



2022

THAMES MEDIA SOLUTIONS

SERVICES AND PRICING GUIDE

WWW.THAMESMEDIASOLUTIONS.COM



About The Agency

We are a boutique social media agency that specializes in helping creators, service-based businesses, and product-based brands. We help our clients simplify social media through custom social media strategies that convert followers into a buying community.

We work with established companies ranging from small businesses to large corporations to help you grow, scale, and build brand awareness organically via social media strategy and content that converts. We are experts in social media marketing and want to help you maximize social media to help drive sales.

We are the quarterback you need to help you make the winning play on social media.

Our services include a comprehensive consultation to help identify gaps and opportunities to help your brand stand out on social media. We will then create a strategy and also a content plan to help you reach your social media goals.

About The Founder



Hi, I'm Michelle Thames and I am a social media expert, speaker, podcaster, + digital content creator, and influencer. I love helping influencers, creatives, and small business owners create organic social media strategies to market their brands online.

I was fired from my healthcare job in 2016 which pushed me to pursue my dreams in social media marketing. I've been an influencer for 11 years starting out with natural hair and later pivoting to becoming a social media expert in the marketing world. I later founded Thames Media Solutions after working in corporate for a multi-million dollar beauty and haircare brand as the social media and digital marketing manager.

I believe in the community first method. Building a strong community on social media helps your clients, customers, and audience trust you. I believe that in order to be successful on social media a strong foundation and strategy is important.

Meet the Team



LAMESHA JEFFERSON

Social Media Account Manager

Lamesha is the MEME queen! She specializes in content creation, strategy, and community engagement.

JACQUELINE WHITE

Social Media Account Manager

Jacque is ONE OF A KIND! She is an amazing content creator and influencer who also is amazing and managing brands' social media accounts! Jacquie specializes in copywriting, content creation, strategy and community engagement.

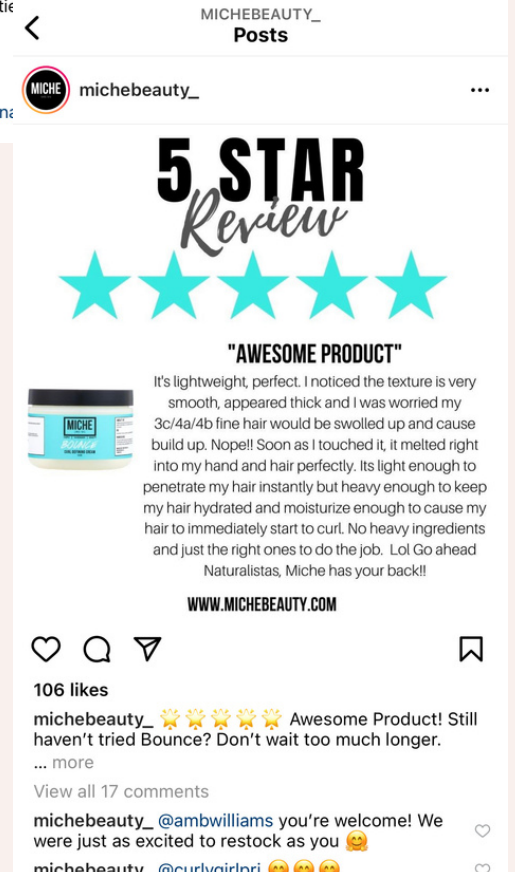
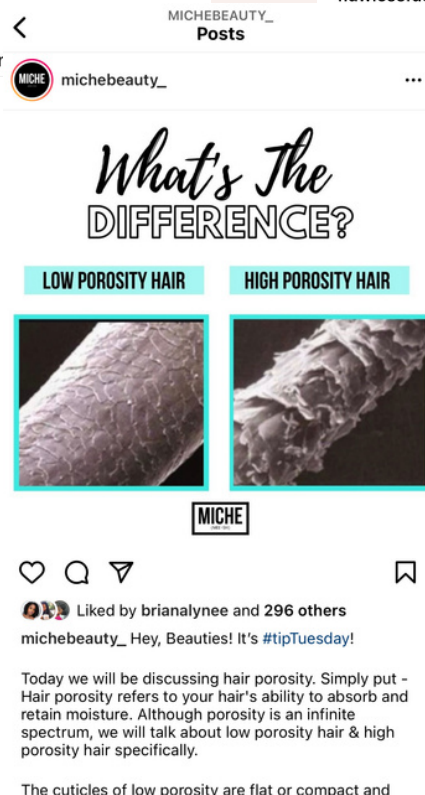


BLAIR BURRELL

Community Manager

Blair is a jack of all trades! She helps manage our Facebook communities. She specializes in copywriting, content creation, and community management.

