



# Social Media Services

## A La Carte *Services*

At AJMJ Design, we understand that every business is unique, so we offer a la carte social media services, allowing you to craft a package that aligns with your priorities and budget constraints.

### **CONSULTING SESSIONS**

- Social Media Strategy Session
- Content Creation Session
- Ad Campaign Session

### **ADDITIONAL SERVICES**

- Social Media Profile Setup and Optimization
- Content Creation
- Community Engagement and Response Management
- Analytics and Reporting
- Customized Canva templates
- Ad campaign setup

# Social Media Strategy Session

\$500

1-2 Hour Session  
(Required for monthly posting package)

Whether you're an entrepreneur looking to boost your brand or a company aiming to enhance its online visibility, my Social Media Strategy Session offers a tailored approach to maximize your social media marketing efforts.

## What to Expect:

During the session, we will work collaboratively to define and refine the following crucial aspects:

### Your Goals for Social Media Marketing:

- Identify and articulate your short-term and long-term objectives.
- Tailor strategies that align with your business or personal goals.

### The Platforms You'd Like to Focus On:

- Evaluate the suitability of various social media platforms for your specific objectives.
- Develop a focused approach on platforms that resonate with your target audience.

### Your Branding Guidelines:

- Establish or refine your brand identity for consistent representation across social media channels.
- Craft messaging and visuals that reflect your brand ethos and values.

### Your Target Audiences:

- Conduct a detailed analysis to identify and understand your target demographics.
- Tailor content and engagement strategies to resonate with your audience's preferences.

### Your Competitors:

- Analyze competitors' social media strategies to identify strengths, weaknesses, opportunities, and threats.
- Develop strategies to differentiate and surpass competitors in the digital landscape.

### Your Inspirations:

- Explore and discuss inspirational content and trends in your industry or niche.
- Incorporate creative elements that align with your brand while staying current and engaging.

## Benefits of the Session:

- Gain a clear roadmap for your social media efforts aligned with your business objectives.
- Identify and capitalize on the platforms that will maximize your online reach.
- Ensure a cohesive brand presence across social media channels.
- Tailor content and engagement strategies to resonate with your target audience.
- Analyze competitors and adopt strategies to outshine them in the digital landscape.

# Social Media

## Content Creation Session

\$500

1-2 Hour Session

AJM Design's comprehensive Social Media Content Creation Session is designed to provide invaluable insights, tools, and strategies to supercharge your social media marketing efforts.

### What's Included:

#### Content Creation Mastery:

- Learn the art of crafting compelling and valuable content that resonates with your audience.
- Uncover creative strategies to keep your audience engaged and eager for more.

#### Tool Recommendations:

- Discover essential tools to streamline and enhance your social media management.
- From scheduling to analytics, we'll guide you through the must-have resources for efficiency.

#### Optimal Posting Strategies:

- Understand the science behind when and how often to post for maximum reach and engagement.
- Tailor your posting schedule to align with your audience's online habits.

### Session Details:

#### Consulting Fee: \$500

- A one-time investment for a game-changing session that will transform your social media approach.

#### Session Duration:

- Comprehensive and personalized, our session typically lasts 1-2 hours, ensuring no stone is left unturned.

#### Tailored for You:

- Receive personalized recommendations and strategies tailored to your business and industry.

#### Results-Driven:

- Walk away with actionable insights to implement immediately, setting the stage for social media success.

### Why Invest in this Session:

#### Targeted Guidance:

- Benefit from expert advice specifically crafted for your business needs.

#### Immediate Impact:

- Implement changes right away and start seeing results in your social media performance.

#### Empowerment:

- Gain the knowledge and confidence to navigate the social media landscape effectively.

*The \$500 consulting fee is for a one-time session. Additional sessions may be subject to separate fees.*

# Social Media

## *Paid Ads Consulting Session*

\$500

1-2 Hour Session

Are you ready to master the art of social media advertising? Unlock the secrets to creating effective campaigns, reaching the right audience, and deciphering analytics with our in-depth Ad Campaign Consulting Session. Priced at \$500, this session is your ticket to navigating the world of Meta Business Suite and transforming your advertising strategy.

### What You'll Gain:

#### **Meta Business Suite Mastery:**

- Dive deep into Meta Business Suite and harness its full potential for your advertising needs.
- Navigate the platform with confidence and efficiency.

#### **Effective Campaign Setup:**

- Learn the ins and outs of crafting impactful ad campaigns.

#### **Audience Targeting Expertise:**

- Understand the nuances of choosing the right target audience for your campaigns.
- Maximize reach and engagement by pinpointing your ideal audience segments.

#### **Paid Ads Setup:**

- Demystify the process of setting up paid ads for maximum visibility and impact.
- Explore budgeting strategies and bidding options to optimize your investment.

#### **Analytics Decoding:**

- Unlock the power of campaign analytics and learn how to interpret the data effectively.
- Gain insights into performance metrics to refine and enhance future campaigns.

