



socialize MARKETING

MARKETING - SOCIAL MEDIA - BRANDING - DESIGN

PACKAGES

ARE YOU READY TO TAKE YOUR BRAND TO THE NEXT LEVEL?

In my years as a social media management, marketing, branding and design professional, I've learned that social connection is the the difference between companies that survive, and those that actually thrive.

In this social driven age, I realize the need for providing social media management and marketing for the savvy business owner. It is my mission to give you the time and tools to infinitely grow your business while I elevate your social presence and grow your brand.

Callie Ray Cullen
FOUNDER

CONTACT US

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♡ @SOCIALIZEMARKETINGAGENCY



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W E B D E S I G N

Basic

Home Page Only

Includes:

Header

Footer

**Middle
Context**

Classic

Home Page

3 Menu Pages

Contact Page

**Social Media
Links**

Mobile Site

Deluxe

Home Page

**Unlimited
Menu Pages**

Contact Page

**Branding
Consultation:**
to determine
brand design,
colors, etc.

Logo Design

Mobile Sites

Social Media Links

Email Capture

**Automated Email
Response**



CUSTOM PACKAGES AVAILABLE UPON REQUEST

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S A L E S F U N N E L

A sales funnel is like a roadmap that businesses use to turn website visitors into happy customers. It's a step-by-step process where you guide people from just checking out your site to actually buying your stuff. You grab their attention, build interest, and then nudge them towards making a purchase. It's all about making the journey smooth, personalized, and convincing, so you can grow your customer base and make more sales!

Basic Funnel

Home Page:

About the Company
Testimonials
About the Service

Booking Platform Integration to make it easy for your clients to book you and easy for you to keep track

Email OR SMS Capture Set up and Integration:

Includes 1 Email or SMS to get you started

Strategy Call

On what type of Lead Magnet (free offer) will be most attractive to your target audience so we can start growing that email/sms list!

Deluxe Funnel

Home Page:

About the Company
Testimonials
About the Service

Booking Platform Integration to make it easy for your clients to book you and easy for you to keep track

Email AND SMS Capture Set up and Integration:

Includes 4 Emails AND 4 SMS to get you started

Strategy Call

On what type of Lead Magnet (free offer) will be most attractive to your target audience so we can start growing that email/sms list!

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E M A I L & S M S M A R K E T I N G M A N A G E M E N T

SMS Marketing

SMS Marketing platform set-up:

Inputting all current contacts

SMS pop up and footer integration:

Connects the email service platform to your website. The website captures the email and the email platform organizes and stores all the contacts.

Weekly SMS :

Includes

- Copywriting (10-25 characters)
- CTA (call to action)
- Image or links if applicable

6-month SMS strategy

- Plan and map email strategy for the next 3-6 months
- Ensure your communications are cohesive, consistent, and impactful for your audience

Email Marketing

Email Marketing platform set-up:

Inputting all current contacts

Email pop up and footer integration:

Connects the email service platform to your website. The website captures the email and the email platform organizes and stores all the contacts.

Weekly Email Newsletter :

includes

- Copywriting (150 -300 characters)
- Preheader/preview text
- CTA (call to action)
- body text

6-month email strategy

- Plan and map email strategy for the next 3-6 months
- Ensure your communications are cohesive, consistent, and impactful for your audience

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S O C I A L M E D I A M A N A G E M E N T

Social Media Start Up

Instagram & Facebook page set-up:
includes links, bio, banner & profile images

Included content and services:

Brand audit: a 1 page PDF on what you could improve with your brand and how to build on our work below custom to your business model and current/future audience.

9 initial original photo posts: includes original story building copywriting. Also includes edited commercial-use stock images (or high quality photos you provide.)

Hashtag/Keyword list: Includes at least 30 of the best hashtags for your niche.

Custom Bio/Highlights

Increase visibility and professionalism with branded copy and graphics for your profile

Monthly Calendar Plan: Strategy calendar sent monthly with goals and post ideas.

Initial Engagement: Following, commenting on relevant posts + story shares.