Our Work: MICHE BEAUTY



Our Work: Henna Sooq



Liked by deidreforever and 118 others

hennasooq This luxurious Mud Mask Infused with Rhassoul, Soapnut, Neem and Argan Oil is so delicious! ... more

View all 6 comments

craftyresinology_xo What are the benefits of this? You use this after you dye your hair instead of henna?



19 likes

hennasooq I've been using Sukesha as a scalp treatment for awhile now. I love the cooling effect while strengthening my roots. I don't have any itching... more

View all 4 comments

neeka2pretty Can I mix this with water and use this as a deep conditioner? I just brought 4 packs!

August 19



Liked by finehairandfaith and 133 others

hennasooq Our henna moisture bundle is a henna protein treatment infused with moisture. You will love! [SAVE for Later]... more

View all 13 comments

hennasooq @susann_barrie the distribution is coming soon. We probably won't have it yet until we have a good amount in the USA first!



Liked by khadijacarryl and 587 others

hennasooq Ever wonder how Moroccan Argan oil is made? ... more

View all 28 comments

And more!

Luster's
Pink[®]

AMBI[®]
SKINCARE

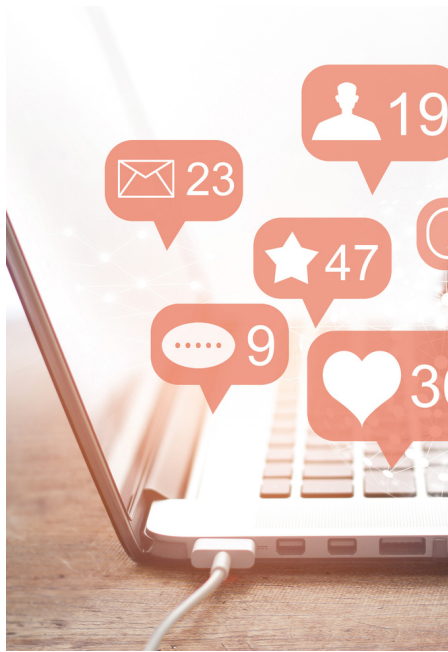
 **Innovation Studio**
INNOVATION *is for* EVERYONE

**MANGO
MOI**



 **Prairie
State
College**

Services: Social Media Management



This service is perfect for you if you are overwhelmed when it comes to managing social media. Our social media management packages are designed for the business owner who wants to give social media management to an expert team!

**SCHEDULE A
DISCOVERY SESSION**

HOW IT WORKS:



Book Your Discovery Session

The discovery session serves the following purpose:

1. To help diagnose your social media business problems.
2. To help you get an idea of how to make that problem go away.
3. To help you create a plan to move forward and help you solve your social media business problem.

We do in-depth research and a 1-on1 meeting with you to ensure we are a good fit and understand what your needs are.

Receive Customized Proposal

Accept the offer and GO LIVE! Timeline 7-14 Business days

How it works

Thames Media Solutions recommends performing an audit of your company's social media presence and devising a comprehensive social media strategy complete with lead generation solutions. This thorough strategy will help your brand leverage the power of social media marketing, content marketing, and other modern social media marketing strategies to grow online.

STEP 1

Discovery Session

The discovery session will allow us to chart a path forward and find out the quickest, cheapest, most effective, and least risky way to solve [the problem they are having]. After the session, you'll receive a report that includes the detailed requirements of the project, ways to avoid any potential risks, and a plan of action to get your business from where it is now to where you would like it to be.

STEP 2

Accept Offer

Accept offer and begin working together.

STEP 3

Research

Upon completing the audit phase, we then conduct comprehensive research including market, competitive, and keyword research.

Audit

Our process begins with comprehensive audits of your social media accounts and a complete digital online presence.

STEP 4

Strategy

The team of professionals at Thames Media Solutions is here to help you devise effective and highly optimized social media marketing strategies. We work with your internal team and offer as much or as little strategic guidance as you need, ensuring that the most effective strategies are brought to fruition and ready for discussion and implementation.

How it works (pt. 2)

STEP 5

Implementation

This phase includes the initial creation and setup of social media marketing strategies.

STEP 6

Onboarding

Complete Onboarding. We will have an onboarding process onboarding our team to start managing your accounts. This will include password exchanges etc.