### Why Choose Our Consulting Session:

#### **In-Depth Knowledge:**

- Gain insights from industry experts with hands-on experience in social media advertising.

#### **Practical Skills:**

- Develop practical skills that you can apply directly to your advertising campaigns.

#### **Stay Ahead of Trends:**

- Stay informed about the latest trends and updates in the ever-evolving world of social media advertising.

*The \$500 consulting fee is for a one-time session. Additional sessions may be subject to separate fees.*

# Social Media

## Setup + Optimization

\$100 / per platform

Unlock the full potential of your social media presence with our expertly crafted Profile Setup and Optimization service

### What's Included:

#### **Profile Creation or Optimization:**

- Craft a stunning and professionally branded profile that captures attention.
- Optimize existing profiles for enhanced visibility and engagement.

#### **Branded Visuals:**

- Design eye-catching visuals that resonate with your brand identity.
- Ensure a cohesive and visually appealing look across all platforms.

#### **Compelling Bio:**

- Develop a compelling and concise bio that introduces you or your brand effectively.
- Utilize strategic keywords for improved discoverability.

#### **Contact Information:**

- Provide accurate and accessible contact details to facilitate easy communication.
- Maximize opportunities for collaboration and connection.

#### **Supported Platforms:**

- Facebook
- Instagram
- Twitter
- LinkedIn
- And more! *(Custom packages available upon request)*

### Who Can Benefit:

- Individuals and businesses looking to establish a professional and appealing online presence.
- Entrepreneurs seeking to make a memorable first impression on potential clients and collaborators.

### Why Choose AJMJ Design:

#### **Customization:**

- Tailored solutions to align with your unique brand identity and goals.

#### **Time-Saving:**

- Let us handle the details, so you can focus on what you do best.

*The one-time fee of \$100 per platform is subject to change based on customization requirements. Custom packages are available upon request.*

# Social Media

## Content Creation and Posting:

\$25 / post

Minimum of 1 post per week.  
3 month minimum to start.

Are you ready to make a splash on social media without the hassle of content creation? Look no further! Introducing our Content Creation and Posting Service, designed to boost your online presence and engage your audience effectively.

### Service Highlights:

#### Customizable Plans:

- Choose the number of posts you'd like per week – you're in control!

#### Affordable Pricing:

- Priced at just \$25 per post, with a minimum commitment of one post per week.
- No extra cost for using the same post across multiple platforms.

#### Monthly Billing:

- Enjoy the convenience of monthly billing for a seamless experience.

#### Mix and Match:

- Tailored content to different platforms and audiences.

*EXAMPLE: One post for individual clients on Facebook/Instagram and another post for LinkedIn targeting local businesses.*

#### Commitment Options:

- Start with a 3-month commitment and opt for a month-to-month plan after the initial commitment period.

### Why Choose AJMJ Design:

#### Creative Expertise:

- AJMJ Design ensures each post is visually appealing and aligns with your brand.

#### Audience Targeting:

- Tailor posts to specific platforms and audiences for maximum impact.

#### Time-Saving:

- Free up your schedule by letting us handle the content creation and posting process.

#### Results-Driven:

- Experience increased engagement and a growing online presence.

*Customized or advanced posts may be subject to additional fees.*

# Social Media

## Community Engagement

\$25 / week

Basic community engagement

Are you struggling to keep up with comments and messages on your social media platforms? Let AJMJ Design take the reins with our Community Engagement and Response Management service, priced at just \$25 per week.

### Service Features:

#### Basic Community Engagement:

- Swift and personalized responses to comments and messages on your social media profiles.
- Foster a sense of community and build lasting connections with your audience.

#### Timely Responses:

- Ensure that your audience feels heard and valued with our prompt response management.
- Enhance your online reputation through timely and meaningful interactions.

#### Platform Inclusivity:

- Covering major social media platforms such as Facebook, Instagram, Twitter, and more.
- Seamless management across diverse online communities.

#### Enhanced Brand Image:

- Project a responsive and customer-centric brand image.
- Mitigate potential issues by addressing concerns and inquiries proactively.

### Why Opt for Our Service:

#### Time Efficiency:

- Save valuable time by outsourcing community engagement, allowing you to focus on strategic initiatives.

#### Expert Handling:

- Our team is skilled in managing diverse interactions, ensuring a consistent and positive online presence.

#### Increased Engagement:

- Elevate your community engagement, leading to higher audience retention and brand loyalty.

#### Customizable Packages:

- Tailor the service to meet your specific needs and volume of engagements.

*The \$25 per week pricing is based on basic community engagement. Customized or advanced engagement strategies may be subject to additional fees.*

# Social Media

## *Analytics + Reporting*

\$25 / month

*Monthly performance reports and insights.*

Ever wondered how your social media efforts are truly performing? Uncover the insights you need with our comprehensive Analytics and Reporting service. For a holistic view of your online presence, we include monthly performance reports and insights.

