

The background of the slide features a collage of modern architectural elements. In the top right, there is a curved, metallic-looking structure with a grid pattern. Below it, a tall, dark glass skyscraper rises vertically. At the bottom right, another building with a grid-like facade is visible. The text is overlaid on a light blue rectangular area on the left side of the slide.

LA HOME CONTRACTOR

SOCIAL MEDIA MANAGEMENT

Proposed by Luba Kaplanskaya



THE ISSUE

LEAD GENERATION

LAHC is missing out on multi-million dollar projects from two audiences:

- People who find business on Instagram.
- People who want to order estimates after regular business hours.

An agency would cost minimum \$4,000 a month and goes up to \$10,000 +. Freelance social media manager roles start at \$50 per hour.

How much does a freelance social media manager charge? ^

Monthly and weekly rates for freelance social media managers

For shorter term projects, it's helpful to know the average monthly and weekly rate for freelance social media managers. According to ZipRecruiter, the **average monthly rate is about \$4,333, and the average weekly rate is \$1,000.** Aug 17, 2022

 agorapulse.com · <https://www.agorapulse.com> › blog › fre... ⋮

How much should I pay a social media manager? ^

Social Media Marketing Company Costs

The services of a social media marketing firm can come in anywhere between **\$50-\$300 per hour** depending on the breadth of services you're looking for. Nov 3, 2022

 Expert Market · <https://www.expertmarket.com> › social-... ⋮

Social Media Management Pricing: What Are the Costs in 2022?

WHY LUBA?

- Lowest possible price in the market
- Managed social media accounts for over 5 companies since 2015
- Familiar with the LA Home Contractor brand and mission



- Available for long-term, not looking for a short and quick job
- Local, lives in Sherman Oaks and can visit nearby construction sites
- Excellent customer service skills

Luba worked at LA Home Contractor for 6 months and is familiar with the line of work and the brand. Her pricing is significantly cheaper than working with an agency. She is reliable and dependent. Social media management is an investment in the company's future business and can lead to substantial growth. The leads generated from this work will pay off my cost easily.



PREMIUM PACKAGE

OVERVIEW

This proposal outlines a comprehensive social media management strategy for LA Home Contractor, including the management of their Instagram account, website, and Facebook page. The goal of this strategy is to increase brand awareness, engagement, and lead generation through effective social media marketing.

SCOPE OF WORK

- Instagram management: I will manage LA Home Contractor's Instagram account by creating and scheduling engaging and visually appealing posts, utilizing relevant hashtags, and interacting with followers. I will film content, come up with ideas, and be the face of the brand.
- Website management: I will manage LA Home Contractor's website by updating content, adding new pages, and optimizing for search engines. I will write one blog article a month about any subject revolving construction in the news or highlighting our practices.
- Facebook management: I will manage LA Home Contractor's Facebook page by creating and scheduling engaging and relevant posts, interacting with followers, and running paid campaigns as needed.
- Optional TikTok management if desired.

Add-on service: I will answer the company phone line after hours from 5PM-9PM M-F and 10AM-6PM Saturday and Sunday.

36 hours per week x \$25 per hour = \$3,600. DEAL more than 1/2 off: \$1,600 per month: NO COMMISSION.

It only takes one call to land a million dollar deal.

Add-on service of professional photographer/videographer: \$500

Prices are shown per month and are subject to change based on workload. Work is averaged at 15 hours per week.



\$3,000



STANDARD PACKAGE

SCOPE OF WORK

- Instagram management: I will manage LA Home Contractor's Instagram account by creating and scheduling engaging and visually appealing posts, utilizing relevant hashtags, and interacting with followers. I will not film content or go on site, I will only post what is sent to me.
- Facebook management: I will manage LA Home Contractor's Facebook page by creating and scheduling engaging and relevant posts, interacting with followers, and running paid campaigns as needed.

Add-on service: I will answer the company phone line after hours from 5PM-9PM M-F and 10AM-6PM Saturday and Sunday.

36 hours per week x \$25 per hour =\$3,600. DEAL more than 1/2 off: \$1,600 per month: NO COMMISSION.

It only takes one call to land a million dollar deal.

Add-on service of professional photographer/videographer: \$500



\$2,000

Luba Kaplanskaya





PRICE BREAKDOWN

PREMIUM: 15 HOURS PER WEEK AT
\$50 PER HOUR

STANDARD: 10 HOURS PER WEEK AT
\$50 PER HOUR



SAMPLE SOCIAL MEDIA POSTS

Weekly schedule for social media postings on Instagram and Facebook for LA Home Contractor:

Monday:

- Share a behind-the-scenes look at a current project
- Share a quote or tip related to home improvement or contracting

Tuesday:

- Share a customer testimonial or review
- Share a spotlight on one of your team members or subcontractors

Wednesday:

- Share a before-and-after transformation of a completed project
- Share a related industry news article or resource

Thursday:

- Share a sneak peek of a upcoming project
- Share a fun fact or trivia related to home improvement or contracting

Friday:

- Share a highlight of a recent completed project
- Share a special promotion or offer for your services

Saturday:

- Share a throwback to a past project
- Share a photo or video that showcases your team's personality or culture

Sunday:

- Share a quote or message that inspires or motivates
- Share a photo or video that showcases the beauty or functionality of a completed project