STEP 7

Content Marketing Strategy:

Creation of content promotion strategy/ determine how content will be created

- Discuss brand shoot (photo & video shoot recommended to get new fresh content)
- Content frequency recommendations
- Recommendations on what content avenues and strategies will produce the greatest ROI
 - Discuss content pillars

STEP 8

Social Media Marketing Strategy:

Recommend social media strategies

- We will have monthly calls as well but will need an initial setup strategy and call to kick off the project
- Recommend what social channels will have the greatest impact on lead acquisition

All Social Media Management Packages Include

Monthly Social Media Management and Consulting

The monthly social media Instagram management package includes reputation management, assistance with content creation, and distribution, engagement, audience building, strategic consulting, influencer marketing campaigns & reporting.

1. Monthly Maintenance Services:

- **Content creation and curation:** This includes creating a social media content calendar, writing captions, working with the brand on the content direction and graphic(visuals) direction (Content approval required by the client. Will discuss dates approved content will be submitted.)
- **Posting schedule:** We Will discuss the posting schedule (for example 3x per day on each platform) ◦ **Brand monitoring:** Track key brand hashtags
- **Social Listening:** Track social media platforms for mentions and conversations related to the brand. + Analyze for insights to discover opportunities to act.
- **Engagement and community:** One hour per day responding to comments, following potential customers. Engaging with key influencers.
- **Analytics and reporting:** Monthly growth and engagement report.
- **Review meetings:** 1 Social Media Strategy Meeting per month + 30 Min check-in meeting

All Social Media Management Packages Include

Thames Media Solutions will also provide:

1. Strategic consulting:

1 Monthly hour strategy call + Monthly 30-minute check-in via conference call where we will provide support and advise clients on engagement and viral strategies, ad hoc campaigns, contests, and social apps. And talk about the overall marketing strategy.

2. Copywriting:

Provide captions for all social media posts. Captions to be approved by the client.

3. Reporting:

Thames Media Solutions will provide reports monthly on all social platform growth. How we can improve, and new ideas and tips from the growing world of social media marketing.

All program items listed within the agreement

Social Media Management

PACKAGE DETAILS

All packages include:

- Custom graphics up to 10
- Monthly Strategy Call
- End of the month analytics report
- Full account management (responding to followers, following new accounts)
- Social Media Strategy Development
- Monthly Social Media Strategy calls & guidance on any questions
- Packages can be customized to meet your most immediate social media goals and needs.

BASIC

1 PLATFORM

- ✓ Full account management
- ✓ Monthly strategy call
- ✓ Monthly analytics report
- ✓ 1-2 posts per day
- ✓ 1-4 stories per day
- ✓ target market research
- ✓ Graphic design

MONTHLY

\$3,500

GROWTH

2 PLATFORMS

- ✓ Full account management
- ✓ Monthly Strategy Call
- ✓ Monthly Analytics Report
- ✓ 2-3 posts per day
- ✓ 1-4 stories per day
- ✓ Graphic design
- ✓ Target market research

MONTHLY

\$4,000

PRO

3 PLATFORMS

- ✓ Full account management
- ✓ Monthly strategy call
- ✓ Monthly analytics report
- ✓ 2-4 posts per day
- ✓ 1-4 stories, tweets per day
- ✓ Graphic design
- ✓ Target market research

MONTHLY

\$4,500

Testimonials

MICHELLE BALLARD, MICHE BEAUTY



I really enjoyed working with Michelle on my social media & influencer management. I am already pretty familiar with social media but Michelle really helped me organize my IG & FB content and get me on a consistent posting schedule. Michelle is very professional, prompt, knowledgeable, super friendly, and she took the time to listen to my many requests and give me sound advice. I would 100% recommend her services!

RENOSHA HILL



Michelle is really amazing at helping you structure a very solid social media plan for your business. She came in our business and immediately started implementing our social media ideas. Since working with Thames Media Solutions, our social media page has increased in engagement by over 50% and sales increased significantly. She truly knows how to get your community to chat with you! We're truly happy to have her a part of our team. If you're looking for a knowledgeable social media team, look no further! Michelle is the girl!

Instagram VIP Day (2) Slots Per Month

Let's nail down your Instagram strategy so you can stop guessing what to post and start posting with a purpose to profit! My Instagram Intensive session is fully customized to your business's unique social media needs.

