

# Services & PRICING

THE CLEVER GHOST



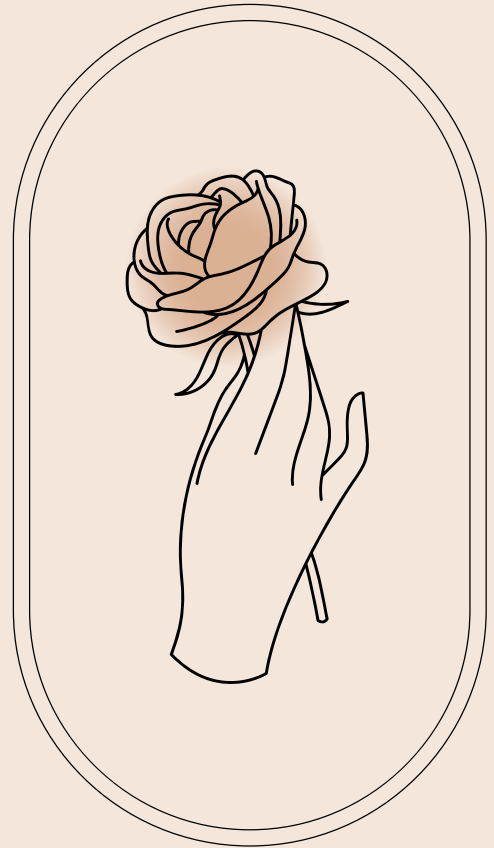
LET'S WORK  
TOGETHER

# Hello.

Howdy, thanks in advance for your time (we know it's precious!).

We created The Clever Ghost because we love championing small business owners and got tired of seeing them struggle with social media. There are so many fantastic small businesses that deserve the spotlight on social platforms but don't have the time (or know how) to do it themselves.

That's where we come in to save the day! We help small businesses shine bright on social media by curating content that people actually want to watch, and executing a strategy that makes sense. No more throwing darts at the wall hoping something sticks.



# Are You Ready to Work With Us?



Are you tired of staring at your phone trying to figure out Reels, TikTok, and write clever captions?

Have you been posting to social media infrequently or just throwing up a random post when you get to it without any strategic thought behind your content?

Is your business in a place of growth and even though you can manage your own social media accounts, you also know it's time to outsource so you can scale to the next level.

If you don't think social media is a valuable tool in the hands of small business owners, our services probably aren't for you.

If you don't have a desire to grow an audience of lifelong raving fans of your business/ brand, this isn't for you.

If you don't like partnering with fun, proactive, and energetic problem solvers, this isn't for you!

IF THE ANSWER IS YES, LET'S CONTINUE...

# ESSENTIALS PACKAGES

For business owners who want expert help with the essentials

## 1 | STRATEGY SESSION

Identify gaps and opportunities within your social media presence and develop a unique plan for your business.

## 2 | WEEKLY CONTENT CREATION

We will curate and publish 3 weekly content pieces. 1 guaranteed vertical video for TikTok/Reels. 12 pieces of content/ month (4 Reels).

## 3 | DETAILED AUDIENCE ANALYSIS

We do an in-depth analysis of the buyer personas in your niche. We will work on fine-tuning your demographics so that our messaging lands in front of the right people.

## 4 | AD CAMPAIGN MANAGEMENT

We use targeted demographics to create and manage up to 2 monthly ad campaigns on relevant social media channels (Google, Facebook, Instagram).

## 5 | BI- WEEKLY BLOG POST

Blogs are a best practice to increase traffic to your website and rank higher on Google through Search Engine Optimization (SEO).

*Starting at \$595/ Month*

# PREMIUM PACKAGES

A full-service package that includes done for you photo and video, weekly blog posts, plus detailed reporting.

## 1 | 4 CONTENT PIECES/ WEEK

We will curate and publish 4 weekly content pieces. 2 guaranteed vertical video for TikTok/Reels. 16 pieces of content/ month (8 Reels).

## 2 | DONE FOR YOU PHOTO/ VIDEO

Go completely hands-free and let Pacific Media come on site and capture all photo/ video footage needed for monthly content.

## 3 | CUSTOM HASHTAG SETS

Hashtags are a great way to reach the RIGHT people for your brand (especially on TikTok). We will develop custom hashtag groups related to your industry and reevaluate them monthly.

