

LILY STUDIOS MEDIA

SOCIAL MEDIA
MARKETING & BRAND
MANAGEMENT

PRESENTED BY
LILY STUDIOS MEDIA
LMFDANCE
LMFVIDEOS

(1) ABOUT

(2) PACKAGE 1

(3) PACKAGE 2

(4) PACKAGE 3

(5-6) ADMANAGEMENT

(7) ADDONS/SINGLES

(1)

[CLICK HERE TO VIEW MY WORK](#)

ABOUT LILY



EXPERIENCED AND ACCOMPLISHED BFA AND MFA GRADUATE IN DANCE AND PERFORMING ARTS LEADERSHIP & MANAGEMENT, WITH A STRONG BACKGROUND IN BOTH PERFORMANCE AND DIGITAL MARKETING. FOR THE PAST FOUR YEARS, I HAVE SPECIALIZED IN FREELANCE SOCIAL MEDIA MARKETING, HELPING BRANDS CRAFT COMPELLING VISUAL IDENTITIES AND CONNECT AUTHENTICALLY WITH THEIR AUDIENCES. I'M PASSIONATE ABOUT TRANSLATING A COMPANY'S MISSION AND VALUES INTO DYNAMIC, ENGAGING CONTENT THAT RESONATES AND INSPIRES.

LILY STUDIOS MEDIA DELIVERS A FULL SPECTRUM OF CREATIVE SERVICES DESIGNED TO MEET EVERY NEED. FROM CUSTOM CONTENT CREATION TO VIDEOGRAPHY, EXPERT EDITING, AND BEYOND—I OFFER DYNAMIC, HIGH QUALITY CONTENT THAT YOU'RE LOOKING FOR, LILY STUDIOS HAS SOMETHING FOR EVERYONE.



PACKAGE #1

SOCIAL MEDIA AND
BRAND MANAGEMENT

BASE PRICE: \$650 MONTHLY

INCLUDES:

8 CUSTOM POSTS FOR 30 DAYS (FACEBOOK AND INSTAGRAM)
EACH POST PAIRED WITH INSTAGRAM STORY

ANSWER DMS/ INTERACT WITH COMMENTS

ANALYTICS UPDATE ONCE A MONTH

BRANDING CONSULTATION (IF NEEDED)
ESTABLISHING AESTHETICS, DISCUSSING GOALS, LONG TERM PLANNING

ADD ONS

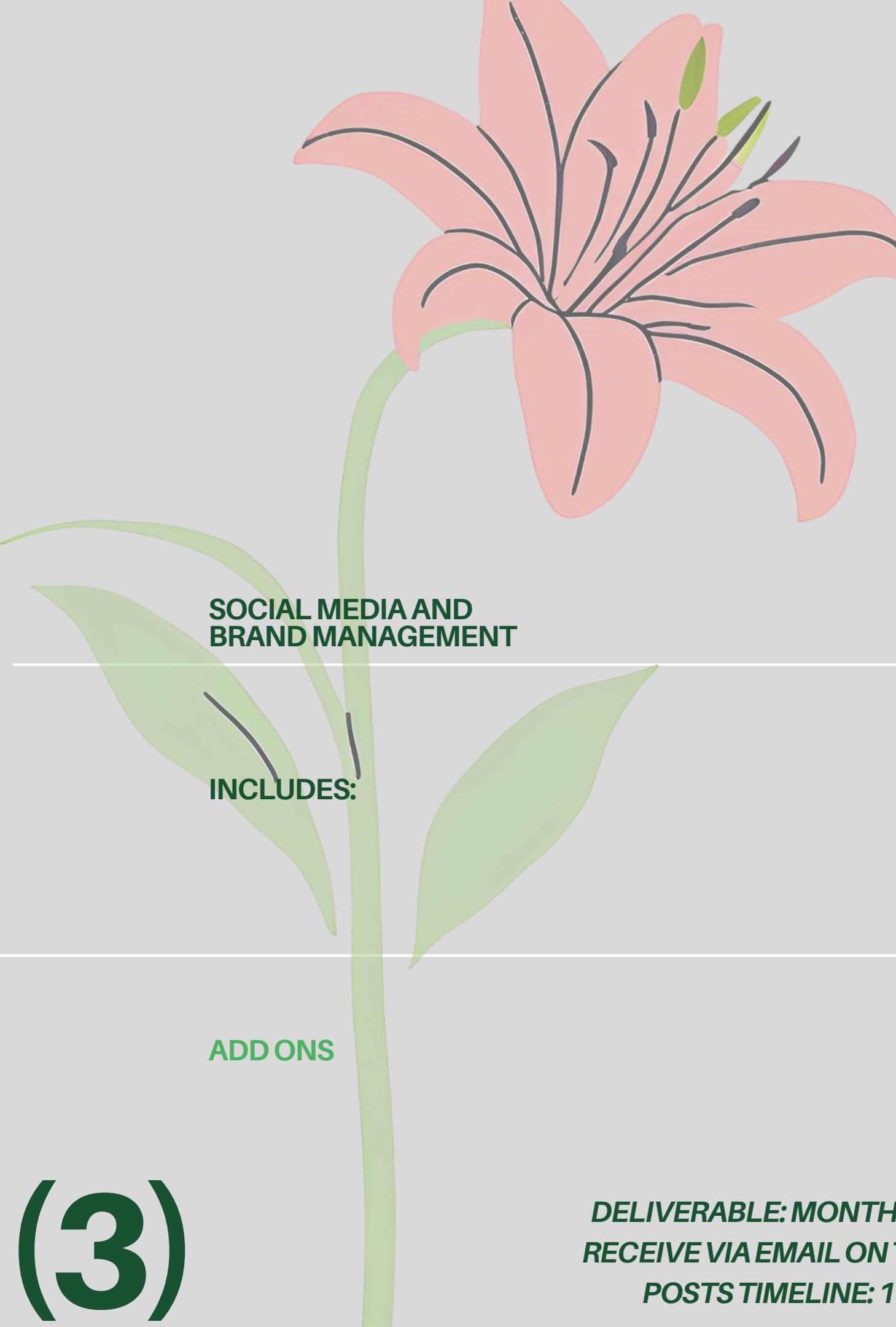
+ \$100 PER MONTH - META AD MANAGEMENT
(SEE PAGE 5-6)

