



## SOCIAL MAP - \$500 MONTHLY

We give you the plan. You run with it.

- Monthly content calendar delivered mid-month for the following month
- Weekly emails with the latest trending audios + tailored ideas for how to adapt them to your business
- Clear breakdown of what to post, when, and how
- Templates and captions, specific to your business, included for easy execution
- Self-service — you handle filming, editing, and posting

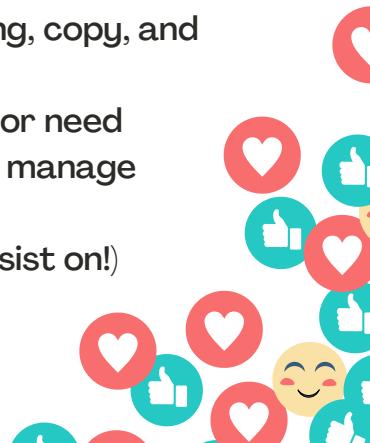
👉 Best for: Solopreneurs, side hustles, and small businesses who aren't ready for full management but need direction, structure, and creative support.

## REEL DEAL - \$1,200 MONTHLY

Fresh ideas, filmed for you — edited and ready to post.

- 2 content collection sessions per month (we bring ideas + equipment, you bring props/models if needed)
- 15–20 edited pieces of content, depending on type (Reels, photos, flat lays, talk-to-camera, etc.)
- Edited and delivered via shared album — you handle the posting, copy, and distribution
- Great for clients who want to keep control, love copywriting, or need higher-quality content for TikTok or other platforms we don't manage

👉 Best for: DIYers who want content created but still enjoy (or insist on!) pressing "post" themselves.





## SOCIAL FLOW - \$ 2,000 MONTHLY

Done-for-you social media with ROI in mind.

- 2-4 sessions of content collection per month
- We edit and combine your content (our shoots + your photos, UGC, pro images) into a cohesive, ROI-focused strategy
- Copywriting, scheduling, and posting handled for you
- Includes up to 2 platforms (Instagram + your choice of Facebook, Pinterest, or LinkedIn)
- Stories support included (we recommend clients stay active here for best results)
- Weekly and monthly reports
- One-time onboarding & strategy session required (see Add On section for pricing)

👉 Best for: Business owners who want consistency, strategy, and results — without the stress of managing it all themselves.

## SOCIAL CEO - \$ 3,500 MONTHLY

All-in management for businesses with zero time to spare.

- 4-6 sessions of content collection per month
- All features of Tier 2, plus:
  - Community management (replying to DMs, comments, engaging with other accounts)
  - Up to 3 platforms (Instagram + your choice of Facebook, LinkedIn, or Pinterest)
  - Bi-annual strategy sessions
  - Advanced reporting with insights + recommendations for pivots
- Boosted posts budget included
- No additional cost for onboarding

👉 Best for: Busy businesses (restaurants, event pros, retailers) who need their socials completely handled, engagement covered, and extra on-site support.



# Caroline Rosa

MARKETING

## Services

# Comparison Chart

	Social Map	Reel Deal	Social Flow	Social CEO
Price	\$500	\$1200	\$2000	\$3,500
Creative Direction/Ideas	✓	✓	✓	✓
Content Collection	✗	2 sessions	2-4 sessions	4-6 sessions
Content Editing	✗	✓	✓	✓
Scheduling & Posting	✗	✗	✓	✓
Platforms	✗	✗	2	3
Copywriting	Templates	✗	✓	✓
Stories Support	✗	✗	Guidance	Full
Strategy Session	✗	✗	**+\$ One-time additional cost	2x a year
Community Mgmt	✗	✗	✓	✓
Boosted Posts	✗	✗	✓	✓
Reports & Analytics	✗	✗	Weekly + Monthly	Advanced + Insights
Trending Reels & Tips	Weekly Email	✓	✓	✓  

\*content sessions are 2 hours max  
 \*\*see add-ons for details about onboarding for the Social Flow level



### EMAIL NEWSLETTERS

Stay in front of your audience, build trust, and drive repeat sales with consistent email marketing. We handle design, copywriting, and scheduling.

Pricing determined by frequency (weekly, bi-weekly, or monthly).

### BLOG POSTS

Boost your SEO, increase visibility, and position yourself as the expert in your field. We create keyword-driven blog posts that work for both Google and your audience.

Pricing determined by frequency (bi-monthly or monthly).

### WEBSITES

Your website is often the first impression — make it count. Whether you need a sleek one-page site or a full build, we'll design with your goals (and ROI) in mind.

- \$1,500 — Single-page website (perfect for service-based businesses, landing pages, or events)
- \$3,000+ — Multi-page website (more complex builds, tailored to your needs)
- Shopify websites — Inquire for custom pricing

### STRATEGY + ONBOARDING SESSION

Every strong social presence starts with strategy. Before we jump into management, we take the time to build a foundation that sets you up for success.

Here's what it includes:

- A deep dive into your business goals, target audience, and brand voice
- Collecting assets and brand materials
- A dedicated content collection session to build your starter library
- A full month of content planned out before posting begins

This session is required for the Social Flow package and is billed at 2x your regular monthly rate for the first month. Think of it as the launch pad — once the groundwork is in place, your ongoing monthly management runs smoothly and strategically.