### What's Included:

#### **Monthly Performance Reports and Insights:**

- Receive detailed reports outlining key performance metrics.
- Gain valuable insights into engagement, reach, and audience behavior.

#### **Analytics Review:**

- Our experts conduct a thorough review of your social media analytics.
- Identify trends, strengths, and areas for improvement in your strategy.

#### **Strategy Adjustments:**

- Tailor your social media strategy based on data-driven insights.
- Ensure your efforts align with evolving trends and audience preferences.

### Benefits of Our Service:

#### **Data-Driven Decision Making:**

- Harness the power of analytics to inform strategic decisions.
- Optimize your content and posting schedule for maximum impact.

#### **Continuous Improvement:**

- Stay ahead of the curve with ongoing strategy adjustments.
- Adapt to changes in the digital landscape and capitalize on emerging opportunities.

#### **Transparent Reporting:**

- Understand the impact of your social media efforts through clear and concise reports.
- Track progress and celebrate successes along the way.

#### **Expert Guidance:**

- Benefit from the expertise of our analytics team in interpreting and applying insights.
- Collaborate on refining your social media strategy for optimal results.

The \$25 per month pricing for Analytics Review and Strategy Adjustments is based on standard services. Customized analytics or advanced strategy adjustments may be subject to additional fees.



# Social Media Advertising

\$100 / per campaign  
+ 20% of total Ad Spend

Ready to take your online presence to the next level? Introducing our comprehensive Social Media Advertising services designed to amplify your brand's visibility. Whether you're looking to launch a targeted ad campaign or manage monthly ad spend effectively, we've got you covered!

## Service Offerings:

### **Social Media Ad Campaign Setup: \$100 per Campaign**

- Unlock the potential of targeted advertising with professionally crafted campaigns.
- Tailor campaigns to meet specific goals, from brand awareness to lead generation.

### **Monthly Ad Spend Allocation and Management: 20% of Total Spend**

- Streamline your advertising budget with our expert management services.
- Allocate monthly ad spend effectively across boosted posts, ad campaigns, and more.

### **Comprehensive Reporting:**

- Receive detailed reports on campaign performance, extracted from social platform advertising analytics.
- Gain insights into reach, engagement, and conversion metrics for informed decision-making.

## How It Works:

### **Campaign Setup:**

- Choose the scope of your ad campaign and invest in a \$100 setup fee per campaign.

### **Monthly Ad Spend Management:**

- Determine your monthly ad spend budget (e.g., \$1,000) and allocate 20% for management services.

### **Performance Reporting:**

- Relax as we handle everything, from campaign execution to monitoring and reporting.

### **Invoice Structure:**

- Receive a transparent invoice for our services, including the 20% management fee.

## Why Choose Our Social Media Advertising Services:

### **Maximize ROI:**

- Leverage targeted campaigns for maximum impact and return on investment.

### **Expert Management:**

- Entrust your advertising strategy to professionals well-versed in social media platforms.

### **Data-Driven Insights:**

- Access comprehensive reports to understand the performance of your ad campaigns.

### **Cost-Efficiency:**

- Enjoy transparent pricing with a clear breakdown of fees and services.

*Ad spend budget is customizable, and the 20% management fee is based on the total monthly ad spend.*

# Social Media

## Customized Canva templates

\$25 / template

Monthly performance reports and insights.

Tired of spending hours designing each social media post from scratch? Introducing our Customized Canva Templates service – the key to efficient, branded content creation! For just \$25 per template, now included in our monthly post fee, you can have beautifully crafted templates ready to use for all your future content needs.

### Service Features:

#### **Branded to Perfection:**

- Tailor-made Canva templates reflecting your company's unique style and branding.
- Ensure consistency across all your content for a polished and professional look.

#### **Edit with Ease:**

- Effortlessly customize each template to suit specific messaging or promotions.
- Save time and maintain brand integrity with a cohesive visual identity.

#### **Multi-Platform Compatibility:**

- Design templates for various social media platforms with ease.
- Seamless adaptability for Facebook, Instagram, Twitter, and more.

#### **Tech-Friendly Solution:**

- Access and edit templates directly on Canva, a user-friendly online platform.
- No need for advanced design skills – it's simple and intuitive.

### Why Choose Our Service:

#### **Time-Saving:**

- Cut down on content creation time with pre-designed templates.
- Focus on strategy while we handle the visuals.

#### **Brand Consistency:**

- Ensure a consistent and recognizable brand presence across all platforms.
- Reinforce your brand identity with every post.

#### **Cost-Effective:**

- An affordable \$25 per template, included in your monthly post fee.
- Enjoy professional designs without breaking the bank.

The \$25 per template pricing is based on standard templates. Customized or advanced design requests may be subject to additional fees.