



HIGHROCK®

Hands-On Social Media Coaching

Social media can have a direct positive impact on your company's bottom line, yet 44% of marketers say they're unable to show the impact of social media for driving business results. At HighRock, we are passionate about social media as a marketing tool. We have proven success metrics and expert advice to help your business achieve measurable results.



Our Simple **5 Step** Partnership Model:

Step 1

Meet to discuss a strategy plan tailored for your business goals, timelines, and expectations

Step 2

Identify areas for growth and improvement through a clearly defined plan

Step 3

Work together to budget, schedule, post, boost, and analyze results

Step 4

Review results hands-on through editing, updating, tweaking, and boosting

Step 5

Enjoy social media success!

#highrock

One size doesn't fit all, so select the strategic social media solution that suits your needs:

	Level 1	Level 2
	\$500 BASE PRICE	\$1,000 BASE PRICE
In-person strategy and execution planning (initial meeting – 1 hour)	✓	✓
In-person meetings (1 hour)	Monthly in-person meetings (1 hour)	Weekly in-person meetings (1 hour)
Ongoing discussion of quarterly/monthly business goals	✓	✓
Social media expectations and benchmarks for success	✓	✓
Facebook calendar suggestions for organic posting	✓	✓
Facebook boost strategy (boosting separate cost outside of monthly fee)	✓	✓
Best practice guidelines per industry and market	✓	✓
Limited access to stock photography for posting	up to 5 stock photos per month	up to 10 stock photos per month
Commitment to collaboration and coaching on items needed	✓	✓
Facebook audit of current posting		✓
Creation of brand voice and consistent marketing message		✓
Review Facebook insights and interpret analytics		✓

To get started, contact HighRock today.

Add-ons are available for an additional fee.



(301) 791-1221

Call to speak with one of our social media strategists



social@highrockstudios.com

Email us and a social media strategist will be in touch

Also visit highrockstudios.com for more information.