

Business Spotlight

\$100

- Includes 1 post on your company pages and NK Social & Co pages .
- Tells what you have to have offer
- Spotlight your business
- Custom content creation
- Custom advertisement

Silver package:

\$500 Every 3 months

\$1100 Every 6 Months

Includes:

- 3–5 custom social media posts per month on Facebook & Instagram
- Branded content creation — eye-catching visuals and short, scroll-stopping captions
- Professional platform management (Facebook, Instagram, Twitter, and more)
- Monthly reports with insights that actually matter
- Community engagement — thoughtful replies to comments and DMs
- Targeted ad campaigns on Facebook or Google Ads (small budget included)

Perfect for: small to midsize brands looking to stay active, grow engagement, and build credibility online — without the overwhelm.

Gold Package:

\$800 Every 3 months

\$1700 Every 6 months

Includes:

- 10- 15 high-quality posts per month across your key platforms
- Custom content creation — professional graphics, branded visuals, and short-form videos
- Advanced social media advertising (Facebook, Instagram, TikTok, and Google Ads)
- Community engagement & customer interaction — responding to comments and DMs
- Monthly or bi-weekly performance reports with clear, data-driven insights
- On-site content sessions — our team visits your location up to twice per week for authentic, branded content
- Ad campaign strategy & management — from setup to optimization

Perfect for: growing brands ready to invest in high-quality content, consistent engagement, and a data-backed approach to social media growth.

Build your own package

\$300-\$2,000

Our Build Your Own Package is designed to give you and your company a truly customized experience. We understand that every company is unique – and your media and management support should be too. Choose up to 10 key areas you'd like us to focus on, and we'll handle the rest. We'll tailor your package to meet your specific needs.

Please note: Certain requests may incur additional costs depending on travel, content requirements, or production needs. NK Social & Co reserves the right to adjust or deny package elements if they exceed standard service scope.

Add Ons Offered

- Content Creation: High-quality posts, stories, and reels
- Platform Management: Facebook, Instagram, LinkedIn, TikTok, X (Twitter), etc.
- Scheduling & Posting: Consistent weekly posting calendar (e.g., 3–5x/week)
- Engagement Management: Replying to comments, DMs, and mentions
- Monthly Analytics Report: Track growth, engagement, and performance
- Brand Voice Alignment: Ensure content matches company tone and goals
- Brand Kit Creation (fonts, colors, logo use, tone guide)
- Custom Graphic Templates (for sales, promotions, quotes, etc.)
- Product Photography or Lifestyle Shoots
- Branded Video Content (short-form, reels, behind-the-scenes)
- Professional Reels / TikToks with trending audio
- Flyer, Poster, or Brochure Design (digital or printable)
- Customer Response Management (reviews, comments, DMs)
- Giveaway & Contest Management
- Influencer / Brand Ambassador Collaboration
- Local Community Features or Spotlights
- Live Social Media Coverage (events, openings, trade shows)
- Q&A or “Ask the Business” Weekly Sessions
- Full Brand Management (social + email + blog + website)
- Paid Ad Funnel Development (for product/service launches)
- Product Launch Campaigns
- Podcast or Video Series Production
- Crisis Management & PR Support

ALL-INCLUSIVE SOCIAL MEDIA, CONTENT & MARKETING PACKAGE

\$3,000-\$6,500

Content Creation

- **high-quality posts per month** across your key platforms (amount of post is based on company needs)
 - High-quality **posts, stories, and reels**
 - Custom content creation including:
 - Professional graphics
 - Branded visuals
 - Scroll-stopping captions
 - Short-form video content
 - Product spotlights
 - Sales & promotional posts
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Platform Management

Full management across:

- Facebook
- Instagram
- LinkedIn
- TikTok
- X (Twitter)
- Additional platforms as needed

Includes:

- Profile optimization
- Page updates & maintenance

- Brand consistency across all platforms
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Scheduling & Posting

- Consistent weekly posting calendar
 - Strategic scheduling and publishing
 - **3–5 posts per week** posting rhythm
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Engagement & Customer Interaction

- Replying to:
 - Comments
 - DMs
 - Mentions
 - Reviews
 - Community engagement to increase:
 - Trust
 - Visibility
 - Inquiries and leads
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Branding & Visual Identity

- Brand voice alignment to match company tone and goals
 - **Brand Kit Creation**
 - Fonts
 - Colors
 - Logo usage
 - Tone guide
 - **Custom Graphic Templates**
 - Sales & promotions
 - Quotes/announcements
 - Product highlights
 - Seasonal and event campaigns
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Professional Design Included

- Flyer, poster, and brochure design
(Digital and printable formats included)
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Photography & Video Production

- Product photography or lifestyle shoots *(as scheduled)*
 - Branded video content including:
 - Short-form reels
 - Behind-the-scenes
 - Inventory walk-throughs / spotlights
 - Professional Reels / TikToks with trending audio when appropriate
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Growth Campaigns & Community Building

- Giveaway & contest management
 - Live social media coverage (events, openings, trade shows)
 - Q&A or “Ask the Business” sessions
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Advertising & Lead Growth

- Advanced advertising campaigns across:
 - Facebook
 - Instagram
 - TikTok
 - Google Ads
 - Includes:
 - Campaign setup
 - Audience targeting
 - Ad creative + copy
 - Optimization and performance improvement
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Launch & Funnel Support

- Paid ad funnel development
(lead funnels, retargeting, conversion strategy)
 - Product launch campaigns
 - Full promotional rollout strategy
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Monthly Analytics & Reporting

- Monthly performance report including:
 - Growth
 - Engagement
 - Reach
 - Top content performance
 - Recommendations and next-step strategy
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Full Brand Support

- Full brand management support across:
 - Social media
 - Email marketing guidance
 - Blog/website content guidance *(if applicable)*
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Crisis Management & PR Support

- Reputation monitoring
 - Review and comment response guidance
 - PR support if issues arise
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Service Notes

- **Services are provided based on monthly scheduling and business needs.**
- **Photo/video sessions, live coverage, and influencer collaborations are subject to availability.**

Information

Payment:

- **Due Date:** All payments are due on the 1st of every renewal month
- **Contracts:** 3 Months or 6 Months
- **Accepted Methods:** Cash or check preferred.
- **Third-Party Payments:** A \$5.00 processing fee applies to any payments made through third-party platforms.

Request:

Weekend Travel for Content

- \$120.00 (includes travel + gas expenses)

Extra Content Options

- Extra Post (2 platforms): \$50.00
- Extra Video (2 platforms): \$50.00
- Extra TikToks: \$35.00
- Add Ons: \$40.00