+TIK TOK PAGE (1 TIME FEE OF \$100 FOR SET UP)
ADDITIONAL \$200 PER MONTH FOR 6 POSTS

DELIVERABLE: MONTHLY POST PLAN WITH 8 CUSTOM SOCIAL MEDIA POSTS
RECEIVE VIA EMAIL ON THE 25TH OF EACH MONTH FOR APPROVAL/REVISIONS
POSTS TIMELINE: 1ST OF EACH MONTH - 30TH/31ST OF EACH MONTH

(2)

PACKAGE #2



SOCIAL MEDIA AND
BRAND MANAGEMENT

INCLUDES:

ADD ONS

BASE PRICE: \$1,100 MONTHLY

16 POSTS FOR 30 DAYS (FACEBOOK AND INSTAGRAM)
EACH POST PAIRED WITH INSTAGRAM STORY

ANSWER DM / INTERACT WITH COMMENTS

ANALYTICS UPDATE ONCE A MONTH

BRANDING CONSULTATION (IF NEEDED)
ESTABLISHING AESTHETICS, DISCUSSING GOALS, LONG TERM PLANNING

+ \$100 PER MONTH - META AD MANAGEMENT
(SEE PAGE 5)

+TIK TOK PAGE (1 TIME FEE OF \$100 FOR SET UP)
ADDITIONAL \$250 PER MONTH FOR 6 POSTS

DELIVERABLE: MONTHLY POST PLAN WITH 16 CUSTOM SOCIAL MEDIA POSTS
RECEIVE VIA EMAIL ON THE 25TH OF EACH MONTH FOR APPROVAL/REVISIONS
POSTS TIMELINE: 1ST OF EACH MONTH - 30TH/31ST OF EACH MONTH

(3)



PACKAGE #3- FULL PACKAGE

SOCIAL MEDIA AND
BRAND MANAGEMENT

FULL PACKAGE | \$3000 MONTHLY

INCLUDES:

16 POSTS FOR 30 DAYS (FACEBOOK AND INSTAGRAM)
EACH POST PAIRED WITH INSTAGRAM STORY

8 TIK TOKS FOR 30 DAYS

POSTING 8 TIMES ON TREADS / X

ANSWER DM / INTERACT WITH COMMENTS

ANALYTICS UPDATE ONCE A MONTH

META AD MANAGEMENT INCLUDED

BRANDING CONSULTATION (IF NEEDED)
ESTABLISHING AESTHETICS, DISCUSSING GOALS, LONG TERM PLANNING

(4)

(5)

**MARKETING AND
ADVERTISING | \$100
MONTHLY**

AD MANAGEMENT

THIS INCLUDES:

