

*Choose one of our*  
EXPERT

# SOCIAL MEDIA PACKAGES

*to help BOOST your*  
ONLINE PROFILE

nettl<sup>®</sup> 





Sean Halferton  
2 h

When he thinks I'm not watching !



1,972 lik



Lindsey Moyes  
1 h

"Go back to bed, this doesn't concern you."



0:23 1:07



12,891 likes



Martin Daily  
17 h

I tried to make salad but...



0 likes

# CATS, SELFIES & FOOD PICS

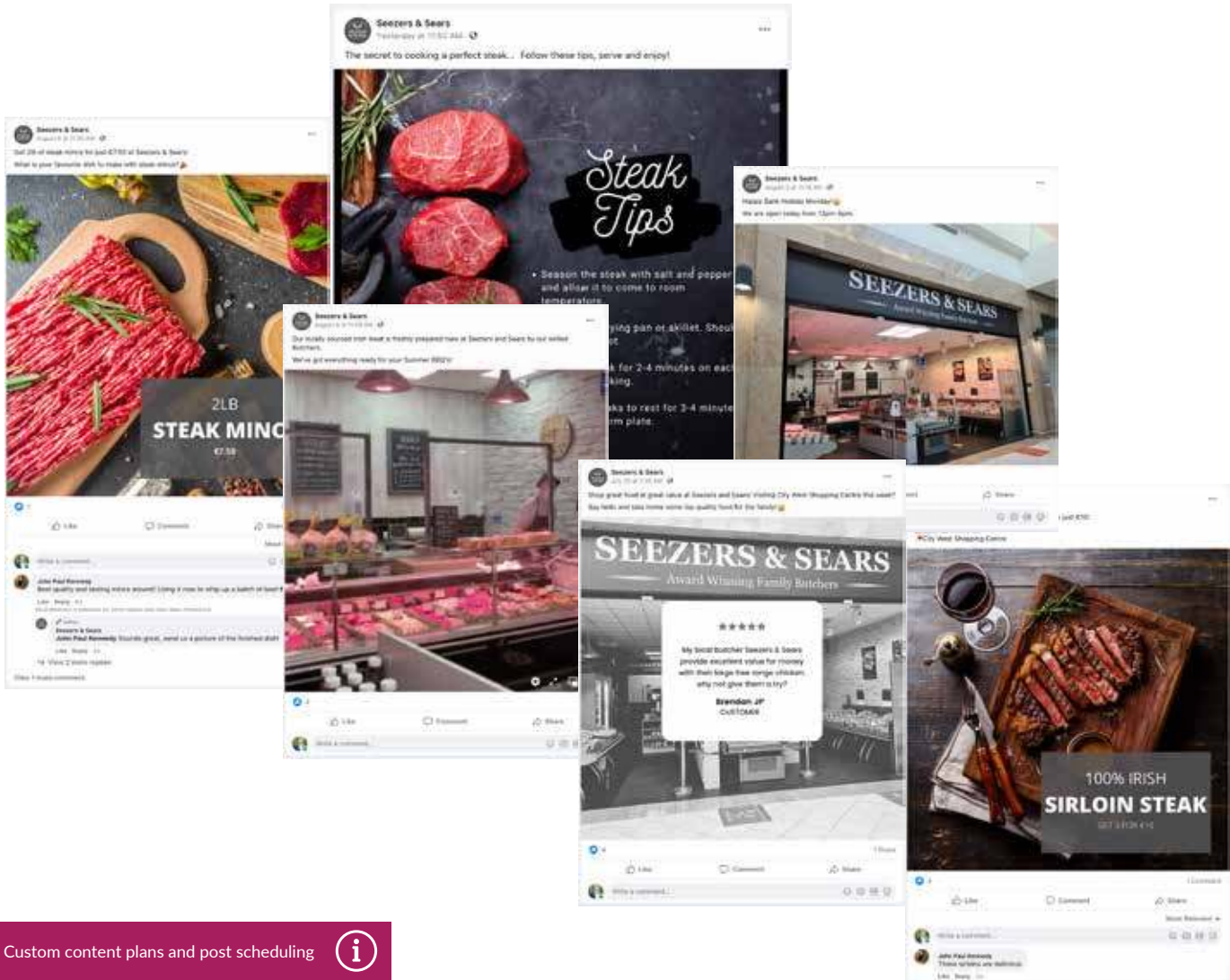
*Some people think that's all social media is*

Sure, there's a load of that. We go on social media to connect with each other, friends and family. Whilst we're there, plenty of us happen across, engage with, talk to and find out about businesses, brands and communities that interest us. Make us laugh. Make us think. We'll rightly ignore those that don't put the effort in. As a brand, get it wrong and we're intruders. Getting in the way of scrolling bliss. Get it right though, if you're genuine, authentic and fun to interact with, over time you'll build engagement with your prospects.

