

DIGITAL MARKETING PACKAGES

**SOMMERFIELD**  

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[SOMMERFIELDPRO.COM](http://SOMMERFIELDPRO.COM)

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## PLATINUM PACKAGE

\$1,250 PER MONTH

### SOCIAL MEDIA

Page Management, Growth, Optimization, Strategy & Reports

- Custom Daily Posts (M-F)
  - One page or platform (Ex. Facebook)
  - One post per day
- Message, Comment & Review Response
  - Maintain brand-to-consumer engagement
- Ad Campaigns
  - One campaign per month
  - Setup, delivery & management
- Analytics & Reports
  - Track user statistics
  - Generate & design custom monthly report
  - Provide strategic action steps based on report

### CONTENT CREATION

- Email
  - One or two campaigns per month
- Social Posts
  - Content writing / editing for every post
- Hashtags
  - Research & implement trending hashtags

### GRAPHIC DESIGN

- Dedicated Graphic Designer
- Print Marketing Materials
  - One custom designed print material per month
  - File creation & print management
    - Cost of printing not included
- Fully Customized Graphics
  - On-brand
  - Animated gif's
  - Custom illustrations
  - Photo manipulation

### COMMUNICATION

- Dedicated Account Manager
- Weekly or Bi-Weekly Planning Sessions
  - Monthly analytics review
  - Content calendar creation
  - Content writing
  - Assets
    - Gather (photos / video clips)
- Talk to Us Via Phone, Email, Text or Video

### TECHNOLOGY

- File Management
  - Dedicated physical hard drive backup (optional)
    - Cost of hardware not included
  - Digital file backup
  - Organization & naming of all files

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## GOLD PACKAGE

\$2,500 PER MONTH

### SOCIAL MEDIA

Page Management, Growth, Optimization, Strategy & Reports

- Custom Daily Posts (M-F)
  - Two pages or platforms (Ex. Facebook, IG)
  - One post per day / per platform
- Message, Comment & Review Response
  - Maintain brand-to-consumer engagement
- Ad Campaigns
  - One campaign per month
  - Setup, delivery & management
- Analytics & Reports
  - Track user statistics for all platforms
  - Generate & design custom monthly report
  - Provide strategic action steps based on report

### CONTENT CREATION

- Email
  - Two to four campaigns per month
- Social Posts
  - Content writing / editing for every post
- Hashtags
  - Research & implement trending hashtags
- Blog
  - One custom blog post per month
  - Topic research

### GRAPHIC DESIGN

- Dedicated Graphic Designer
- Print Marketing Materials
  - Two custom designed print materials per month
  - File creation & print management
    - Cost of printing not included
- Fully Customized Graphics
  - On-brand
  - Animated gif's
  - Custom illustrations
  - Photo manipulation

### VIDEO PRODUCTION

One Produced Video Campaign Per Month

- Full-Service Video Production
  - Pre-Production: Writing, Casting, Producing
  - Production: Directing, Filming, Lighting, Sound
  - Post-Production: Editing, Music, Subtitles
- Prime & Sub-Content
  - Final ad broken down into multiple versions
    - See video marketing waterfall
- Native Files for All Platforms
  - Correct filetype, compression, bit-rate, etc.
  - Custom graphics for all videos
  - Custom thumbnails for all videos
- Delivery
  - Ad setup, delivery & management
- YouTube
  - Channel setup, management & design

### COMMUNICATION

- Dedicated Account Manager
- Weekly or Bi-Weekly Planning Sessions
  - Monthly analytics review
  - Content calendar creation
  - Content writing
- Assets
  - Create (photos / mobile video clips)
  - Gather (photos / video clips)
- Talk to Us Via Phone, Email, Text or Video

### TECHNOLOGY

- File Management
  - Dedicated physical hard drive backup (optional)
    - Cost of hardware not included
  - Digital file backup
  - Organization & naming of all files

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## DIAMOND PACKAGE

\$5,000 PER MONTH

### SOCIAL MEDIA

Page Management, Growth, Optimization, Strategy & Reports

- Custom Daily Posts (M-F)
  - Three pages or platforms (Facebook, IG, Twitter)
  - One post per day / per platform
- Message, Comment & Review Response
  - Maintain brand-to-consumer engagement
- Ad Campaigns
  - Two campaigns per month
  - Setup, delivery & management
- Analytics & Reports
  - Track user statistics for all platforms
  - Generate & design custom monthly report
  - Provide strategic action steps based on report

### CONTENT CREATION

- Email
  - One campaign per week
- Social Posts
  - Content writing / editing for every post
- Hashtags
  - Research & implement trending hashtags
- Blog
  - Two custom blog posts per month
  - Topic research

### GRAPHIC DESIGN

- Dedicated Graphic Designer
- Print Marketing Materials
  - Up to four custom designed print materials per month
  - File creation & print management
    - Cost of printing not included
- Fully Customized Graphics
  - On-brand
  - Animated gif's
  - Custom illustrations
  - Photo manipulation

### VIDEO PRODUCTION

Two Produced Video Campaigns Per Month

- Full-Service Video Production
  - Pre-Production: Writing, Casting, Producing
  - Production: Directing, Filming, Lighting, Sound
  - Post-Production: Editing, Music, Subtitles
- Prime & Sub-Content
  - Final ad broken down into multiple versions
    - See video marketing waterfall
- Native Files for All Platforms
  - Correct filetype, compression, bit-rate, etc.
  - Custom graphics for all videos
  - Custom thumbnails for all videos
- Delivery
  - Ad setup, delivery & management
- YouTube
  - Channel setup, management & design

