



APPENDIX A - JANUARY 2015
 VALUED MERCHANTS - SOCIAL MEDIA MARKETING SERVICES
 60/40 SPLIT TO AGENT ABOVE COSTS LISTED BELOW

PACKAGE/SERVICE	Monthly Base Cost	Sign-Up Fee* Base Cost (Required for all new customers)	*Sign-Up Fee is for initial engagement and includes our analysis of customers' digital presence, industry, prospects and competition
Social Media Starter	\$ 125	\$ 150	
Social Media Starter Plus	\$ 175	\$ 150	
Social Media Builder	\$ 475	\$ 175	
Social Media Dominator	\$ 1,400	\$ 200	
Facebook Starter	\$ 100	\$ 100	
Facebook Builder	\$ 300	\$ 100	
Facebook Dominator	\$ 450	\$ 150	
Facebook Ads Management (stand-alone service)			
50-200 in Facebook ads	\$ 50	\$ 50	
201-500 in Facebook Ads	\$ 125	\$ 75	
501-1000	\$ 250	\$ 100	
Google+ Starter	\$ 100	\$ 100	
Google+ Builder	\$ 215	\$ 100	
Google+ Dominator	\$ 350	\$ 150	
Twitter Starter	\$ 100	\$ 100	
Twitter Builder	\$ 200	\$ 100	
Twitter Dominator	\$ 375	\$ 150	
Pinterest Starter	\$ 100	\$ 100	
Pinterest Builder	\$ 225	\$ 100	
Pinterest Dominator	\$ 375	\$ 150	
LinkedIn Builder	\$ 175	\$ 100	
LinkedIn Profile Clean-Up	\$ 200	-	
YouTube Builder	\$ 175	\$ 100	
Instagram Builder	\$ 175	\$ 100	



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PAGE CREATION*	Monthly Base Cost	Page Creation* Base Cost	*Page Creation does not include graphic design. Clients must provide their own logos and graphics. If graphic design is needed, a base hourly charge of \$45 applies.
Facebook Page Set-Up	-	\$ 75	
Google+ Page Set-Up	-	\$ 75	
Twitter Account Set-Up	-	\$ 75	
Pinterest Account Set-Up	-	\$ 75	
LinkedIn Profile Set-Up	-	\$ 150	
LinkedIn Company Page Set-Up	-	\$ 75	
Instagram Account Set-Up	-	\$ 75	
YouTube Channel Set-Up	-	\$ 75	
Google Analytics Set-Up/Connection to Website	-	\$ 150	
Google Analytics - Monthly Website Traffic Analysis Report	\$ 125	\$ 100	

CONTENT DEVELOPMENT		
Article Writing (300-400 words)	\$ 65	per article

WEBSITE DEVELOPMENT		Additional pages are \$75 each. Additional functionality will require analysis and review for pricing
Up to 10-page WordPress site with custom theme, contact form, slideshow of images, blog, basic SEO, Google Analytics linking	\$ 995 total*	

WEBSITE REVISIONS		
Revise an existing website	\$ 60	hourly

WORDPRESS WEBSITE MAINTENANCE		
Backup of site, upgrade of WordPress version and plugins (non-customized)	\$ 60	monthly