

SKYLER
PARKER
designs

Service Overview and Descriptions

1. Social media strategy development:

This service involves creating a comprehensive social media strategy tailored to your business goals and target audience. The price range can vary from \$500 to \$2,000 per month, depending on the complexity of the strategy and the level of research and planning required.

2. Social media account setup and optimization:

This service is for clients who need help setting up new accounts or optimize existing ones to ensure they are fully optimized for maximum visibility and engagement. The cost can range from \$500 to \$1,500 per platform, depending on the number of platforms and the level of customization required.

3. Content creation and curation:

Let us create high-quality content, including images, videos, and captions, that aligns with your brand and engages your target audience. The price typically ranges from \$300 to \$1,500 per month, depending on the frequency and complexity of content creation.

4. Posting and scheduling content:

This service involves managing and scheduling posts across your social media platforms to ensure consistent and timely content delivery. The price can range from \$300 to \$1,200 per month, depending on the number of platforms and the frequency of posting.

5. Community management and engagement:

Social media managers can handle interactions with your audience, respond to comments and messages, and foster engagement. The cost typically ranges from \$500 to \$2,000 per month, depending on the volume of engagement and the level of community management required.

6. Social media advertising campaigns:

This service involves setting up and managing paid advertising campaigns on social media platforms. The cost can vary based on factors such as ad spend, campaign complexity, and the level of targeting. Generally, the price range is between \$500 and \$3,000 per month, excluding the ad spend budget.

7. Analytics and reporting:

We provide analytics reports to track the performance of your social media efforts. The cost usually ranges from \$300 to \$1,500 per month, depending on the depth of analysis and the level of reporting required.

8. Social media account audits:

We can can conduct audits of your existing social media accounts to identify areas for improvement and provide recommendations. The price range for audits is typically between \$500 and \$2,000 per audit.

10. Training and consultancy:

Our training sessions and consultancy services to help you understand social media best practices and develop your own strategies. The price can range from \$100 to \$300 per hour, depending on the size of the group and level of training required.

Social Media Services

Social Media Strategy Development

Conducting a comprehensive analysis of your business goals and target audience

Developing a customized social media strategy aligned with your objectives

Identifying key performance indicators (KPIs) to measure success

Creating an actionable plan for content creation, posting frequency, and engagement tactics

Service: Social Media Account Setup and Optimization

Setting up and configuring social media accounts across platforms (e.g., Facebook, Instagram, Twitter, LinkedIn)

Optimizing profiles for branding consistency and visual appeal

Implementing necessary widgets, plugins, and integrations for seamless functionality

Ensuring proper linking and cross-promotion between accounts

Service: Content Creation and Curation

Developing engaging and relevant content tailored to your target audience

Creating visually appealing graphics, images, and videos

Crafting compelling captions and copywriting for posts

Curating industry-related content from reputable sources to enhance credibility

Service: Posting and Scheduling

Consistently posting content on social media platforms

Scheduling posts at optimal times for maximum reach and engagement

Implementing hashtag strategies to increase visibility and discoverability

Monitoring post performance and making adjustments as necessary

Service: Community Management and Engagement

Monitoring social media accounts for comments, messages, and mentions

Responding promptly and professionally to inquiries and feedback

Cultivating meaningful interactions and fostering a sense of community

Implementing engagement strategies to encourage likes, shares, and comments

Service: Social Media Advertising Campaigns

- Creating and managing paid advertising campaigns on various platforms
- Conducting audience research and targeting to reach the right demographics
- Designing compelling ad creatives and copywriting
- Monitoring ad performance, optimizing campaigns, and adjusting strategies accordingly

Service: Analytics and Reporting

- Tracking and analyzing key social media metrics and KPIs
- Generating regular reports on performance and progress toward goals
- Providing insights and recommendations for improvement
- Offering data-driven suggestions to optimize future campaigns

Service: Social Media Account Audits

- Conducting comprehensive audits of social media accounts
- Evaluating branding consistency, content quality, and engagement levels
- Identifying areas for improvement and growth opportunities
- Providing detailed recommendations for enhancing account performance

Service: Training and Consultancy

- Offering social media training sessions for individuals or teams
- Providing consultancy on social media best practices, trends, and platform updates
- Assisting with crisis management and reputation management strategies
- Offering guidance on building and maintaining a strong online presence

Web Design Services

Service: Website Design and Development

Starting at \$750 / 3-week timeline

Custom website design tailored to the client's brand identity and objectives.