**-META ADS | FACEBOOK/INSTAGRAM
RUNNING ADS FROM ALREADY POSTED CONTENT
OR CREATING CUSTOM AD POSTS**

**I WILL RUN AS MANY AS YOU WANT
WITHIN YOUR BUDGET**

**RESEARCHING BEST AUDIENCES FOR
YOUR BRAND OR PRODUCT**

**I WILL SET UP THESE ADS, MANAGE,
AND TRACK ANALYTICS**

MORE OPTIONS ON FOLLOWING PAGE

*Deliverable: 1 AD per month at \$50 per day |
\$50 per day for 30 days = \$1500*

*targeting audience/ 1 Month/30 Days / price/ month to
manage ads/view analytics/optimize campaign price per
FB & linked IG account*

*Typical Social Media Ad Costs:
\$500 = about 50,000 impressions*

\$1,000= about 80,00-100,000 impressions

**this is your personal money that goes straight into the
ads*

Social Media Marketing Options for Advertising

(6)

Meta (facebook/instagram) **HIGHLY RECOMMEND****

offers powerful benefits like hyper-targeting vast audiences by demographics, interests, and behaviors, leading to high ROI; cost-effectiveness with budget control; diverse, engaging ad formats(video, carousel, stories); deep analytics for data-driven decisions

Google Ads **HIGHLY RECOMMEND****

Google Ads benefits businesses by providing instant visibility, precise audience targeting (location, interest, intent), budget control (pay-per-click, set limits), and measurable results (clicks, conversions, ROI)

Reddit

Create account to run ads only

Reddit is known for its diverse and active communities, allowing businesses to connect with highly engaged audiences in specialized areas.

LinkedIn

Highly targeted audience reach, increased brand visibility, and lead generation opportunities within a professional context