For many businesses, having a social media presence is one of those things you *feel* you have to do. So maybe it doesn't get the resource or thinking time it needs. It ends up being ineffective and your audience gets turned off.

You're *too* pushy, *too* friendly, *too* salesy or, heaven forbid, *too boring*.

We want to help local businesses build a social media identity that fits their brand and tone of voice. But crucially, one that engages its audience. Otherwise, what's the actual point?



# ORGANIC PACKAGES

## *Social Media isn't just a fun pastime*

**Now it's an incredibly popular way of communicating.** It's where prospects often look to start a conversation, ask a question or research what you're about as a business. If what they see there isn't up to scratch, it can be as damaging as having a poor website or a bad perm.

When done right, platforms such as Facebook, Twitter, LinkedIn, and Instagram offer unique opportunities for you as a business to engage with your audience and build up potential leads. The use of video and engaging visual content is a powerful way to reach your market.

Social media accounts are utilised best when they are maintained and kept updated, as this helps to keep your brand current and at the top of your clients' timelines. We'll help you build and maintain a presence and connect with followers. Creating posts on your behalf for Facebook, Twitter, LinkedIn or Instagram, with engaging, entertaining and thought-provoking content that grabs your audience's attention and leaves a lasting impression.

*Choose the right package for you >*

# nettl

*social: lite*

## PACKAGE INCLUDES

- ✓ Dedicated account manager
- ✓ Monthly reporting
- ✓ Content scheduling
- ✗ Researched, curated content
- ✗ Set up/professional branding of account
- ✓ 2 posts per week on up to 1 channel\*
- ✗ Professional graphics
- ✗ Social listening
- ✗ Audit and refresh of accounts

## SUBSCRIPTION

Billed monthly **£179 / €215**

Term **3 months minimum. 30 days notice.**

\*Facebook, Twitter, LinkedIn or Instagram

# nettl

*social: starter*

## PACKAGE INCLUDES

- ✓ Dedicated account manager
- ✓ Monthly reporting
- ✓ Custom content plan and scheduling
- ✗ Researched, curated content
- ✗ Set up/professional branding of account
- ✓ 3 posts per week on up to 2 channels\*
- ✗ Professional graphics
- ✗ Social listening
- ✗ Audit and refresh of accounts

## SUBSCRIPTION

Billed monthly **£299 / €359**

Term **3 months minimum. 30 days notice.**

*Best for businesses  
looking to get started  
with their social media  
presence*

*Packages from  
£179 / €215 per month*

# nettl

social: business

## PACKAGE INCLUDES

- ✓ Dedicated account manager
- ✓ Monthly reporting
- ✓ Custom content plan and scheduling
- ✓ Researched, curated content
- ✓ Set up/professional branding of account
- ✓ 5 posts per week on up to 2 channels\*
- ✓ 2 professional graphics
- ✗ Social listening
- ✗ Audit and refresh of accounts

## SUBSCRIPTION

Billed monthly **£499 / €599**

Term **3 months minimum. 30 days notice.**

\*Facebook, Twitter, LinkedIn or Instagram

# nettl

social: enterprise

## PACKAGE INCLUDES

- ✓ Dedicated account manager
- ✓ Monthly reporting
- ✓ Custom content plan and scheduling
- ✓ Researched, curated content
- ✓ Set up/professional branding of account
- ✓ 7 posts per week on up to 3 channels\*
- ✓ 4 professional graphics
- ✓ Social listening
- ✓ Audit and refresh of accounts

## SUBSCRIPTION

Billed monthly **£699 / €839**

Term **3 months minimum. 30 days notice.**

*Best for businesses  
looking to push more  
content out to a wider  
audience*

*Packages from  
£499 / €599 per month*



Google  
Partner



netit

Social Media Proposal

Prepared by  
NetIt Guru  
NetIt of Greentown  
40-42 Green Street



# ADVERTISING PACKAGES

*Social Media isn't just about conversation and content*

**It's now an established channel for winning new customers, remarketing and engaging existing audiences.** When first starting out, you may only have a few people to talk to via social, so the relative impact of your content will be low. Paid social media campaigns can help amplify organic content, using social network advertising tools to target a specific audience.