User experience (UX) and user interface (UI) design to enhance usability and visual appeal.

Responsive design for seamless viewing across devices (desktop, tablet, mobile).

Integration of necessary plugins, widgets, and third-party tools.

Testing and quality assurance to ensure functionality and compatibility.

Service: Website Redesign and Refresh

Starting at \$500 / 2 week timeline

Assessment of existing website to identify areas for improvement

Redesign of website elements to modernize the look and feel

Updating content, graphics, and layout for a fresh appearance

Optimization for improved performance and faster loading times

Service: E-Commerce Website Design

Starting at \$250 (add-on) / 2-week timeline

Design and setup of an online store with user-friendly navigation

Integration of secure payment gateways for seamless transactions

Product categorization and display for easy browsing
Implementation of shopping cart and checkout functionalities

Service: Landing Page Design

Starting at \$600 / 3-week timeline

Creation of targeted landing pages for specific marketing campaigns

Emphasis on clear call-to-actions (CTAs) and conversion optimization

A/B testing to refine design elements for better results

Service: SEO-friendly Design

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Design with SEO best practices in mind for improved search engine visibility

Implementation of SEO-friendly URL structures, meta tags, and headings

Optimized images and multimedia elements for faster loading and better search rankings

Service: Website Maintenance and Support

Starting at \$200 monthly

Ongoing monitoring and maintenance to ensure the website's security and performance

Regular updates to plugins, themes, and software

Troubleshooting and technical support in case of issues

Service: Consulting and Training

Starting at \$800 / Based on level of need

Consultation on website design strategies and best practices

Training sessions on website management, content updates, and basic troubleshooting

Marketing and Branding Services

Service: Branding Strategy and Development

Starting at \$700 / Monthly

In-depth analysis of the client's business goals, target audience, and industry landscape

Creation of a unique brand identity, including logo, color palette, typography, and visual elements

Development of brand messaging and positioning that resonates with the target audience

Brand guidelines creation to ensure consistency across all marketing materials

Service: Content Creation and Marketing

Starting at \$600 / Monthly & Weekly options available

Developing engaging and relevant content for various marketing channels

Crafting compelling copy, articles, blog posts, and other written materials

Creating visually appealing graphics, images, and videos to support content

Implementing content distribution strategies to maximize reach and engagement

Service: Social Media Marketing

Starting at \$400 / Monthly & Weekly options available

Crafting and scheduling social media posts across platforms (Facebook, Instagram, Twitter, LinkedIn, etc.)

Engaging with the audience through comments, shares, and direct messages

Monitoring social media analytics and adjusting strategies for optimal performance

Service: Email Marketing

Starting at \$450

Designing and creating email campaigns with visually appealing templates

Writing compelling email copy and calls-to-action (CTAs)

Managing email lists and segmentation for targeted campaigns

Service: Analytics and Reporting

Starting at \$500 / Monthly & Weekly

Tracking and analyzing key marketing metrics and KPIs

Generating regular reports on campaign performance and ROI

Providing data-driven insights and recommendations for future strategies

Service: Consultation and Strategy Sessions

\$150 per hour

Offering consulting sessions to discuss marketing goals and challenges

Providing expert advice on branding, marketing strategies, and campaign optimization

Guiding clients through creating and executing effective marketing plans

Payment & Terms

Here are a few key things to note when working with us:

Pricing: [Specify the pricing structure, whether per project, monthly retainer, etc.]

Payment Terms

All meeting, consulting, and training fees are due in full at the time of booking. For all projects, 50% of total fees are due upon acceptance of the project. Recurring projects are to be paid in full no later than the 15th of each month.

No Communication Policy

After 30 days of no communication from you, we will terminate any and all projects in progress and it will be considered canceled. No refunds will be issued. If you would like to resume working with us on the same or a new project, no fees paid on the prior project will be applicable.

Rights and Ownership

Final payment ensures that only the agreed-upon design becomes the client's property. Any previous ideas/concepts remain the property of Skyler Parker Designs, unless a prior agreement has been made.

Revisions

When the first concept is presented, I will explain what design decisions have been made. At this point, the client will have the opportunity to provide feedback and request modifications if required. Up to 4 revision rounds are included within the project scope.