

Social Media Marketing - JohnPaul.tv



For a **Monthly Social Media Content Package**, you're providing a service tailored to businesses looking to maintain an active and engaging presence on platforms like Instagram, Facebook, TikTok, LinkedIn, and Twitter. This package is ideal for brands wanting to connect with their audience regularly with high-quality, relevant video content.

Target Audience: Small to medium-sized businesses, influencers, or brands aiming to boost their social media engagement and reach.

Pricing: \$3000 - \$8000 per month

Deliverables:

- **Videos:** 8 - 25 short-form videos per month, each up to 60 seconds long, optimized for social media.
- **Content Types:** Mix of product highlights, behind-the-scenes looks, mini-interviews, how-tos, and engaging clips designed to boost interaction (likes, shares, comments) and brand visibility.
- **Pre-Production:** Initial monthly content planning session to align on themes, messages, and specific campaign goals. This includes content brainstorming and basic scripting/storyboarding for each video.
- **Production:** Half-day shoot (or two quarter-day shoots) utilizing a single location to batch film content pieces. Includes professional lighting and audio as needed.
- **Post-Production:** Editing, color correction, basic motion graphics (e.g., text overlays, logo animation for intro/outro), royalty-free music, and up to 2 rounds of revisions per video.
- **Optimization:** Formatting videos for optimal performance on chosen social platforms (e.g., square for Instagram, vertical for TikTok and IG stories, landscape for Facebook and LinkedIn).

- **Analytics Review:** Monthly analytics review meeting to discuss video performance, insights, and adjustments for future content planning.
- **Base Price** includes everything listed in the deliverables.
- **Variable Factors** that can affect pricing include the complexity of video concepts, additional filming locations, special equipment needs (like drones for aerial footage), hiring talent or models, advanced motion graphics or animations, and any travel expenses if shooting is required outside of a standard service area.

Optional Add-Ons (For Additional Fees):

- **Expedited Turnaround:** For clients needing faster delivery of content.
 - **Price Range:** +15% to +30% of the base package price, depending on how much faster the content is needed. For example, if the base package is \$3,000, an expedited turnaround could add \$450 to \$900 to the total cost.
- **Additional Videos:** If more than 15 videos are required within the month.
 - **Price Range:** \$250 to \$500 per additional video, reflecting the full production cycle from pre-production planning to post-production edits. This range accounts for the complexity and production value of each additional piece.
- **Longer Format Videos:** Creation of videos longer than 60 seconds to cater to platforms allowing more extended content, such as YouTube or Facebook.
 - **Price Range:** \$500 to \$1,000 per video, depending on length and complexity. For example, videos up to 2 minutes long may be on the lower end, while videos up to 5 minutes could be on the higher end.
- **Social Media Strategy Consulting:** Comprehensive strategy development, including hashtag research, posting schedules, and engagement tactics.
 - **Price Range:** \$500 to \$1,500 per month. This fee depends on the depth of the strategy, the number of platforms covered, and whether ongoing analytics and adjustment consultations are included.