You can also use paid social campaigns to reinforce core messages that you've shared via organic posts. A word to the wise though, if you're not already responding effectively on a personal level to enquiries and complaints, a paid program alone may not be the right thing.

If you want to boost the reach your organic content has though, an advertising campaign could get you results.

*Choose the right package for you >*

# nettl

## *social ads: starter*

### PACKAGE INCLUDES

- ✓ Dedicated account manager
- ✓ Monthly reporting
- ✓ Advertising on 2 channels\*
- ✓ Ad copy content creation
- ✓ 1 campaign per month
- ✗ Ad graphics content creation
- ✗ Social listening
- ✗ Retargeting strategy

### SUBSCRIPTION

Billed monthly **£649 / €779**

Term **3 months minimum. 30 days notice.**

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## *social ads: business*

### PACKAGE INCLUDES

- ✓ Dedicated account manager
- ✓ Monthly reporting
- ✓ Advertising on 3 channels\*
- ✓ Ad copy content creation
- ✓ 2 campaigns per month
- ✓ Ad graphics content creation
- ✗ Social listening
- ✗ Retargeting strategy

### SUBSCRIPTION

Billed monthly **£899 / €1,079**

Term **3 months minimum. 30 days notice.**

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## *social ads: enterprise*

### PACKAGE INCLUDES

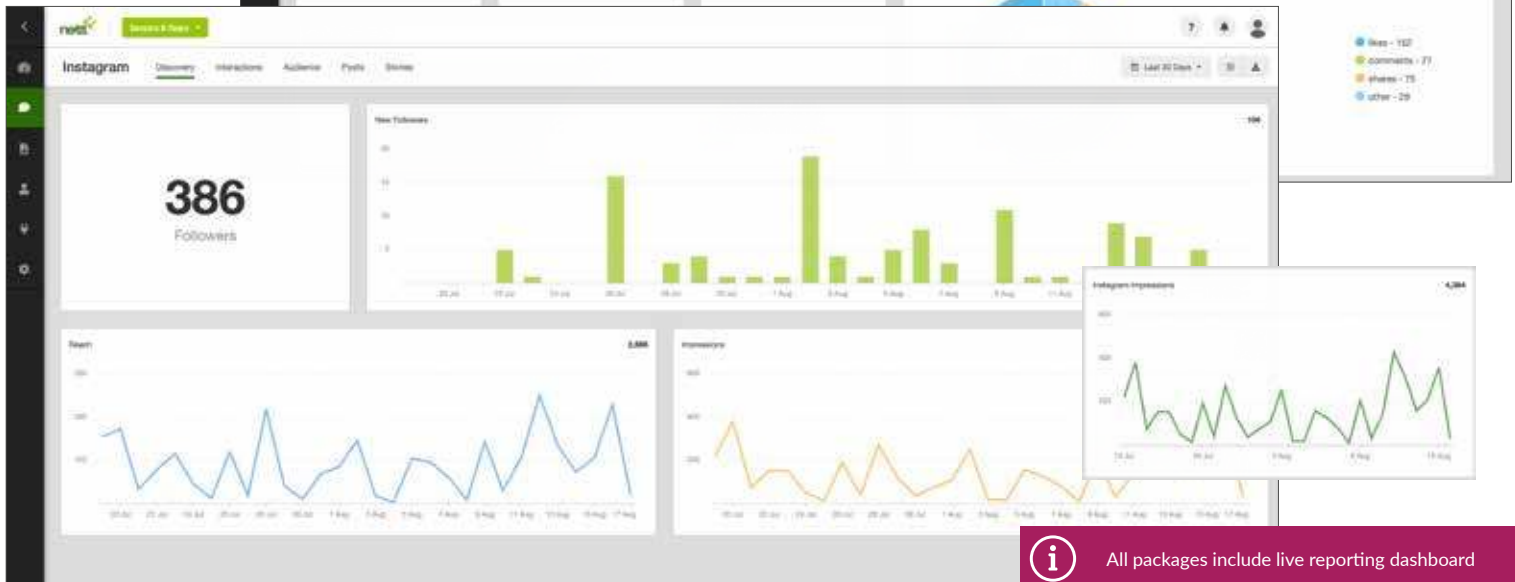
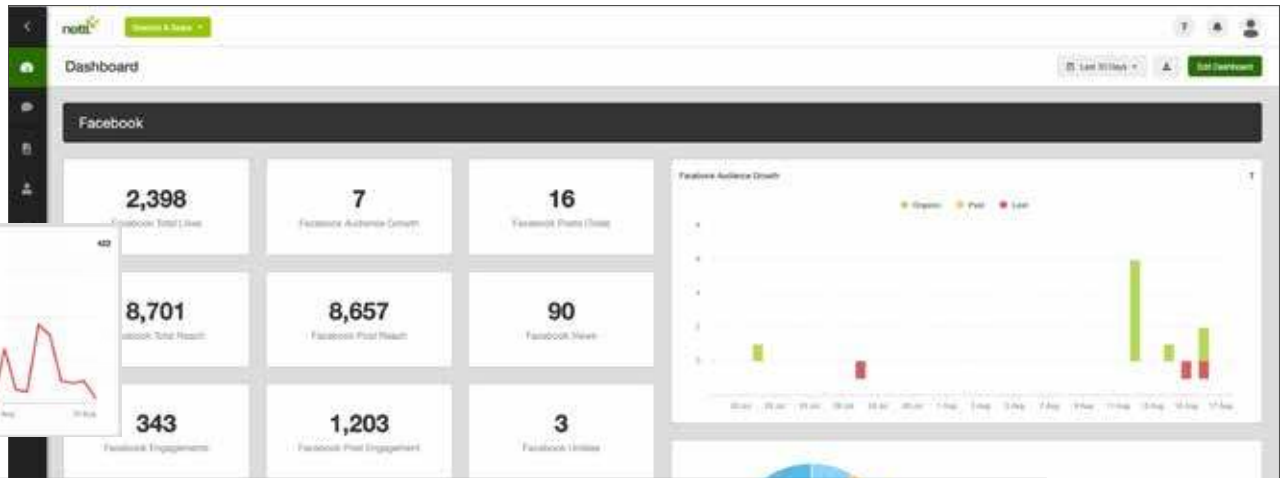
- ✓ Dedicated account manager
- ✓ Monthly reporting
- ✓ Advertising on 4 channels\*
- ✓ Ad copy content creation
- ✓ 3 campaigns per month
- ✓ Ad graphics content creation
- ✓ Social listening
- ✓ Retargeting strategy