## 4 | AD CAMPAIGN MANAGEMENT

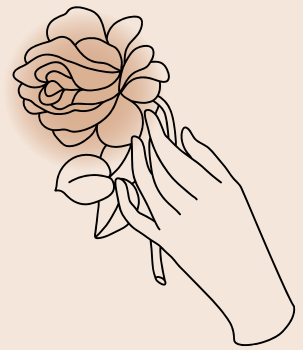
We use targeted demographics to create and manage up to 4 monthly ad campaigns on relevant social media channels (Google, Facebook, Instagram).

## 5 | COMMUNITY NURTURE

We will engage with your audience and spend up to 120 minutes per week replying to comments and reviews on your behalf.

*Starting at \$ 995/ Month*

# Essentials PACKAGE



## BASIC PACKAGE DETAILS

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If you are a business owners who knows social media is important and you want to establish a consistent social media presence, this is for you!

Allow us to take social media completely off your plate with a full-service package that allows you to stop stressing about social media and start gaining traction in the digital space.

## WHO IS IT FOR?

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This is for you if you want to collaborate with our process by contributing visuals (photo and video) for us to create content around. Simply supply the visuals or branded assets and let Pacific Media do the rest!

This package is also for business owners who plan to be actively engaged with their audience by personally replying to comments and reviews.

*The Clever Ghost's creative ideas and attention to detail was able to make even the world of finance interesting to social media!*

- Tolga Kuru, CFO

# Premium PACKAGE



## PREMIUM PACKAGE DETAILS

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You have better things to do as a business owner than scroll social media trying to keep up with best practices. Allow us to take social media completely off your plate with our full-service package.

We take the time to intimately understand your industry and curate savvy social media content that resonates with your niche.

You don't even have to worry about capturing photo or video footage. We do it all so you don't have to.

## WHO IS IT FOR?

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This is for business owners who understand the importance of social media for business growth and are ready to scale. You know you don't have the bandwidth to reply to comments and reviews and you can't wait for someone to take over.

Free up your time to focus on what matters in other areas of business operations and allow us to take the reigns of your social media content and marketing.

*We got by with our own photos and videos for a while but leveraging the power of The Clever Ghost's copywriting took our content to the next level!*

-Melissa G.

# à la carte & add on services

If you don't need full-service social media management but do need help with specific projects, we can help!

## 1 | Vertical Video Content

Let our professional videographer create 8 pieces of short-form video that's on trend for your business!

Starting at \$295 / Month

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## 2 | Email Marketing

Allow us to create beautiful emails marketing campaigns that your audience actually wants to open!

Starting at \$95 / Month

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## 3 | Google Ad Optimization

Let us set up and optimize your Google Ads. Weekly maintenance to refine ads included!

Starting at \$175 / Month

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## 4 | Facebook Ad Optimization

Simply hitting "boost post" is like flushing money down the Facebook drain. Let us make your Facebook advertising work for you!

\$ 175/ Month

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## 5 | Ghostwriting/ Copywriting

Get your blogs, content captions, ad copy, Tweets, and website copy written for you.

\$ Project Based

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# What Our Clients ARE SAYING...



The Clever Ghost is a great company to work with. Attention to the clients needs and vision is far above any other company that we have worked with. I highly recommend working with them!

*Allison Splawn,  
Fuel For Life CrossFit*



Ashley is the most talented writer I've ever worked with. She is creative and has the ability to pull a reader in. I've seen an explosion in my Google ranking since she started blogging for us.

*Tammy Prebble, CEO  
Tailor Made Rooms*



The Clever Ghost has been handling our social media and paid advertising for the last 4 months. Our company has enjoyed a ton of leads and growth thanks to them.

*Javier Hernandez,  
World Financial Group*

READY TO BE OUR NEXT SUCCESS STORY?



# Next Steps...

## Book a Consultation & Select Package

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Whether you want to start with an Essentials Package or go big right from the beginning with a full-service Premium Package, it's important to note that all of our packages are fully customizable. We will chat with you to discover what option fits your needs!

## Complete Onboarding

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After choosing a service package we will begin our onboarding process to get your social media accounts up and running with your brand voice at the forefront.

## Strategy Meeting & Kickoff

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We want to make sure we are fully aligned with your vision and on the same page in terms of expectations. A strategy call will be scheduled to fine tune the details before service on your account(s) officially begins.

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**LET'S DO IT!**



# Thank YOU!

That's it, you've reached the end! We appreciate the attention you gave to the last several pages of this PDF. Please don't hesitate to reach out with any questions. We know your decision to outsource your social media content/ strategy has to be well thought out. It's a big deal to trust someone else to represent the brand you've built (congrats by the way!). Whether you choose to work with us or not, we are rooting for you.

Cheers to you and your success friend!

*xo Ashley*

HAVE QUESTIONS?



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