



2020 SOCIAL MEDIA SERVICES



GIRLFRIDAY

BUSINESS SOLUTIONS

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WWW.GIRLFRIDAYBUSINESSSOLUTIONS.COM

Message from Takisha

In 2018, two Real Estate agents approached me and asked me to consider taking over their Social Media Marketing. I wasn't quite sure that was my lane and if I should do it. After much consideration - I realized that I was really good at content creation and the strategy behind what should be posted out there in Social Media land. That began this venture of developing Social Media Marketing with intention.

Over the past couple of years, we have taken on a number of clients, developed a complete system and now have a team devoted and excited about creating posts and designs that excite, inform and tell a story about our clients. Most importantly, we create unique designs and posts. Your posts will reflect you and/or your company's personality and culture. That is the Girlfriday Difference!

How It Works

We are excited to share with you, Girlfriday's 2020 packages that will help expand your reach in Social Media without breaking the bank. Your Social Media posts will be highly intentional sharing information about who you are, what you do, what makes you different (your unique value proposition) and much, much more. We will also include targeted information about your business services, client testimonials and industry best practices. We help you make a splash with your digital social media efforts no matter your budget.

Set-Up Fee Brand Discovery & Style Development

To get started, there's a **one-time \$250 set up fee** that includes a branding discovery workbook & consultation.

This workbook and consultation helps us determine exactly what your brand's culture, voice, and style are to ensure all of our marketing efforts align with your organization's branding.

Once we get through the workbook and discovery phase, we'll be able to create brand style guidelines for the services you select in your marketing packages.

Getting Started is Easy

Pick your plan and let's get started!

Base Plan - Social Media Marketing

Effective social media marketing allows you to expand your reach and be heard in the busy world of social networking.

Bronze \$399/mo

Up to 2 platforms

Developed Strategy for Month/Quarter/Year
(contingent on length of agreement)

2 Branded Posts Per Week (same across both platforms)

1 Curated Post/Article "Share" per week

1 Bronze Video Service per Month

Bonus value-add:

Brand Awareness Ad Campaign w/ min. impressions of 5,000 per month

Silver \$599/mo

Up to 3 platforms

Developed Strategy for Month/Quarter/Year
(contingent on length of agreement)

4 Branded Posts Per Week (same across all platforms)

1 Curated Posts/Article "Shares" Per week

1 Bronze Video Service Per Month

Bonus value-add:

Brand Awareness Ad Campaign w/ min. impressions of 10,000 per month

Gold \$999/mo

Up to 3 platforms

Developed Strategy for Month/Quarter/Year
(contingent on length of agreement)

6 Branded Posts Per Week (same across all platforms)

1 Curated Posts/Article "Shares" Per week

1 Bronze Video Service Per Month

Bonus value-add:

Brand Awareness Ad Campaign w/ min. impressions of 25,000 per month

ABOUT GIRLFRIDAY BUSINESS SOLUTIONS

Each of us is most successful when we focus on our strengths. At Girlfriday Business Solutions, we specialize in taking care of those things you don't have time to do, and may not be your strengths. But they are our strengths. When you turn your work over to us, you gain more time to focus on growing your company.

We specialize in many of the daily operations that keep a business running. Technology offers options to expedite those operations, but setting up the processes takes time.

ADDITIONAL SERVICES

- Listing/MLS Coordination
- Contract to Close Coordination
- Client Relationship Management
- (CRM) Planning and Enhancement
- Social Media Content Development

PHOTO OF FOUNDER/OWNER



We can set up the processes for you, and take on the electronic paperwork to make you more efficient at what you do best.

Managing staff records and development is another time stealer. Having worked with McKnight Advisory Group for several years, we have learned a thing or two about developing and motivating a staff. We have the expertise to help your staff find and expand their skills, while learning how to work together better as a team.

LOGO



WEBSITE

GIRLFRIDAYBUSINESSSOLUTIONS.COM

OWNER BIO

Ms. Bromell loves creating systems and putting things in order. As the Chief Operating Officer for McKnight Advisory Group, she added significant value to the infrastructure of the company by fostering a culture of collaboration, creating strategic workflows for each segment, helping the team determine their core values, and developing a proven process for handling customers.

With a Masters Degree in Project Management from Keller Graduate School, she has also put her client engagement and organizational skills to work for Coach Micheal Burt, who does high impact corporate coaching and team development..