



Reszo Products and Services

Nb: Audit PLUS Document + Direct must be carried out prior to any social media management service

Product	Service	Action	Fee
Audit	Social Media Audit	<ul style="list-style-type: none"> Document: <ul style="list-style-type: none"> current profiles improvements competition influencers industry hashtags Social media calendar creation 	£250
Document + Direct	Social Media Strategy	<ul style="list-style-type: none"> Create social media strategy aligned to company goals and objectives Set social media goals Define roles and responsibilities Establish social branding & tone of voice Establish protocols and compliance Define reporting metrics 	£250
Strictly Social	Social Media content creation & posts	<ul style="list-style-type: none"> Content creation to all key platforms incl: <ul style="list-style-type: none"> Facebook Instagram Twitter Pinterest Google My Business LinkedIn 	£125 per week + additional £75 per week Influencer Management optional extra

		<ul style="list-style-type: none"> • Management of interactions comments/direct messages etc. • Creation and management of paid adverts <p>Optional Extra</p> <ul style="list-style-type: none"> • Influencer management – compilation of influencer 'hit lists', onboarding and management 	
Fully Digital	Social Media content creation, posts, blogs, articles, newsletters	<ul style="list-style-type: none"> • Strictly Social PLUS • Direct email marketing/newsletters • Brochure/flyers/posters • Blog posts • Industry articles 	£200 per week
Fully Digital +	Social Media content creation, posts, blogs, articles, newsletters, web updates	<ul style="list-style-type: none"> • Fully Digital PLUS • Website content updates – copy & images 	£250 per week
Social Media 101	Social Media Training	<ul style="list-style-type: none"> • Building a social media strategy • Running a social media audit • Creating a social brand • Social Media platforms – which ones to use, why and how • Content creation • When and what to post • Using business management tools & how access metrics • Creating & managing adverts • Using social scheduling tools • Using direct email marketing platforms 	Platform & Price TBC
Copywriting	Website & Document Copy	<ul style="list-style-type: none"> • Copy written for websites and documents including: <ul style="list-style-type: none"> • Website copy <ul style="list-style-type: none"> ▪ About Us ▪ Landing Page 	£50 per hour

		<ul style="list-style-type: none"> ▪ Copy head ▪ Base line ▪ Electronic Press Kit (EPK) ▪ Frequently Asked Questions (FAQ's) • Press releases • Editorial/advertorial • Brochure • Flyers • Posters 	
Bespoke Blogs	Blog content as you need it	<ul style="list-style-type: none"> • Blogging to suit your needs, in your voice with your branding. • Typed directly to your website or provided SEO ready for you to add at your leisure. 	£150 per blog