### SUBSCRIPTION

Billed monthly **£1,299 / €1,559**

Term **3 months minimum. 30 days notice.**

\*Facebook, Twitter, LinkedIn or Instagram  
Monthly fee does not include media spend  
Media spend paid direct to social channel by client  
Advert packages do not include organic activity



**i** All packages include live reporting dashboard

## Define your audience

Then identify your audience profile. The people you want to engage with.



2

## Your voice and style

Next, we'll understand how you want to come across. Your tone of voice and design style.



3

## Platform guidance

Once we know more about you and what you want to achieve, we'll advise on the social media platforms best to use.



4

## Content planning

Using your tone of voice and design style, we'll map out content to post each week.



5

## Your business & social goals

We'll learn about your business and what you want to achieve using social media.



1

## Monitor & report

Each month we'll monitor performance and report back on your results.



6

# WHAT NEXT?

## *Here's how your social media journey starts*

Once we've decided what package best suits your needs, we can start the process of **building your campaign plan**. During this process, we'll complete your 'Campaign Planner' which helps us understand as much as possible about your business and what you want to achieve through social media. We'll refer to this throughout your campaign.

Once we understand more about who your audience is, we'll use your tone of voice and design style, so that the posts, ads and content we create feel authentically you. We'll map out a week by week plan of content for your review, ready to start engaging with your followers or building a new relevant audience.

We'll continually monitor your campaign and provide you with a monthly report highlighting performance and results.

# GET STARTED

*We'd love to talk you through your options*

If it's possible and allowed, we'd love to see you in person. Visit our swanky studio, have a coffee or a fruity tea whilst we discuss your options. Whatever happens, we're always happy to meet you online with a video chat, a phone call or just via email. Whatever you prefer.

Our team will phone, video call or email you back to talk through your ideas, screen share or work out a proposal.

*And don't worry, if you're in your 'jammies' for any video calls, we won't judge.*

Call us FREE on

**0800 999 8399**

Book an online meeting at

**[www.nettl.com](http://www.nettl.com)**







*Find your nearest studio at*

**nettl.com**



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