look at social growth, social engagement, social reach, traffic to website and sales. These can be done monthly or quarterly.

Influencer Marketing - from £200 per month (based on reaching out to 20 per month)

I will research and source the right influencers to promote your product/service, reach out to them, arrange the contract of work and re-use their content for your brand.

Paid Advertising

Business Manager & Pixel Set Up - from £50

If you are completely new to social media advertising, it can be a little tricky to get your Business Manager, Ads Manager and Facebook Pixel set up correctly. I will get everything set up and the pixel optimised correctly on your website, so you are ready to start running ads.

Current Ads Audit - from £70

If you've been running ads for a while and feel a bit stumped by the results, how to analyse and what to do next, let me take a look. I will audit your current ads (creative/copy) and take a in-depth look at the results before providing you with a report and suggestions of how to run your next ads.

One-Off Ad Set Up & Monitoring - from £50

You might be just getting a feeler for how ads perform for your business, or just want to raise some initial awareness of a product/event/service but don't know how to optimise an ad. Using your creative, I will set up the ad and monitor its performance, tweaking where necessary. This doesn't include ad budget.

Ad Creative Ideas & Design - from £100

Struggling to even know what ad to run? Want to do something a little creative? Want to make sure the design stands out? The design of a post plays a huge part in how well it performs. I have a lot of experience with what works/what doesn't work, so I will provide the best ideas & designs for you.

Full Service Ads Management – Starting from £400 per month*

I will create and implement an ad strategy to take target customers from cold leads to warm leads, then finally a conversion (e.g. sale). This fee includes the ad ideas, creation, implementation and monitoring/tweaking the ad performance. **This doesn't include the ad budget, which I can offer guidance on.**

*This will increase depending on ad spend and ad volume per month. I will also add 5% of your monthly ad spend e.g. you spend £1,000 per month on ads, I will include £50 on top of my fee.

If you choose 3 or more services, I will propose a discounted package rate for you.

If you are interested in any other services such as Google Advertising, Copywriting or Website Build, please drop me an email.

If you would prefer to work with me on an ad hoc basis, rather than a retainer, then please see my rates below:

Hourly Rate.

£35 p/h.

Daily Rate

£200 p/d

Please don't hesitate to get in touch with me if you have any questions:

Email: hello@bettydigital.com

WhatsApp: 07768781960

I look forward to working with you :)

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