

# MFG Digital Marketing

## PACKAGES AND PRICING

<b>Social Media Audit</b>	<b>£300 - £500</b>
<b>Strategic Development</b>	<b>£1000 - £1500</b>
<b>Content Creation</b>	<b>£50 - £300</b>
<b>Account Setup/Optimisation</b>	<b>£500 - £800</b>
<b>Add Campaign Management</b>	<b>£800</b>

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<b>Starter Package</b>	<b>£1000 / Month</b>
<b>Growth Package</b>	<b>£2000 / Month</b>
<b>Premium Package</b>	<b>£3,500 / Month</b>

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<b>Launch Package</b>	<b>£5000</b>
<b>Event Marketing Package</b>	<b>£3500</b>

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<b>Extra Platform Management</b>	<b>£300 / Month</b>
<b>Additional Posts</b>	<b>£50 - £100 Per Post</b>
<b>Influencer Collaboration Management</b>	<b>£500</b>
<b>Newsletter Management</b>	<b>£200 - £600</b>
<b>Logo Creation</b>	<b>£50 - £100</b>

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## INDIVIDUAL SERVICES

### **Social Media Audit: £300 - £500**

Comprehensive analysis of the clients social platforms with actionable recommendations.

### **Strategy Development: £1000 - £1500**

Customised social media and marketing strategy aligned with the clients goals.

### **Content Creation (Per Post): £50 - £300**

**Static Post (Design + Copy) : £50 - 100**

**Reel/Short Video: £200 - £400**

### **Account Setup/Optimisation: £500 - £800**

Full setup or overhaul of social media profiles, ensuring they're optimised for engagement and growth.

### **Ad campaign Management (Per Campaign): £800**

Starting at £800 includes ad setup, audience targeting and performance tracking.

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## RETAINER PACKAGES

Ideal for clients seeking ongoing support

### **Starter Package: £1000 / Month**

For small businesses with limited needs.

- 2 platforms managed
- 8 posts per month (mix of static and video)
- Monthly analytics report
- Basic community management (responding to comments/messages)

### **Growth Package: £2000 / Month**

For businesses looking to scale.

- 3 platform managed
- 12 posts per month (mix of static and video)
- Monthly analysis and insights report
- Community management (responses + proactive engagement)
- 1 ad campaign (setup + management)

### **Premium Package: £3500 + / Month**

For established brands aiming for significant growth.

- 4 platforms managed
- 20 posts per month (custom graphics, videos and copy)
- Weekly analytics report with strategic recommendations
- Advanced community management (proactive outreach, influencer interactions)
- 2 ad campaigns (setup + management)
- Quarterly strategy review and adjustment

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## PROJECT BASED PACKAGES

For clients with specific goals or short-term projects

### Launch Package: £5000

- Social media strategy for the launch
- Setup/optimisation of 3 platforms
- 15 launch related posts (graphics, videos, captions)
- 1 ad campaign to promote the launch
- Post launch performance review

### Event Marketing Package: £3500

- Pre event social media build up (8 posts)
- Real-time event coverage (live posting, stories)
- Post event recap and engagement strategy

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