INVESTMENT
\$5,000



HERE IS WHAT YOU GET:

- Services to be provided
- Audit of current Instagram
- Pre-session assessment to discuss your Instagram goals
- 5-hour intensive strategy session to design your custom social media plan for long-term success. We will get to work! Plus also take breaks :)
- PDF playbook/guide with your detailed social media strategy (this is delivered 72 hours post-session)

Also, you will have access to me for one month after your session via Voxer questions and get continued feedback as you continue to implement your strategy

Instagram VIP Day

We'll explore various strategies to help you grow your brand on social media and see success. Our Social Superstar VIP Intensives are an exclusive 5 hour 1:1 intensive session to transform your brand on social media. We work with creators, Influencers, and small businesses owners.

Let's spend the day together and identify your path to success on social! Uncover your personal and customized plan for social media success so that you can post on social media with confidence, and get the results you are seeking.

PROJECT DETAILS

Our packages are tailored to our client's needs but here is an example of what will be included:

- Custom Social Media Strategy Framework
- Market research on your audience
- Custom Hashtag Research
- Content Editorial Plan with custom themes for your business based on your brand messaging and core values
- Email, Lead Generation, and Content Marketing Strategy
- Audit of current social media marketing
- Strategies to enhance your Instagram performance
- Social Media custom themes
- 6-month social media, digital marketing, and content plan

Instagram VIP Day

This 1:1 Instagram VIP Intensive Day is for the person or team that needs more than someone to post for them on social media. It is for the person or team who wants to be involved in the creative and social media strategy.

During a VIP day, you will meet with Michelle and her team for 5 hours. We love this one-on-one format because we're able to deliver an extremely personal service that truly helps you and your team learn how to create effective content for social media.

After our VIP DAY YOU WILL:

- A complete 6-month social media marketing plan for your business
- You will be SEEN and HEARD and no longer the best-kept secret
- You will align all of your social media footprints, so that everything works cohesively to attract your ideal client, setting you apart as the expert and thought leader in your field
- Finally, have a clearer understanding of how to connect with your community
- Build cash flow, being the lead expert in their niche
- The strategies I provide will bring you from being among the masses to building in a lane of your own.

60 Minute Social Media Biz Session

THIS IS FOR YOU IF

- You are feeling stressed about social media and need to bounce ideas and talk through your goals with an expert.
- Want to get quick actionable tips and a plan you can implement right away

INVESTMENT

\$475



PROJECT DETAILS

Stressing about IG? Overwhelmed with social media in general?

Book a one-hour "pick my brain session" to cover your burning questions when it comes to social media for business or influencer marketing. After our call, you will walk away with clarity and a customized action plan for your business.

3 Month Social Media Coaching

ARE YOU DOING SOCIAL THE RIGHT WAY?

People are checking for you on the internet. They are looking you up on Instagram. Brands are searching for YOU to work with you. People are watching your YouTube videos, reading your tweets, they might even be looking at your pics on FB from way back in the day LOL! People usually look you up on the internet before they decide to book you for a brand deal, do business with you, and even follow you.



My 1:1 social media coaching program is designed for those who are determined, motivated, and who are action takers ready to build their brand on social media. If you are ready to get noticed by brands, your ideal clients, and make money you can absolutely do it. I will help you build a solid foundation and a strategy that will take your brand to the next level on social media.

3 Month Social Media Coaching

Ready to be SEEN & PAID as the expert in your niche?

Who's is a good fit for 1:1 social media coaching?

My 1:1 social media coaching is for anyone committed and ready to thrive as the CEO of their online business. If you are ready to take your social media presence to the next level this is for you. This program is great for business owners who want to be consistent with marketing on social media but you need a strategy and some help to get you on the right path. My coaching program is for you if you have the desire to be MORE visible online but you are not sure what the steps are to get you there.

My strategies work for you even if.....

Even if you don't have a lot of time

Even if you have a small following

Even if you don't like being on camera (mindset shift to show up confident on camera)

Even if you never sold on social before

At the end of our coaching, you'll walk away with

- A complete 6-month social media marketing plan for your business
- You will be SEEN and HEARD and no longer the best-kept secret
- You will align all of your social media footprints, so that everything works cohesively to attract your ideal client, setting you apart as the expert and thought leader in your field
- Finally, have a clearer understanding of how to connect with your community
- Build cash flow, being the lead expert in their niche
- The strategies I provide will bring you from being among the masses to building in a lane of your own.

Investment: \$6k (Payment plans available)- limited spots available

[payment plans available](#)

3 Month Social Media Coaching

What's covered/included?