### COMMUNICATION

- Dedicated Account Manager
- Weekly or Bi-Weekly Planning Sessions
  - Monthly analytics review
  - Content calendar creation
  - Content writing
- Assets
  - Create (photos / mobile video clips)
  - Gather (photos / video clips)
- Talk to Us Via Phone, Email, Text or Video

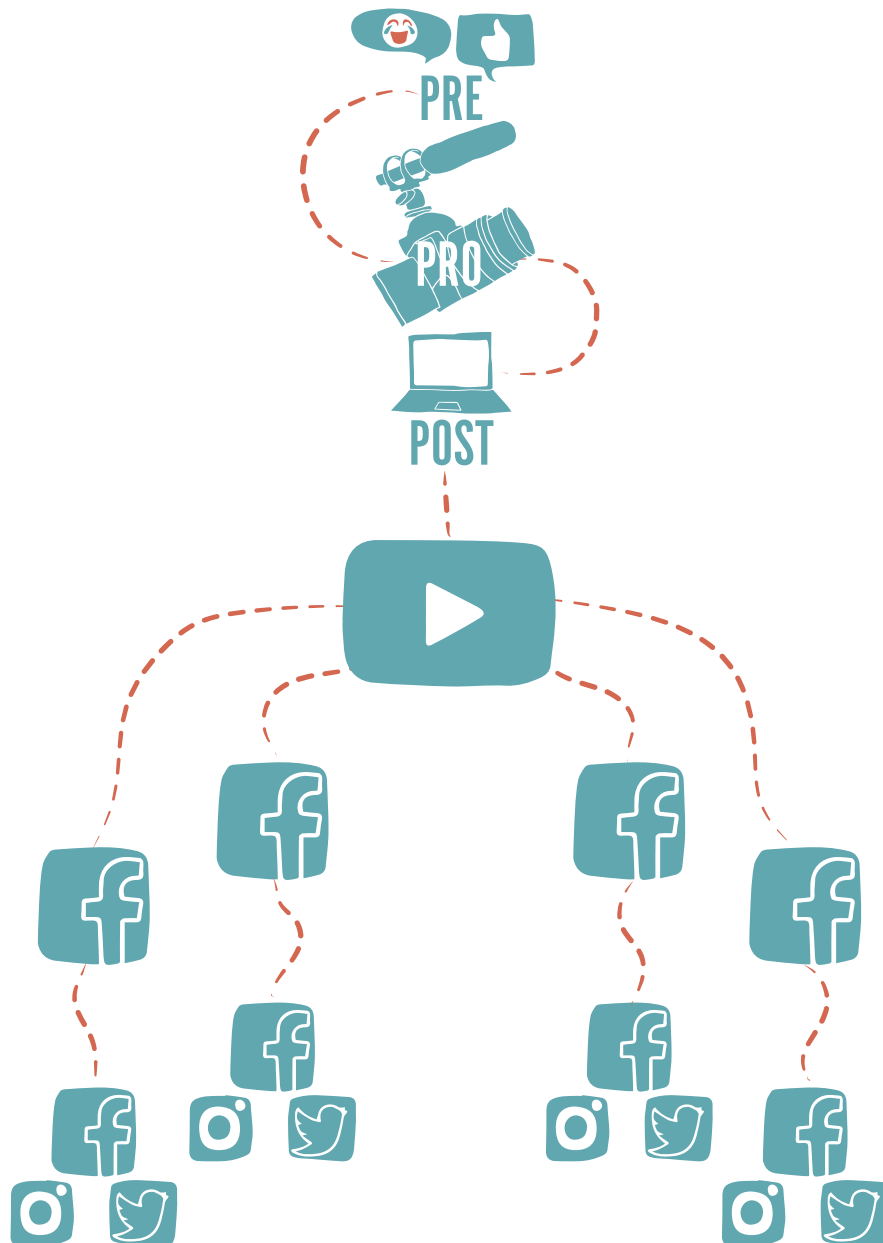
### TECHNOLOGY

- File Management
  - Dedicated physical hard drive backup
    - Cost of hardware included
  - Digital file backup
  - Organization & naming of all files

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## VIDEO MARKETING WATERFALL





## VIDEO MARKETING WATERFALL

### YOUTUBE

Full Episode 3840 x 2160 (4K)

- Uploaded to YouTube Channel
- Custom YouTube Thumbnail 1920x1080
- Generate YouTube captions

### FACEBOOK

Segments 1080x1350

- Uploaded to FB Page
- Points to corresponding YouTube Episode via Link in post
- Custom FB Thumbnail 1080x1350
- Generate FB captions

Episode Teaser 1080x1080

- Uploaded to FB Page
- Points to corresponding YouTube Episode via Link in post
- Custom FB Thumbnail 1080x1080 (square)
- Generate FB captions

### INSTAGRAM

Segments 1920x1080

- Uploaded to IGTV Channel
- Points to corresponding YouTube Episode via Link in Bio
- Custom IG Thumbnail 1080x1920 (vertical)

Episode Teaser 1080x1080

- Uploaded to IGTV Channel
- Points to corresponding YouTube Episode via Link in Bio
- Custom IG Thumbnail 1080x1080 (square)



## *Contact Us*

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Call, text or email us!  
We'd love to work with you!

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