SNAPCHAT

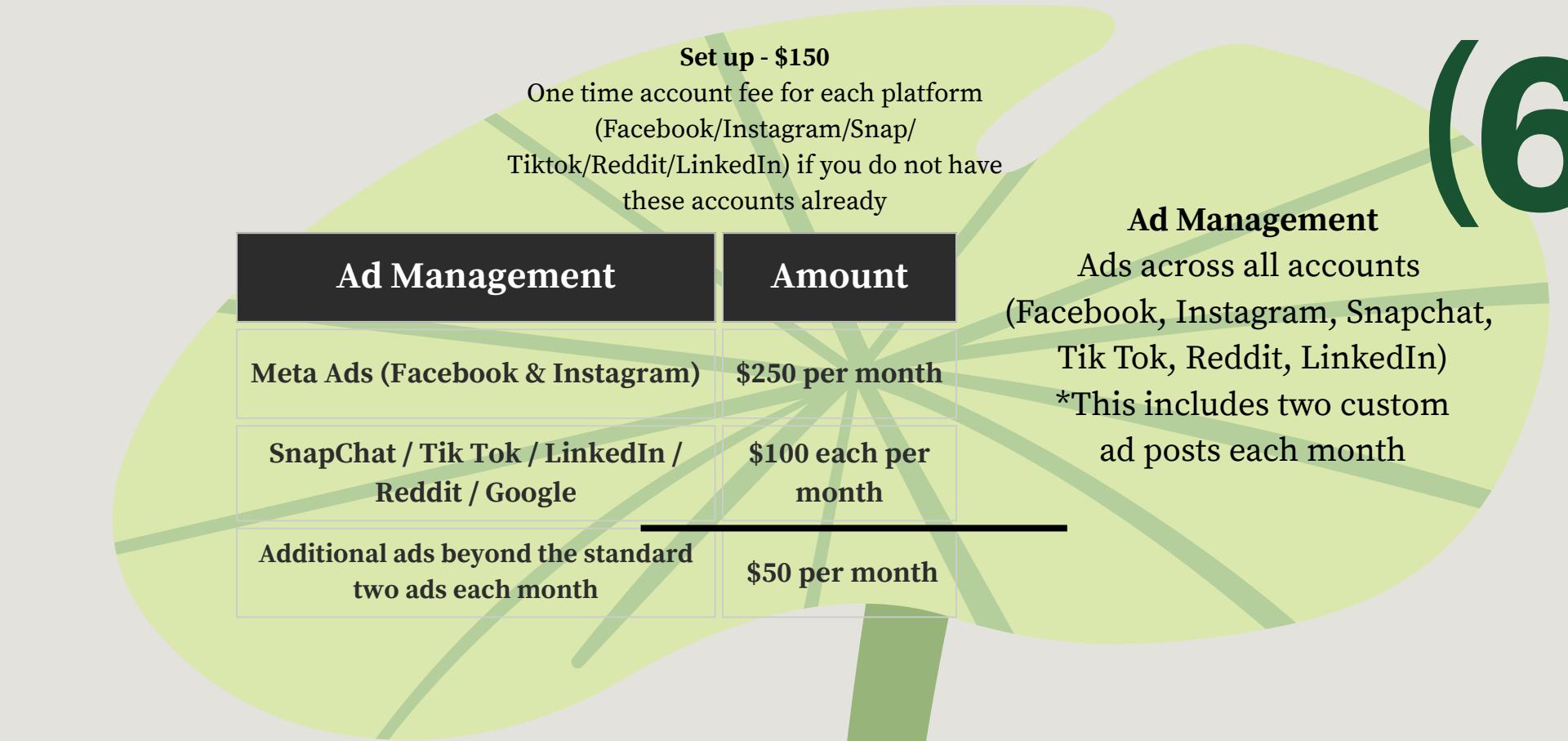
CREATE ACCOUNT TO RUN ADS ONLY

When compared to watching the same ad on other platforms, people are 34% more likely to interact with what they see advertised on Snapchat. People on Snapchat are highly engaged, opening the app nearly 40 times a day – increasing the likelihood of your ad being seen.

TIK TOK

CREATE ACCOUNT TO RUN ADS ONLY

Turn tuned-in audiences into high-value customers - Leverage TikTok's next-gen lead gen solutions to find and convert new prospects. Use automatic targeting to dynamically optimize who receives your ads, potentially lowering CPA (cost per action) while increasing conversions.



AD Spending Recommendations

Ad Pricing Targeting abilities example: Customizable to your needs.

Age Demographic: 18-100

Locations: Washington St. George, Utah

Psychographic targeting: **chronic pain, osteoarthritis, knee pain, active adults, orthopaedic treatment**

Campaign Length: 30 day to auto renew monthly:

\$5 per day reaches 500 - 1.6k impressions per day = \$150 per month

\$10 per day reaches 1.6k -2k impressions per day = \$300 per month

\$20 per day reaches 2.1k- 6k impressions per day = \$600 per month

\$50 per day reaches 4.4k -12.k impressions per day= \$1500 per month

Google Ad Spending: recommended budget is \$10 to \$50 per day. For Stronger Testing: Aim for \$30 - \$100/day (\$900 - \$3000/month) to get more significant traffic and insights. For Competitive Niches: Expect to spend more, potentially \$50 - \$500+/day, as keywords cost more Spending: generally, advertisers can expect to pay around \$9.63 per 1,000 impressions

LinkedIn Spending: Ranges from \$2.00 to \$10 per click. The average CPC is \$5.39 **TikTok Spending:** advertisers can expect to pay between \$3.20 to \$10 for every 1,000 impressions

Reddit Spending: Reddit uses a CPM model, with CPMs often starting around \$5 Reddit allows you to start with a low daily budget, with a minimum of \$5

(7)

ADDONS/SINGLES

-CREATING META ACCOUNTS (INSTAGRAM/FACEBOOK) + ADDITIONAL ACCOUNTS (IF NEEDED) \$150 ONE TIME FEE PER PLATFORM	\$150
-CREATE A BRAND LOGO (INCLUDES THREE RE-EDITS)	\$200
-WEBSITE CREATION THROUGH WIX *COST FOR CUSTOM DOMAIN NAME IS NOT INCLUDED WEBSITE MANAGEMENT + FUTURE EDITING	\$2000 \$175 MONTHLY
-PHOTO/VIDEO SHOOT	\$50 PER HOUR +\$25 PER EXTRA 30 MINS ADDED
-EDITING (PROJECTS, HIGHLIGHTS, REELS) *VIDEOS OVER 5 MINS ARE AN EXTRA \$150.00 BASE	\$30 PER HOUR OF EDITING
-BLOGS/ARTICLES	\$75 PER 350 WORDS
-BUSINESS CARD DESIGN	\$45
-YOUTUBE SETUP/MANAGEMENT	\$50 BASE / \$20 PER HOUR
-SINGLE CUSTOM INSTAGRAM POST	\$15



LOOKING
FORWARD TO
WORKING
WITH YOU

QUESTIONS: LILYSTUDIOSMEDIA@GMAIL.COM