- 12 weekly sessions 1:1 over zoom with Michelle for 60 minutes each session
- A strategy tailored to your business's needs on social media
- Focus and direction on where and what your business should focus on when it comes to leveraging social media to effectively drive your online marketing efforts.
- Weekly homework and accountability that is geared towards creating a consistent social media marketing presence
- Audit of your website and social media
- Access to Michelle via Voxer and email up to 4 weeks after our last session.
- Ongoing support available

You need custom, bespoke advice, and training based on the needs of your established business. Here are some examples of topics we will cover during our sessions:

My strategies are:

- Advanced and proven social media strategies and techniques that combine different tools and platforms to get you the maximum results
- Strategies that will help you create a successful launch on social media
- Will help you determine the best and most effective marketing channels for your business
- Will help you learn how to effectively monitor and analyze your results for further optimization opportunities to make more MONEY
- Help with setting clear goals that follow the SMART framework
- Teach you how to leverage social media and all of its organic features to get you and your business the most visibility!

Additional Services



INFLUENCER MARKETING MGMT

**\$2,500 PER
CAMPAIGN**

- Influencer strategy + campaign development
- Sourcing and vetting influencers
- Securing, communicating, and negotiating with influencers on your behalf
- Dedicated influencer manager assigned to your account
- Development of a creative brief
- Managing influencer content
- (DOES NOT INCLUDE INFLUENCER BUDGET)



WORKSHOPS

**\$1,500 ONLINE/
\$2,500 IN PERSON**

We LOVE teaching! We've had the pleasure of teaching hundreds of business owners, students, and brands all about how to leverage the power of social media to grow their businesses online. We have a few signature talks that have been developed through our work and we are also willing to create custom workshops for your company.



BRAND PHOTOGRAPHY/VIDEOGRAPHY/CONTENT CREATION

**\$5,500 PER
SHOOT**

- Photos and video content creation and direction
- 3 Months of content 20 + photos and videos
- Creative direction and strategy
- Location assistance
- Assistance in finding, talent, models, makeup etc.

Case Study

Hair Care Product Social Media Case Study

THE PROJECT: SOCIAL MEDIA MANAGEMENT PACKAGE

3 Months: 1 platform strategy Instagram

Overview:

The social media strategy for our hair care product client has been focused on the following:

- Developed content to increase engagement rates across the platform
- Helped to streamline the imagery used on the platform for brand consistency
- Managed community and social networking efforts
- Integrating user-generated content into social media efforts (when available)

Strategies and Tactics:

- Developed consistent social media content categories focused on driving key messaging.
- Categories include:
- Ingredient spotlights: Focused on highlighting natural ingredients used in products and their benefits
- Educational Highlights (How-To): Highlighting different ways consumers can use products and in which steps.
- Tip Tuesday: Highlighting tips to help naturalistas with their natural hair journey. Also tips on how to use the products to get the best results
- BTS: Behind the scenes series showcasing CEO and how the products are made.
- Created custom branded graphics and styled lifestyle imagery for Instagram posts
- Launched affiliate program to engage consumers

Results

Hair Care Product Social Media Case Study

3 MONTH CAMPAIGN ANALYTICS



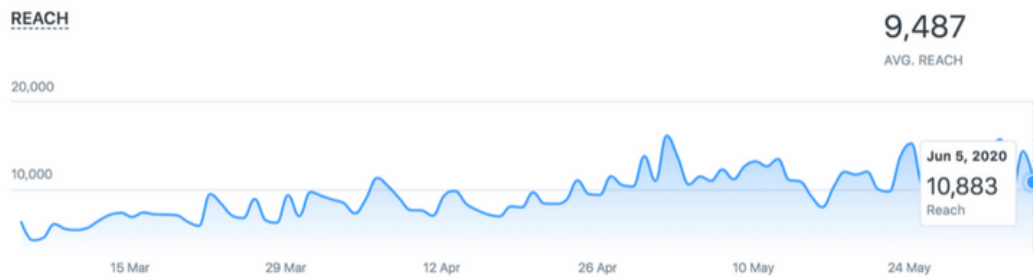
7 Days

1 Month

3 Months

Mar 6, 2020 - Jun 5, 2020

Export CSV



THAMES MEDIA SOLUTIONS LLC



Results

Hair Care Product Social Media Case Study



“

SUCCESSFUL
SOCIAL MEDIA
MARKETING IS
NOT BUILT ON
IMPRESSIONS, IT'S
BUILT ON
RELATIONSHIPS.

KIM GARST

Ready to get started?

Ready to book a service with us?

Reply via email at
info@thamesmediasolutions.com or
click below to schedule a call.



BOOK A DISCOVERY
SESSION