Social Media Boost

Got social media accounts already but you need it cleaned up and an increase in followers? Or maybe an overhaul injected with exciting brand personality that will draw your ideal customers in?

Included content and services:

9 new posts/templates to set you on track for your future posts.

Hashtag / Keyword Research:

Includes at least 30 of the best hashtags for your specific niche.

Custom Bio/Highlights

Increase visibility and professionalism with branded copy and graphics for your profile.

Engagement: Following, unfollowing, commenting, on relevant posts + story shares.

Custom PDF Guide/Audit on how to market your unique brand via social media once we finish boosting! This will give you insights, tips and ideas on what to do next so that you don't sink back down after we boost your accounts and to maximise your return on engagement and leads/sales.

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S O C I A L M E D I A M A N A G E M E N T

C O N S U L T I N G S E R V I C E S

Brand Audit : a 30 minute branding discovery call on how to improve your brand

Page Setup: includes links, bio, banner, and profile images

Custom Preset & Color Scheme: to create a cohesive theme throughout your feed

Monthly Calendar Plan: Strategy calendar sent monthly with goals and post ideas.

Arrange content in an aesthetically pleasing grid: Provides a clean "storefront" for your network

Hashtag/Keyword List: Includes 30 of the best hashtags for your niche.

10 Templates: 5 story and 5 feed graphic templates to increase brand awareness (one time)

CLIENT TO DO ALL POSTING

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I N S T A G R A M P A C K A G E

Brand Audit : a 30 minute branding discovery call on how to improve your brand

Page Setup: includes links, bio, banner, and profile images

Custom Preset & Color Scheme: to create a cohesive theme throughout your feed

Arrange content in an aesthetically pleasing grid: Provides a clean "storefront" for your network

Hashtag/Keyword List: Includes 30 of the best hashtags for your niche.

Bi Monthly Content Review: Two 30 minute calls to discuss content and strategy

Post 4-5 times per week on Instagram

Geo-location tagging: to ensure content hits the target audience

Caption Starters: Write caption prompts for all photos

10 custom graphics per month

2 edited reels per month

Engagement: 1 hour of engagement per week

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I N S T A G R A M & F A C E B O O K P A C K A G E

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Page Setup: includes links, bio, banner, and profile images

Custom Preset & Color Scheme: to create a cohesive theme throughout your feed

Arrange content in an aesthetically pleasing grid: Provides a clean "storefront" for your network

Hashtag/Keyword List: Includes 30 of the best hashtags for your niche.

Weekly Content Review: 4 30 minute calls to discuss content and strategy

Post 5-6 times per week on Instagram

Geo-location tagging: to ensure content hits the target audience

Caption Starters: Write caption prompts for all posts

20 custom graphics per month

4 edited reels per month

Engagement: 2 hours of engagement per week

Share Content: Content shared to FB Business Page

Smart Schedule Posting: Post at high traffic times

Monthly Growth Assessment: Track insights and guaranteed follower growth

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INSTAGRAM & FACEBOOK ENGAGEMENT PACKAGE

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Page Setup: includes links, bio, banner, and profile images

Custom Preset & Color Scheme: to create a cohesive theme throughout your feed

Arrange content in an aesthetically pleasing grid: Provides a clean "storefront" for your network

Hashtag/Keyword List: Includes 30 of the best hashtags for your niche.

Weekly Content Review: Two 30 minute calls to discuss content and strategy

Post 5-6 times per week on Instagram

Geo-location tagging: to ensure content hits the target audience

Caption Starters: Write caption prompts for all posts

20 Custom Feed Graphics

20 Custom Story Graphics

8 edited reels per month

Engagement: 2 hours of engagement per week

Share Content: Content shared to FB Business Page

Smart Schedule Posting: Post at high traffic times

Monthly Growth Assessment: Track insights and guaranteed follower growth

Message & Comment Replies: Respond to all messages and comments in a timely and effective manner

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GRAPHIC DESIGN PRICING

Logos

Text Only Logos

Logos with Image

Branding

Basic Branding Board

Deluxe Branding Board

Graphics

**Custom Graphic
Packages Available**



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